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Promoting St. John's: Ads from "Way Back When"

Peggy L. Roske

College of Saint Benedict/Saint John's University, proske@csbsju.edu

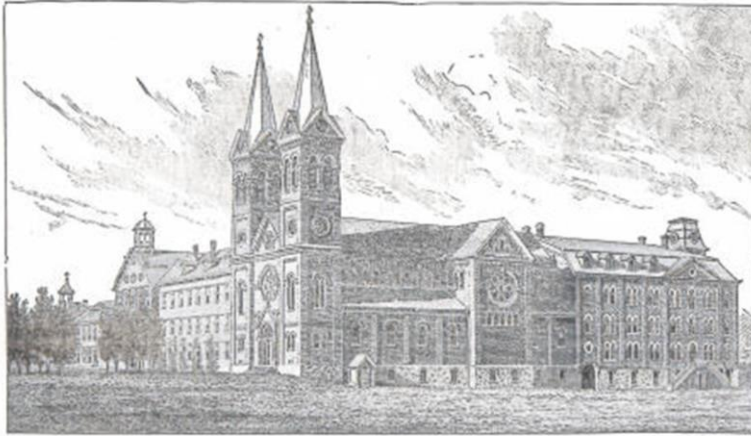
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**Promoting St. John's
"way back when":
A few examples from the SJU Archives**



St. John's University, Collegeville, Minn.

Graphic from *The Record*, July 1888, p. 79

No publicity in the beginning...

St. John's Seminary was opened at the Rothkopp claims on 10 November 1857. The beginnings could scarcely have been more humble...

The first students were five in number, all from the region....

There was no publicity or formal announcement of the opening. The five young men merely moved in with the monks, as students had often done in centuries past in hundreds of monasteries.

Worship & Work, p. 57

THE NOR-WESTER,
SATURDAY NOVEMBER 3, 1866

Red River Agency!!!

ST. PAUL FIRE AND MARINE INSURANCE COMPANY

ST. PAUL MINNESOTA.

Capital, \$500,000.

NAME OF STOCKHOLDERS.

J. C. BURBANK of J. C. Burbank & Co., St. Paul.
 JOHN L. MERRIAM of J. C. Burbank & Co., St. Paul.
 R. H. KELLY of J. C. Burbank & Co., St. Paul.
 J. C. RAFFERTY & Co. Merchant, Minneapolis.
 ANTHONY KELLY Jeweler, St. Paul.
 D. C. GREENLEAF Merchant, St. Paul.
 PUTNAM & PAAR of J. C. H. C. Burbank & Co., St. Paul.
 C. W. CALDERHEAD of J. C. H. C. Burbank & Co., St. Paul.
 GEO. H. EGGERTSON of J. C. H. C. Burbank & Co., St. Paul.
 WM. A. SPENCER Attorney at Law, St. Paul.
 HEATRIE & KELLY Wholesale Grocers, St. Paul.
 J. E. MAYO & Co. Hardware Dealers, St. Paul.
 J. E. THOMPSON President First National Bank, St. Paul.
 HORACE THOMPSON Cashier First National Bank, St. Paul.
 D. D. MERRILL Stationer, St. Paul.
 HON. JNO. NICOLS of Nicols, Dean & Co., St. Paul.



OPENING OF ST. JOHN'S COLLEGE.

THE College and College School attached to it, will be opened on Thursday the 1st November next at 9 o'clock a.m.

FOR SALE
 A well bred American Mare, 5 years old, with tail in spring, p. no. 2. Strong, &c. &c. Increase allowed to any draught. She is a good performer and Wagoner. If you wish to see her &c., complete will, &c. will be glad to apply for information at 11 office of the 3rd Nov. 1866.

The Flox-Weaver

RED RIVER RETRIEVER, N. 1, Oct. 26, '66



ACTIVITY OF THE BOARD OF WORKS.
 We had occasion lately to point out some defects in the Bridges on the Lower and Austin Roads, and have been engaged and gratified in the prompt manner in which our hints have been acted upon. It is to be hoped that no great improvement has

MOON'S PHASES FOR 1866.

Lat and Long, Fort Garry.
 Months, Phases, day, hour, min.
 N M S O D M

STRI
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 QU

Abbot Rupert Seidenbusch lost no time in placing the institution into public view. Both *Der Wanderer* and *Northwestern Chronicle*, the only Catholic papers in the State, carried advertisements.

From the *Chronicle* of **July 13, 1867**:

“St. John’s College. Under the charge of the Benedictine Fathers, of the abbey of St. Louis on the Lake, situated in the most healthy region of the State of Minnesota, will commence its half-year regular course of studies on the Second Day of September. Admission Fee, \$5.00; Yearly Pension \$175. Payable half-yearly in advance. No extra charges except for medical attendance, medicine, books and stationery.”

This advertisement was launched into publicity without an editorial comment or “send-off” of any description.

From *Saint John’s University, Collegeville, Minnesota: A Sketch of Its History*,
Alexius Hoffmann, OSB, 1907, chapter 2

The following letter was published in DER WANDERER, a German language newspaper published in St. Paul. The letter was in Vol. 1, No. 11, January 25, 1868 on page 86.

St. Cloud
January 13, 1868

Dear Wanderer:

I am pleased to submit the following to your newspaper.

Last week I travelled from St. Cloud to St. Joseph, New Munich, Melrose, Sauk Centre and to English Grove a settlement fourteen miles northwest of Sauk Centre.

As a Catholic, I must acknowledge my pleasure as I entered the Catholic settlement of St. Joseph. Each morning the Holy Mass can be heard. There is a good school in which the children are instructed in the Catholic faith and where good instruction is given by the venerable Sisters of St. Benedict.

Four miles beyond St. Joseph, I arrived at the Benedictine Abbey of St. Ludwig on the Lake. I visited St. John's College in which thirty students are enrolled.

The Abbey is located in a beautiful forest on a gentle rise on the north side of a large fish rich lake. Near the abbey especially to the west there are still a few parcels of land to be settled. There is enough cheap land for settlement by about a hundred families. These families would be near to a church and school and twelve to fifteen miles from St. Cloud and five or six miles from St. Joseph.

Folder Berg



Translated by Bill Cofell (I think) – from ARC – “Visit to St. John’s 1868” folder

Saint John's College,
St. Joseph, Stearns Co.,
 MINNESOTA.

UNDER THE CHARGE OF THE
BENEDICTINE FATHERS
 Of the Abbey of St. Louis on the Lake.

WILL COMMENCE ITS REGULAR COURSE OF STUDIES ON THE
9th of September, 1876.

Entrance Fee.....	\$5 00
Board and Tuition, per Session of five months, if paid in advance.....	90 00
If with the consent of the President payment is deferred.....	100 00
Bedding, Washing, and Mending of Articles washed, per Session of five months.....	7 50
Tuition in Drawing, per Session of five months.....	10 00
Tuition in Music, Vocal and Instrumental, per Session of five months.....	15 00
Use of Piano, per Session of five months.....	5 00
Telegraphing, per Session.....	20 00
Graduation Fee.....	5 00
Vacation, if spent at the Institution.....	30 00

Terms must be paid invariably at the commencement of each Session. If they remain unpaid thirty days, the President will draw upon the parents, etc., for the amount, charging the expenses of collection.

For particulars address

ABBOT ALEXIUS EDELBROCK, Pres.,

*Catholic
 Directory
 1877*

1877 Catholic Directory ad

St. John's University, Collegeville, Minnesota.

unter Leitung der Benedictiner Väter, ist eine, mit allen modernen Verbesserungen versehene, gesund und romantisch gelegene Lehranstalt, die in den Vorbereitungs-, Commercialen, Wissenschaftlichen und Classischen Departments die ausgezeichnetsten Vortheile studierenden Jünglingen bietet. Schuljahr: Von der ersten Woche Septembers bis zur letzten Woche Juni's. Schüler werden auch während des Schuljahres aufgenommen. Für Catalogue etc. wende man sich an The President.

St. John's University, Collegeville, Minnesota.

is conducted by the Fathers of the Benedictine Order. It affords unsurpassed facilities and accommodations. Location healthy and romantic. Preparatory, Commercial, Scientific, Classical and Theological Dep'ts open. School-year: First week of Sept. till last week of June. For Catalogue etc. apply to the President.

Source(s) and date(s) unknown; perhaps *Der Wanderer* ?

ST. JOHN'S UNIVERSITY, COLLEGEVILLE,
MINN.



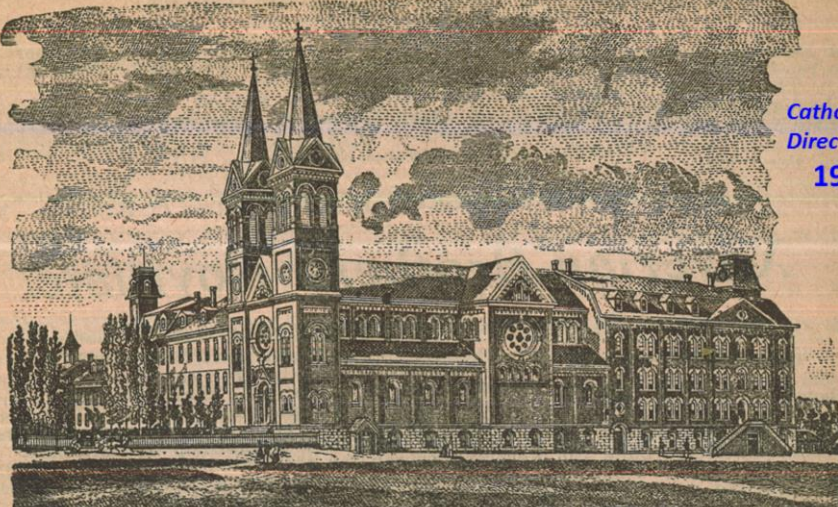
*Catholic
Directory
1897*

Preparatory, Commercial, Scientific, Classical and Theological.

The University is situated on a beautiful lake in the healthiest part of Minnesota. The accommodations and facilities are unsurpassed. It possesses a staff of EXPERIENCED PROFESSORS, who devote their lives to education. — For catalogue, etc., apply to the President or to the Vice-President of St. Johns University, Collegeville, Minn.

1897 *Catholic Directory* ad

ST. JOHN'S UNIVERSITY, COLLEGEVILLE,
MINN.



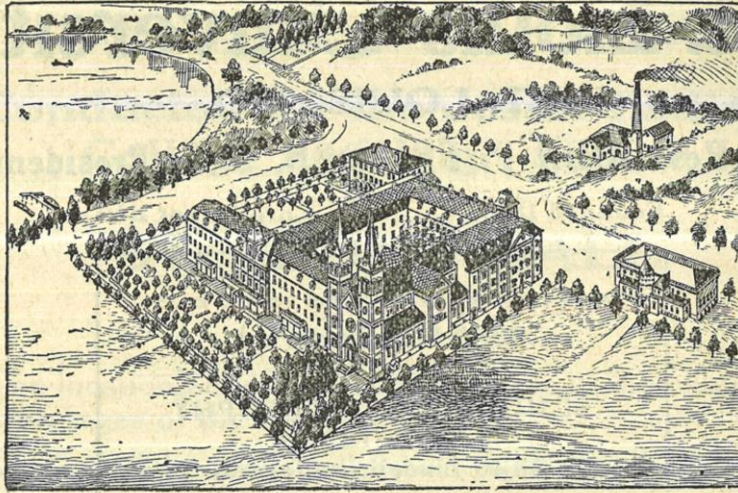
*Catholic
Directory
1900*

A boarding school conducted by the Benedictine Fathers.
Classical Course; Commercial Course; Scientific and Theological Depart-
ments. Music, Modern Languages, Typewriting and Phonography.
For Catalogues apply to the **PRESIDENT.**

1900 *Catholic Directory* ad

St. John's University,

Collegeville, Minn.



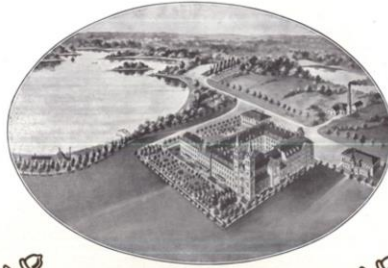
Catholic
Directory
1910

A BOARDING SCHOOL CONDUCTED BY THE BENEDICTINE FATHERS
*Classical, Philosophical, Theological, Scientific, Commercial, Preparatory Courses.
Music, Typewriting and Phonography. For Catalog apply to the Very Rev. Rector.*

1910 Catholic Directory ad

ST. JOHN'S UNIVERSITY

COLLEGEVILLE, MINNESOTA Conducted by Benedictine Fathers



1905
Calendar

Classical.....

Philosophical

Theological...

Courses.....

Preparatory..

Commercial...

Scientific.....

Courses.....

1905 JANUARY 1905							
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31	JAN. 187 MO.				

For Catalogue etc. apply to the Rev. Director

Printing Press was set up on first floor of southeast wing, 1889(Hoffman, p. 91)
The photo studio was on the 3rd floor of the new Wimmer Hall in 1901




1907 Calendar – in three versions



Also show 1909 brochure, "In and Around St. John's University, Collegeville, Minn" from 1760:5

1916: Something new

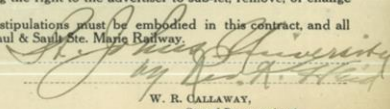
 **Minneapolis, St. Paul & Sault Ste. Marie Railway**
TWO-YEAR CONTRACT
DUPLICATE STATION ADVERTISING.

\$ 250.00 Collegeville, Minn. January 29, 1916

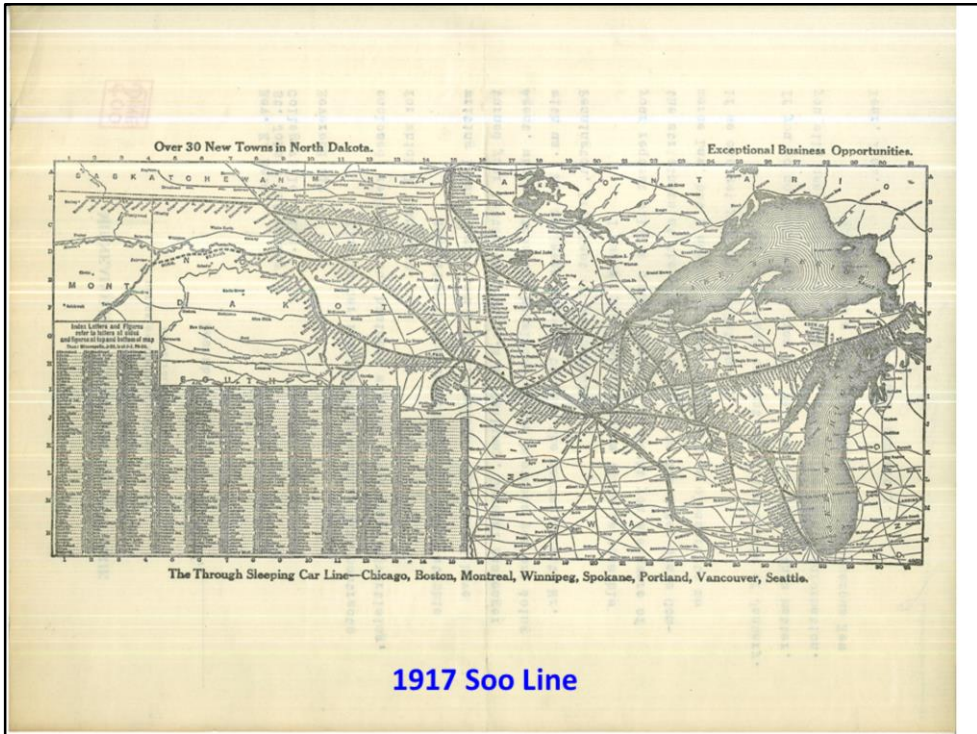
For the privilege of using advertising space, 11 by 21 inches, in the SOO LINE STATIONS
As per List No. 6. Soo Line. Card to be placed in 125 waiting rooms
or more. Two changes of cards allowed during contract, if desired.
Exclusive right given St. John's University advertising School for boys.
for the term of Twenty-four months, from March 1, 1916. ~~for~~ us
agree to pay to the order of MINNEAPOLIS, ST. PAUL & SAULT STE. MARIE RAILWAY, Treasurer, Minneapolis, Minn.,
\$10.42 on the first day of each month during the above said term.

It is understood and agreed that the said Railway Company has reserved the right to reject any contract, and
this contract is taken and accepted subject to such a right.
The signs are to be kept in good order, and if broken or disfigured during said term will be replaced.
No other advertising matter will be allowed within the Waiting Rooms of this Railway Company, except such
as pertains to their own business.
Nothing in this contract shall be construed as giving the right to the advertiser to sub-let, remove, or change
in any way the signs in the space covered by this lease.
No verbal conditions will be recognized and all stipulations must be embodied in this contract, and all
payments must be made to the order of Minneapolis, St. Paul & Sault Ste. Marie Railway.
Submit Proof.

Taken by W. R. Callaway Cunningham


W. R. CALLAWAY,
General Passenger Agent,
Minneapolis, Minn.

From 1834:11



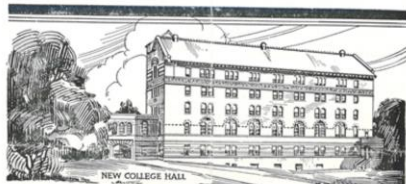
- 1917 Railroad map – from Box 1834:11
- Minneapolis to Duluth & Sault St. Marie
 - Minneapolis to Chicago

Key Signatures for Advertising during the
Summer of 1922

Catholic Bulletin - Rev. Fr. A. Sausen, Rector
Our Sunday Visitor - Rev. A. H. Sausen, O. S. B.
Catholic Citizen - Very Rev. Rector
Wanderer - The Vice-President
N. W. Chronicle - St. John's University, Box 20
American Tribune - Very Rev. Vice-President
Aberdeen American News - Rev. Fr. Alphonse, O. S. B.
Grand Forks Herald - The Rev. Rector
St. Cloud Times - Father Alphonse Sausen
Duluth Herald - Rev. Father Rector
Des Moines Register - The Rev. Vice-President
Volkszeitung - Rt. Rev. President
St. Paul Daily News - Rev. Alphonse Sausen, Rector
St. Paul Pioneer Press - Very Rev. Alphonse Sausen
Minneapolis Tribune - Very Rev. Alphonse Sausen, Rector
Minneapolis Journal - Rev. Fr. Sausen,
Soo Line - Very Rev. A. Sausen, Rector
Leading Colleges of Minnesota - The Rector
Latog - Very Rev. Sausen

1922

1922 - publications in which St. John's advertised – from Box 1834:10



NEW COLLEGE HALL

ST. JOHN'S UNIVERSITY

The College Man

"A little learning is a dangerous thing. Drink deep or taste not the Pierian spring."

—POPE

is in greater demand than ever. The self-made man is fast becoming a relic. Get a college education and be a leader. The man with a college training, all other things being equal, possesses the magic key to the door of every opportunity.

"Less than 2 per cent. of the men of America go through college, yet from the 2 per cent. the nation draws 75 per cent. of the leaders in all walks of life."

—CONGRESSIONAL RECORD

St. John's University

—a Catholic Boarding School for Young Men—offers to High School graduates courses in Music, Pre-Business, Pre-Medicine, Pre-Law, Engineering and Architecture, Letters, Philosophy, Pre-Divinity.

A splendid new \$150,000 College Hall to be opened next September. Large new athletic field. St. John's is a member of the Minnesota Intercollegiate Athletic Conference. Every opportunity for every sport.

For catalog and particulars write to

"Every opportunity for every sport"



"What sculpture is to a block of marble, Education is to a human soul."

—ADDISON

ST. JOHN'S UNIVERSITY

A Catholic Boarding School for Young Men. Founded in 1857. Conducted by the Benedictine Fathers.

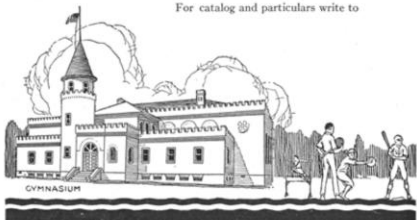
The chief aim of St. John's University is to teach young men not only "how to get a living but how to live."

St. John's holds out to its students ample opportunity to follow the bent of their special talents. Seminary, College and College Preparatory courses. Courses leading to a B.A., Ph. B., B.S., and M.A.

Splendid new \$150,000 College Hall.

Country location. Most healthful and charming environment. Extensive campus. Large new athletic field. Every opportunity for every sport. Fall term begins September 6. *Will you be there?*

For catalog and particulars write to



GYMNASIUM

1921-22 – before Benet opened in fall 1922. From 1834:10.

ST. JOHN'S UNIVERSITY

COLLEGEVILLE, MINNESOTA

Newspaper Advertising Schedule—Summer 1921

All plates measure 2 cols., 6 in.—168 Agate Lines



ST. JOHN'S UNIVERSITY

"What sculpture is to a block of marble Education is to a human soul."
ARISTOTLE

A Catholic Boarding School for Young Men. Founded in 1857.

The chief aim of St. John's University is to train young men to meet bravely and successfully the complex problems they will be confronted with in later life. St. John's imparts Christian—Catholic—ideals of living, and while training the mind insists in season and out of season on the importance of strong will power.

Realizing that men are variously gifted, St. John's holds out to its students ample opportunity to follow the bent of their special talents. Courses in High School and College; in Business, Music, Pre-Law, Pre-Medicine, Pre-Letters, Engineering and Architecture, Philosophy and Theology.

High School and College accredited to the State University. Country location. Most healthful and charming environment. Extensive grounds. Every athletic opportunity.

Fall term begins September 8. Will your Son be there?
Write for Catalog and particulars to



THE UPPER CAMPUS

*"A little learning is a dangerous thing.
Drink deep or taste not the Pierian spring."*
POPE

THE COLLEGE MAN

—is in greater demand than ever. The self-made man is fast becoming a relic. He gets just so far and then all avenues of advance are blocked to him. The man with a college training, all things being equal, possesses the magic key to the door of every opportunity. "Less than 2 per cent of the men of America go through college, yet from the 2 per cent the nation draws 75 per cent of the leaders in all walks of life."—Congressional Record.

ST. JOHN'S UNIVERSITY

—a Catholic Resident School offers to High School graduates courses in Pre-Medicine, Pre-Law, Engineering and Architecture, Letters, Philosophy, Pre-Divinity and Music.

Accredited to State University. Conducts also an accredited High School offering several specialized courses.

A new College Hall, modern in every way, is under construction, which will accommodate 135 college men. Member of the Minnesota College Conference. Every opportunity for sport.

For Catalog and particulars write to

*" 'Tis education forms the common mind,
And as the twig is bent the tree's inclined."*
POPE

That Boy of Yours

—just graduated from the grades—what shall you do with him? Cut his education short or

PLACE HIM IN A HIGH SCHOOL?

Remember this is the critical period in his life, when his future is made or marred. This is the time when he needs a strong fatherly hand to guide him.

ST. JOHN'S UNIVERSITY

—is a Catholic boarding school that will make him a man in the full sense of the word—mentally, morally and physically equipped for the strenuous battle of life. Whether he wishes to become a priest of the Church, a lawyer, a musician, a doctor, an engineer, an architect, a man of letters or just a plain cultured, business man, St. John's can accommodate him.

Accredited High School. Full College Courses leading to A. B. and A. M. degrees.

A school with sixty-four years' experience in training young men.

For Catalog and particulars write to

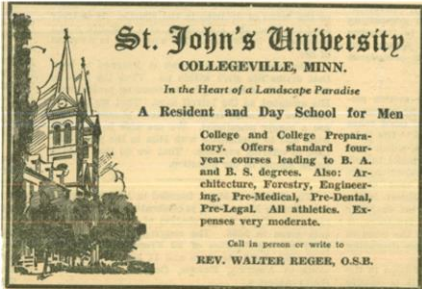
OFFICE OF THE VERY REV. RECTOR
St. John's University, Collegeville, Minn.

1922



1922 – ad in *Nordstrum's* (?) – a magazine page, with an ad on the other side, in German, for Thompson Yards Inc., St. Cloud

1930s



St. John's University
COLLEGEVILLE, MINN.

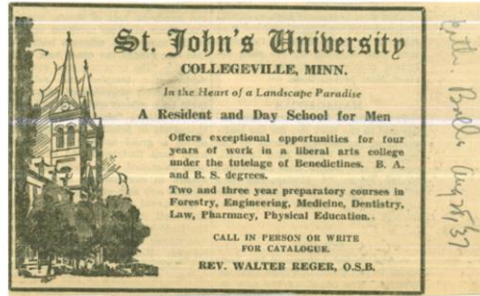
In the Heart of a Landscape Paradise

A Resident and Day School for Men

College and College Preparatory. Offers standard four-year courses leading to B. A. and B. S. degrees. Also: Architecture, Forestry, Engineering, Pre-Medical, Pre-Dental, Pre-Legal. All athletics. Expenses very moderate.

Call in person or write to
REV. WALTER REGER, O.S.B.

Cath. Bull - July 11, 36



St. John's University
COLLEGEVILLE, MINN.

In the Heart of a Landscape Paradise

A Resident and Day School for Men

Offers exceptional opportunities for four years of work in a liberal arts college under the tutelage of Benedictines. B. A. and B. S. degrees.

Two and three year preparatory courses in Forestry, Engineering, Medicine, Dentistry, Law, Pharmacy, Physical Education.

CALL IN PERSON OR WRITE FOR CATALOGUE.
REV. WALTER REGER, O.S.B.

John Bull's Aug 27/37

Top twp from the *Catholic Bulletin* July 17, 1936-37

1930s

College of St. Benedict
St. Joseph, Minnesota
(8 MILES FROM ST. CLOUD)
A Liberal Arts College for Young Women
Accredited by the North Central Association of Colleges
Fall term begins September 14
FOR INFORMATION: ADDRESS—DEAN

MINNESOTA SCHOOL OF BUSINESS
ACCREDITED BY N.A.A.C.C.
A Professional School of Business and Secretarial Training for High School Graduates and College men and women.
PROGRESSIVELY DIFFERENT—THOROUGHLY DEPENDABLE—UNIFORMLY SUCCESSFUL
Fall Term Opening Dates September 1-7-13
24 SOUTH 7th STREET
GEEVE 4661
61st Year
ASK FOR BULLETIN

The COLLEGE of ST. CATHERINE
A Standard Catholic College for Women
FULLY ACCREDITED
COMPLETE MODERN EQUIPMENT
OFFERS EXCEPTIONAL TRAINING FOR CHARACTER AND SERVICE
Faculty selected on account of special qualifications of each member, leading to recognition of St. Catherine's as one of the outstanding educational institutions of the country.
The system of education here applied guarantees the sense of personal responsibility of students under the most helpful and willing instructors.
Address: THE OFFICE OF THE DEAN, SAINT PAUL, MINNESOTA
GEEVE 4661

BETHLEHEM ACADEMY
FARIBAULT, MINN.
Conducted by the Dominican Sisters of Sioux Falls, Wis.
A Catholic Boarding School for Girls, and a co-educational day school. Fully accredited.
Four-year High School, Grade and Commercial Courses.
SPECIAL ATTENTION PAID TO MUSIC, ART AND ATHLETICS.
Fall term begins September 18
ADDRESS: THE SUPERIOR

ST. THOMAS MILITARY ACADEMY
ST. PAUL, MINNESOTA
The Catholic Military Academy of the Middle West. Honor School. Advisory staff assures Personal Guidance. All Athletics. Balanced Training at Low Cost.
Fall Registration, Sept. 2nd and 3rd
For Information and Catalogue, address THE PRESIDENT BOX G

St. John's University
COLLEGEVILLE, MINN.
In the Heart of a Landscape Paradise
A Resident and Day School for Men
Offers exceptional opportunities for four years of work in a liberal arts college under the tutelage of Benedictines, B. A. and B. S. degrees.
Two and three year preparatory courses in Forestry, Engineering, Medicine, Dentistry, Law, Pharmacy, Physical Education.
CALL IN PERSON OR WRITE FOR CATALOGUE.
REV. WALTER REGER, O.S.B.

We had some of the same competitors in 1937, too (from the *Catholic Bulletin* July 17, 1937)

We've come a long way
from this...

THE College of St. Catherine
ST. PAUL, MINNESOTA


*A Standard Catholic College for
Women of the Northwest*

The only exclusively women's college in the
Four Cities. Regular courses in Arts and
Sciences.

Member of North Central Association of Col-
leges and the Association of American Univer-
sities. On approved list of the Associa-
tion of American Universities. The A. B. de-
gree has international recognition.

**Autumn Quarter Registration for
Freshmen, Wednesday, Sept. 25.**


For information address the office of the Dean,
Cleveland Ave. & Randolph St., St. Paul, Minn.



St. John's University
Conducted by Benedictine Fathers

**A Resident and Day School for Men
College and College Preparatory**

Call in person or write for information, the
OFFICE OF THE DEAN
COLLEGEVILLE, MINNESOTA



COLLEGE OF ST. THOMAS
SAINT PAUL, MINNESOTA


RESIDENTIAL and DAY COLLEGE

Under the direction of the Most
Reverend John Gregory MURPHY,
Archbishop of Saint Paul.

Standard Courses in the Liberal Col-
lege. A Fully Accredited School.
Regular Academic Degrees. Strong
Pre-professional Courses.

Full Registration, Sept. 29th and 30th

For Information and Catalog, address:
THE PRESIDENT—Box A



COLLEGE OF ST. BENEDICT
ST. JOSEPH, MINNESOTA

Ideally Located — Urban advantages accessible but do not offer con-
stant distraction. 7 miles from St. Cloud, 30 miles from Twin Cities.

Careers Open to Graduates — Christian Home Building, Commer-
cial Artistry, Business, Secretarial School, Music Supervision, Instructor in
High School subjects.

Preparation for Professional Lines — Nursing, Technicians,
Dietetics, Law, and Medicine.

Write for Information
Address: DEAN

From *Der Wanderer*, July 9, 1936 (Box 1760:4)

Dance your way through life at CSB/SJU

YouTube Search Browse Upload

CSB/SJU Oh the Places You'll Go Orientation 2010

csbsjuorientation 5 videos



Orientation Video

2010 Orientation Team

4:17 / 4:39 360p

**...to
this!**

Watch This!

Promoting St. John's "way back when": A few examples from the SJU Archives

Compiled in September 2010 from resources in the SJU Archives
by Peggy Landwehr Roske, CSB/SJU Archivist