Promoting St. John’s “way back when”:
A few examples from the SJU Archives

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
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
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. Ludwik 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.
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, 1877.

Entrance Fee .............................................. $5 00
Board and Tuition, per Session of five months, if paid in ad-
vance .................................................... 90 00
If with the consent of the President payment is de-
sferred .................................................... 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 .................................. 10 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 parent, etc., for the amount, charging the expenses of col-
lection.

For particular address:
ABBOT ALEXIUS EDELBROCK, Pres.

1877 Catholic Directory ad
Source(s) and date(s) unknown; perhaps *Der Wanderer*?
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.
1900 Catholic Directory ad
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.

$260.00

Collingdale, 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.

I agree to pay to the order of Minneapolis, St. Paul & Sault Ste. Marie Railway, Treasurer, Minneapolis, Minn., $10.00 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 defaced during said term will be replaced.

No other advertising matter will be allowed within the Waiting Rooms of this Railway Company, except such as pertain 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.

Taken by: C. Cunningham

W. R. Gallaway,
General Passenger Agent.
Minneapolis, Minn.
1917 Railroad map – from Box 1834:11
• Minneapolis to Duluth & Sault St. Marie
• Minneapolis to Chicago
1922 - publications in which St. John’s advertised – from Box 1834:10
ST. JOHN’S UNIVERSITY
COLLEGEVILLE, MINNESOTA

Newspaper Advertising Schedule—Summer 1921
All plates measure 2 cols., 6 in.—160 Agate Lines

ST. JOHN’S UNIVERSITY

A Catholic Boarding School for Young Men, Founded in 1851. The chief aim of St. John’s University is to train young men to serve happily and successfully. The college curriculum aims at the development of body and mind in later life. St. John’s continues Christian—Catholic—honest in living, and while training the mind insists on sound and set in the importance of broad vision.

Realizing that more and more the St. John’s has been to its students ample opportunity to follow the best of their special talents, Courses in High School and College in Business, Music, Pre-Law, Pre-Medical, 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 COLLEGE MAN
—is in greater demand than ever. The self-made man is fast becoming a rarity. He goes just as 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 3 per cent the nation draws 75 per cent of the leaders in all walks of life.”—Congressional Record.

ST. JOHN’S UNIVERSITY

—is a Catholic Residential School offering 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 350 college men. Member of the Minnesota College Conference. Every opportunity for sports.

For Catalog and particulars write to
1922 – ad in Nordstrum’s (?) – a magazine page, with an ad on the other side, in German, for Thompson Yards Inc., St. Cloud
Top two from the *Catholic Bulletin* July 17, 1936-37
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...
Dance your way through life at CSB/SJU

Watch This!

...to this!
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Compiled in September 2010 from resources in the SJU Archives
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