"Esse non Videri"
(To Be not to Seem)

Statistics in income show that earnings increase as the education one brings to his job increases, and the individual who becomes more valuable to himself also becomes more valuable to society as a whole.

Studies also show that the more of formal education one has received, the more information he is likely to have on almost any topic of current interest, and the less likelihood is there that he will become a radical. Education makes us see more than one side of a question. To a world seeking peace, higher education is vital. Hence the slogan, "More education for more people."

But we must not ignore the danger signals. All depends upon the kind of education. To train the intellect at the expense of heart and will, is hazardous. Again, present-day theorists contend that one must not allow oneself to have convictions, but must always keep an open mind. We know that Catholic colleges and universities train the whole man spiritually, morally, mentally, physically, and that the Catholic college graduate carries with him very definite convictions on fundamental matters, to which he firmly adheres. The Catholic college not only fits one for a job, but teaches him how to live.

What about higher education for women? One of the aims of higher education is to train leaders. We certainly need leaders today. Catholic leaders, and especially Catholic women leaders. Our girls may say, "I intend to raise a good Catholic family." Fine. But is that enough? Many a mother in Europe had the same ambition, and today these families are not permitted to practice their religion. Why not? Because Catholics, men and women, let the leadership in the state slip from their hands. Women today in America have as great influence as men. They must be enthusiastic, make their influence felt, and try to maintain in America such principles that their children and their children's children will be able to practice their faith. Higher education fits women for the role they are called upon to play.

The question of the value of higher education and especially the higher education of women, brings us to a concrete illustration—St. Joseph's College for Women, an institution of higher learning conducted by the Sisters of St. Joseph. St. Joseph's is the only Catholic college in the diocese of
Brooklyn, exclusively for women. It is conveniently located in the Hill section, 245-265 Clinton Avenue, and is easily accessible from all parts of the city and Long Island.

St. Joseph's is a small college. There are advantages in a small college. Each student is considered an individual and not merely a number. A small college is better equipped to take care of the religious and intellectual needs of the individual, and to train leaders. Most of the celebrities in Who's Who are graduates of small colleges.

St. Joseph's is a day college. In a day college one has an opportunity to survey the whole occupational field in the metropolitan area, and to prepare herself for a particular job. There is also the possibility of part-time employment, by which she may ease the strain on the family budget. At St. Joseph's we have a Cadet plan whereby seniors may take a job under the supervision of the college. Employers report back to the college as to the girl's fitness and aptitude. This is a very valuable work experience.

The religious life of the student at St. Joseph's is unique. Attendance at religious exercises is purely voluntary. There is a daily Mass, and a Holy Hour every day from 11:30 to 12:30. At the beginning of each class, prayers are said by a student in the corridor, and amplified throughout the building. The Religion Committee composed of students is most active in planning and carrying out the religion program.

As a college of the liberal arts, St. Joseph's prepares students for the professions—law, medicine, teaching, librarianship. Teachers are prepared for pre-school, kindergarten, elementary and secondary schools. Besides these professions, there are many other occupations open to the holder of a degree—social work, journalism, psychology, guidance and personnel direction, actuarial and statistical work, the work of a laboratory technician, radio and television (script editing).

Our aim in this cultural and religious program is to fashion a nobler womanhood, for if we have better women, we will have a better world. A college should be chosen by what it will do for a matriculant. St. Joseph's invites you to come and see for yourself.
The motto of St. Joseph's, which can be seen on the College seal, is "ESSE NON VIDERI."
This is translated: "TO BE AND NOT TO SEEM."