

THE WESTERN NORMAL COLLEGE

Shenandoah Commercial Institute

Shenandoah, Page Co., Iowa



Main Building, 150 Feet Front

LARGEST, CHEAPEST AND BEST NORMAL SCHOOL IN THE WEST

Enrollment Last Year Over 4,300

YOU ASK WHY THIS WONDERFUL ATTENDANCE!

WHY 1—The school is organized for the vast army of poor young men and women all over the West, who are anxious to secure an education, and have no money to throw away in useless expenditures.

WHY 2—A great number of our students come from the farm, and but for this school and its advantages, an education would be impossible to them.

WHY 3—Statistics collected from the class rooms of the Western Normal College, June 1, 1891, show that almost 80 per cent of our students have made their own money with which to attend school.

WHY 4—Our students are of that class of young men and women who go to school for business, for study, for a purpose.

WHY 5—There are thousands of young men and women who have not the time, even if they have the money, to take the more extended regular courses, but want special work on special subjects, and must go to school just when they can.

WHY 6—You can enter the Western Normal College at any time and find just such classes as you desire, whether elementary or advanced.

WHY 7—Your term is ten (10) weeks from the day you enter.

TEACHERS—We obtain only the best teachers the country affords. Thus the pupil learns twice as much in the same length of time as he would if he had a poor teacher.

COURSE—Our course of study is so practical that it cultivates, educates and prepares the student without waste of time or unnecessary work.

REPUTATION

The reputation of the Western Normal College is sufficient to secure ready employment for all its graduates. We always have more calls than we can supply.

POSITIONS—The Western Normal College is the best established, most widely known, the highest grade independent Normal School in the West, and more students of the Western Normal College are filling responsible positions than from any other.

Remember that the Western Normal College is no experiment, but a settled and decided reality.

What you learn at the Western Normal College will not have to be undone at a great sacrifice of time and money. This is a point that students seeking schools to attend should not overlook.

WHY SHENANDOAH WAS SELECTED AS THE SITE OF THE WESTERN NORMAL COLLEGE.

Because as a moral and religious community it is second to none in the United States. It has eleven churches and its people are all law abiding, peace loving and church going people. It is entirely free from saloons and dens of infamy, such as abound in large cities and tempt the young from the paths of virtue. The character of the town is always an important item to be considered by the parents when sending their children away to school, and this has been one of the strong points in favor of the Western Normal College.

The citizens of Shenandoah have unitedly and generously aided in building up the school; they have shown their faith in it by sending their own sons and daughters here for an education. As many as 235 different students were in attendance at the Western Normal College from Page County alone, January last. The cordial support thus given the school continuously by the entire community is an influence that can hardly be overestimated, and one that would be almost entirely lacking in a city with other educational institutions.

We believe we are correct when we say that all parents very much prefer, and really would not send their children away from them to school, unless said school was located in a place entirely free from the contaminations and influences of city life. This is why Shenandoah was selected for the Western Normal College. If you are a student away from the restraint of your parents and making your own way, you will want a quiet, orderly place to study, with nothing to distract from the work you have to do.

Out of the thousands of young men and women who have attended school here, not one went astray while here. It is a favorite argument of other schools that we have so many students here that we can not look after all of them carefully. This is a mistake. Everything here is on a high moral plane; the school, the town and all the surroundings of the student are of the purest and best. In fact, any wrong doing would bring the student into unfavorable comment at once. You see, their manhood is appealed to, and they at once come up to this high moral plane, instead of bringing others down to theirs.

RECOMMENDATIONS

We have hundreds of recommendations from ministers, county superintendents, teachers and old students, many of which you will see in this catalogue.

WHILE YOU ARE READING THIS

There are hundreds of young men and women, all over this Western country, that are saving up their wages until they have enough ahead to attend the Western Normal College one year. Letters come to us every day from some one, informing us of the fact that they now have \$50 saved to come to school. In a few weeks afterwards another cheery letter comes, bearing the news that they have \$75 or \$80 or, perhaps, \$100 gathered together for the same purpose, and so on until finally they come personally, bringing the entire amount. This is the kind of motto our students possess. Many, many times they come with only enough to barely pay their expenses for one term. They can come at any time, take just such classes as they desire, and advance just as rapidly as they can. This just suits the plucky Westerners. Tell us that such men and women are not destined to usefulness, and to act well their part in the great battle of life. Come on, there is room for all. If you are in search of a school to attend for study, for business, for a purpose, come here. If you are hunting for a school to idle away your time in spending your over-indulgent parents' money, don't come here.

EXPENSES

READ CAREFULLY AND COMPARE—REMEMBER THAT ONE TUITION ADMITS TO ALL OF THE REGULAR DEPARTMENTS

Expenses are less than anywhere else, notwithstanding that we give more for one tuition than any other school.

TUITION—One dollar per week in advance for the term, is charged for tuition. One term is ten weeks from the day you enter. Tuition for one year of 40 weeks, \$40, payable in advance.

Children of Ministers of the Gospel are always admitted free in Scholastic and Commercial work. CHILDREN OF PENSIONED SOLDIERS were admitted at one-half tuition rates last year. As many as three hundred children of pensioned soldiers were here. A special reduction is given them this year. Send for special circular concerning same.

SONS OF VETERANS—The school has a very large camp of Sons of Veterans, many of our teachers being active members. If you live more than two hundred miles from Shenandoah, and for a special reduced rate.

TABLE BOARD—The board is maintained in order and immediate supervision. The Professor owns and controls every part of the school. It is not only big in quantity, but also in quality.

BOARD—Table boarding per week, \$1.25, \$1.50, \$1.75 and \$2.00. We guarantee good satisfactory board at these prices. The board is maintained solely for the accommodation of the student. No completion about it.

Why we can furnish such good board and plenty of it is because we buy everything at wholesale rates. We have our own garden, furnishing vegetables and fruits for the table; have our dairy, can our fruit, berries, blackberries, strawberries, raspberries, etc. We buy flour by the car-load, and everything else in proportion.

Any reasonable person knows that we can furnish better board at \$1.75 per week than schools without these advantages can for \$2 or \$2.50 per week. This one item of expense alone will pay your car fare many times.

Our facilities are such that we are able to absorb the above low rates, which places this institution far in advance of others in point of economy.

NEW DINING HALL—We have completed one of the finest dining halls in the West. A new, bright, clean, large enough to cook for 500 people, was recently added to the complete line of improved kitchen appliances. There are many other dining halls, fully equipped for cooking for large numbers.

PRIVATE BOARD—Twenty of good private board at \$3 and upwards per week. Good room and board in private families at \$2.50 per week. Private board is limited to ten in a family and this where they room.

OLDS BOARDING—Board \$1 per week, in clubs. This requires a great deal of the time of the student to look after it.

LADIES room in the college building and in cottage dormitories, in charge of experienced matrons, also with private families.

GENTLEMEN room in the dormitories in charge of superintendents and in private families. There are hundreds of homes in Shenandoah, of just as good people as live, that take students into their homes as members of their family, and only charge them fifty cents per week for room.

ROOM RENT—Furnished rooms, \$3, \$4 and \$5 cents per week. You can room in dormitory or in private families. The cheapest rooms, considering their accommodations, in the country. Rooms are arranged in clean and single rooms.

NEW COTTAGE DORMITORIES—Fifty new Cottage Dormitories are being erected near the college this year. Some of these will be ready for occupancy by October 1, the others by November 1. They will be well furnished, have the latest appliances, including hot and cold water, furnace heat, etc., and will require an outlay of over \$100,000.

Most students bring pillows and coverings for bed from home.

All writing on tables, desk, etc., is done by students, who are allowed as much on their school expenses for their work. If you desire to wash for your board, with President Croan and his staff, arrangements will be made for you. While these rates are the lowest in the country, we find that they will amply satisfy all. Most of \$75 books can be rented at ten cents per cent of their retail price.

WILLIAM M. CROAN,

PRESIDENT OF THE WESTERN NORMAL COLLEGE, SHENANDOAH, IOWA.

(From Iowa Historical Souvenir.)

In the history of private Normal Schools in Iowa, the Western Normal College at Shenandoah is an example of remarkable growth. Of this institution, which has attracted so much attention to the State during the past five years, William M. Croan is President and proprietor. He is a native of Indiana, born near Anderson, Madison County, July 23, 1833. In early life he learned to combine habits of industry and study. He worked on his father's farm at every opportunity. He early mastered the branches of the common district school. He completed a course at the Anderson Graded and Normal School, then under the control of Elder Joseph Franklin. Anderson was four miles from his home, and he made the round trip of eight miles each school day during his three years' tutelage in the institution at Anderson. Not only did he go this distance, but he also did much work on the farm mornings and evenings and during vacations. Hence, in his youth he was schooled in hard work and early learned to be independent, to make his own way and to fight his own battles. As a student he was studious and scholarly, making rapid and thorough advancement in his course. Mr. Croan began teaching school in Madison County. He taught and earned money to defray expenses at the Northwestern Christian



W. M. Croan

After leaving college he taught in graded schools for time. He was for some time editor of the Anderson Democrat, the official paper of Madison County. He was recalled to the educational work by being elected County Superintendent of schools of Madison County. The Indiana official reports from the Educational department indicate that he was an active, enthusiastic and successful in this capacity as in every other position he has filled. During his administration, Madison County had a reputation for high professional standards and for general educational enthusiasm. While in this work Superintendent Croan established a reputation as an energetic and progressive school man. Professor Croan resigned the office of County Superintendent of Schools in Madison County in the early spring of 1884, and moved to Shenandoah, Page County Iowa, where he had just purchased the property of the Western Normal College. He at once became Superintendent of the institution, as well as sole proprietor of the property of the concern. In the six years that Professor Croan has been managing this institution, he has accomplished a work which not one school man in a thousand would have done. The enrollment, which six years ago numbered 45 students, now numbers several hundred. There are from 700 to 1,000 students in attendance during each one of the five terms in the year. The school has of course been enlarged correspondingly as to building accommodations, equipments, and in the number of its teachers. The school has a variety of departments, viz: The Common School Course, Normal Course, Scientific Course, Classic Course, Business Course and Civil Engineering Course. Then there are courses in Music, Shorthand, Typewriting and Telegraphing. The faculty is composed of thirty-three teachers, who are especially qualified for their respective departments of work.

One of the popular features of the school is the boarding department, which is conducted on a plan unlike that of any other college boarding department in the State. The boarding halls of the Western Normal College are under the general superintendence of Mrs. Croan. There are two or three boarding halls furnishing board at different prices to suit the financial abilities or economical desires of the students. This is an excellent plan and has proved a popular success.

Professor Croan has all the elements of character that go toward making a successful manager of a large and growing institution like the Western Normal College. He is a shrewd business manager who is capable of handling the finances of a great enterprise. With good executive ability, keen foresight, well designed methods of advertising, and unbounded enthusiasm in his work and belief in its success, he achieves whatever he undertakes in behalf of the institution.

Superintendent Croan makes friends wherever he goes for himself and for his school. He is genial, courteous, affable among his students or among men of the world. It has been his ambition to build up a great independent Normal School, and this he has done beyond question.

FACULTY

OF THE WESTERN NORMAL COLLEGE.

WM. M. CROAN, President, Business Manager.

GEO. H. COLBERT, A. M., Higher Mathematics and Astronomy.

CHAS. ELDRED SHELTON, A. M., English Grammar and Classics.

J. F. SAYLOR, B. S., Natural Science and Didactics.

C. W. WALLACE, M. S., Language and Literature.

H. E. WILSON, M. ACCT., Science of Accounts, Plain and Ornamental Penmanship.

SETH C. WILSON, A. M., Geography, Elocution and Arithmetical.

MARY ADAMSON COLBERT, B. S., Orthography and Assistant in Latin.

H. OLDHAM, F. S. Sc., Musical Director, Voice, Piano, Harmony and Counterpoint.

M. BESSIE WARD, Voice Culture, Theory, Piano and Organ.

S. F. TETER, Assistant in Penmanship and Automatics.

ART DIRECTOR, Oil Painting, Crayon, Portrait Drawing.

WM. T. LARIMORE, MANAGER, Department Shorthand and Typewriting.

J. L. STEPHENS, Assistant in Shorthand and Typewriting.

MRS. ROSA L. LARIMORE, Assistant in Shorthand and Typewriting.

GEO. A. SPELBRING, Band and Orchestral Instruments.

COL. CHAS. V. MOUNT, Military Tactics.

C. E. SHELTON, Physical Culture.

GEORGE C. REAMES, MANAGER, Department of Telegraphy.

LOU M. IRWIN, History and Geography.

JULIA SHELTON, Kindergarten.

W. G. BISHOP, M. ACCT., Theory of Bookkeeping, Commercial Law, Actual Business.

J. G. PERKINS, M. ACCT., Assistant in Theory Bookkeeping, and Actual Business.

MRS. ERMA C. WILSON, Gutter.

RALPH S. J. FERRY, M. S., Medical Department.

JAMES J. HAGGERTY, Foreman, Printing Department.

WALTER STEPHENS, Librarian.

GENERAL MANAGEMENT.

WM. M. CROAN, PROPRIETOR, President and Business Manager.

JESSIE F. CROAN, General Superintendent Boarding Halls and Ladies' Dormitories.

FANNIE McKEE, Private Secretary.

WM. A. ROSS, Charge of Students' Home.

ANNA SHAW, Charge of East Hall.

F. A. FREELAND, Charge of West Hall.

STEPHENS & COLBERT, Charge Book and Stationery Stores.

J. H. W. BENNETT, Superintendent of Bennett's Halls.

MR. AND MRS. H. J. BROWN, Charge of Boarding Halls.

CALENDAR FOR 1891-2.

Fall Term Opens	August 10, 1891
First Winter Term Opens	November 1, 1891
Second Winter Term Opens	January 12, 1892
Spring Term Opens	March 22, 1892
Summer Term Opens	May 31, 1892

You can enter at any time and find just such classes as you may desire.

HOW TO CHOOSE THE BEST SCHOOL TO ATTEND

It is a matter of the very greatest importance to every person desirous of securing a good education to choose a school wisely. There are many things to be considered. First, the school that will give the most practical knowledge and the best discipline of the mind. The school that will give the foundation for habits of industry, order, patience and self-control, perseverance and application. The school that keeps a well-rounded, well-balanced character. Beware of cheap schools that are springing all over the country. Do not waste your money on a school that has no standing. Be the cheapest school that has all the above mentioned advantages. If you do this, you will avoid the ranks of hundreds who are yearly attending the Western Normal College and going out to speak words of good cheer for the same matter. Beware of the many schools who charge you as much as the Western Normal College, and do not give you as much as the Western Normal College. Beware of the many schools who charge you as much as the Western Normal College, and do not give you as much as the Western Normal College. Beware of the many schools who charge you as much as the Western Normal College, and do not give you as much as the Western Normal College.

Remember that one tuition admits you to any of the regular departments of the school. We have no extras to charge you for after you are here. Every teacher has a special preparation for his work and every teacher named in the faculty attends to his full work every day as teacher in his department. We demand of other schools, a money order on paper, to show their faculty.

We give the students more for the money than any other school in the land. The one coming here will be accommodated to just what he desires.

Students can live here just as well and cheaply as at home, because the President and control is every department which is in any way connected with the school, the dormitories, boarding department, book store, stationery department, etc., are all in the sole interest of the students by charging just such rates as will barely defray expenses.

If you are looking for a school where you can merely spend your time, to have you attended college, do not come here, but if you are looking for a school to attend business, for study, for a purpose, then the Western Normal College is the one you should carefully study the statements in this catalogue.

A GOOD EDUCATION PAYS

1. In dollars and cents. All testimony of statistics agree in showing that, while laborers of all ranks have better work and better homes, the educated man has a better position and position. Careful estimates make it certain that the education promotion to places of trust and power among men are almost two hundred times as great as an educated man as to an uneducated man.

2. In usefulness. The bulk of every good work in the world—discovery, invention, government, philanthropy and religion—is brought about by those who have been to school.

3. In enjoyment. Our pleasures grow out of what we are ourselves more than the surroundings. A well trained man sees, hears and handles a great deal more of the world than an untrained one. All things do him good, not so much because he sees them, but because he understands them. He always has good things to think about.

SPECIAL AND IMPORTANT

The town of Shenandoah, Iowa, has become famous in the West, not only for its remarkable beauty and healthfulness of the city and surrounding country, and its exemption from incentives to evil, but in the intellectual, social and religious character of its citizens, and especially its varied and abundant educational institutions.

With its convenient location at the cross-roads of three great interstate lines of roads, twelve trains that carry passengers arrive and depart daily, bringing students from every direction without annoying and tedious delays. All trains arrive in the time. No other city is suitable for school purposes as Shenandoah. The high moral influence thrown around students is a matter to be carefully considered by parents sending their children away to school. In its various accommodations and in its faculty, cultivated teachers, who are specialists in their various departments, the Western Normal College offers rare advantages for young ladies and gentlemen desiring a good education. The President has spared neither expense in the equipment of the college, nor in having everything in such perfect order as to outstrip all competitors.

EXAMINATIONS

No examinations are required for admission to the College. The classes are examined at the close of the term, either in writing or orally, and the grades thus obtained are recorded in the College records.

THE COURSE OF STUDY

(See course of study) prescribed gives such thorough mental culture as qualifies the graduate for the higher grades of teaching, as any place in cultivated society. In fact, will only be given to students who are prepared. Students not desiring to graduate will be accommodated in the choice of studies. You can come at any time and find just such classes as you desire. Your term is ten weeks from the time you come.

HEALTH

Serious sickness with us is almost entirely unknown. Our students almost invariably leave school in better health than when they enter. This is a matter of unusual importance in selecting a school. We are located on high lands, free from malarial soil, the drainage is perfect, and the atmosphere healthy and pure as can be found anywhere.

THE TABLE

There are many young men and women who are desirous of getting a good education, but have not the means to pay so much for board as is charged at some of the institutions in our country. Knowing this to be a fact, we have thought the expense of board while in school within the reach of everyone. We are asked many times how we are able to furnish good board at such low rates. This is answered. It is because we have complete control of the boarding department, and buy all our provisions at wholesale prices, and are content with a small profit, managing the business of this department. We supply an abundance of the best for prepared in the best manner.

RELIGIOUS INSTRUCTION

We are strictly non-sectarian, though thoroughly Christian. Chapel exercises are held each day. Weekly prayer meetings are held in the chapel every Wednesday evening, conducted entirely by students who are so trained. We have a very efficient choir here, and they make one so very welcome at any time that students desire to attend them. We suggest that if you are a member of the church that you bring a letter of introduction from your pastor to the pastor of your church here. More people attend church in Shenandoah than in any other city in the West, in proportion to population.

OUTFIT

Each pupil should bring two comforters for bed, and towels, napkins if desired, a copy text and reference book you may have. We teach the subject, rather than a text, and each book will have something it can teach. Bring a dictionary if you have one.

COLLEGE HOME

We do everything possible to make the student's life while here contented, cheerful and happy. The president, with his family, lives in the building, and everything arranged as a model home to our students. A wonderful and generous care will be shown over students of all classes.

BOOKS

Books are arranged for two divisions, and are assigned in the order of their payment. We have ample accommodations for all who come. Some pupils are directed, and expenses, however, to maintain a good reputation. Parents, where parents request it, we will furnish it, and rooms and board is furnished the same religious belief, or families of any of the eleven church denominations is respected in Shenandoah.

GENERAL RULES AND PRIVILEGES

General good conduct, such as becomes one and woman everywhere, is expected of all. Every student is encouraged in the formation of good character, both by precept and example, and expected to maintain a good reputation. Parents, do so in the most prompt manner. No other rules of personal conduct are announced. Classes are in session every week day except Saturday, and no student may absent without excuse. Students enrolled in any term, cannot voluntarily leave until the close of the term, unless expressly discharged by the faculty. A full permanent record of attendance, scholarship and department shows to each student his standing in the college, and any student, upon leaving college at the close of a term, may transfer a certificate of standing.

Community singing, each term, takes place in the college chapel for a social gathering. Pupils and students, in their music, literary exercises and friendly gatherings, play.

WHEN YOU ARRIVE

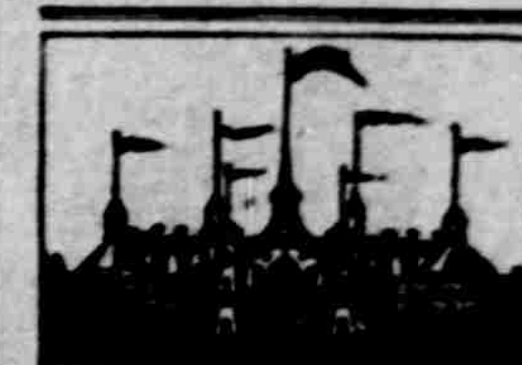
At Shenandoah, come directly to the college and report at the president's office, who arrangements can be made at once for board and room. Bring your trunk, check the college with you. We have arrangements to have it delivered to you for ten cent, or the clerk will bring your trunk to the college for twenty-five cent. Parents, most text books can be rented at ten per cent of their retail price.

BLUE GRASS PALACE

EXPOSITION: AND: FAIR

GRESTON, IOWA

Aug. 20-29, 1891



The site of the city of Greston is a good representation of the Blue Grass Palace, made from the ground and mounds of Shenandoah, Iowa. It is the wonder of our people. The positions in addition to our hotel, the educational display and social recreation. For full particulars, address

G. E. McELWAN, care,

GRESTON, IOWA.