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Southern Normal School

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THE Southern Educator.

Des. & Executed By Ashby

EDUCATE THE WHOLE MAN, WITH ALL HIS FACULTIES, FOR ALL PURPOSES.

Volume III.

BOWLING GREEN, KY., JULY, 1899.

Number 4

ART OF EXPRESSION.

How to Become a Public Speaker and Reader.

[BY PROF. FRANCIS J. BROWN.]

The art of Reading and Public Speaking has ever been held in high esteem, and its acquirement has always been an object of ambition.

So important a factor not only of education, but of public and social life has it become that no one can reasonably expect to gain a prominent place in public life who is not able to make a fairly good speech.

Before entering upon the study of any particular branch of education, it is but reasonable to consider the benefit of its acquirement. Not what it is worth in dollars and cents, but its worth in intellectual, moral and physical development. The only true value we can place upon education is the increased power it gives us to help others. All knowledge acquired with such an object is ennobling, elevating and altruistic, and a blessing not only to the individual, but to the community in which he lives; while all knowledge gained with a view of using it for a purely selfish purpose, for the position it gives one in society, or for the mere mercenary view of how much money can be made out of it, is a false education, and is of no intellectual or moral benefit to its possessor, but sheds a baleful influence on all with whom he comes in contact.

Knowledge is power, but our power depends solely on our ability to apply our knowledge.

Who can estimate the power of the individual who is able to give his knowl-

edge its most potent expression in words and deeds?

Seventy-five per cent. of the knowledge of the average man is practically useless for want of its proper means of expression. He has been content to supply the vessel with cargo in the form of comprehensive, scientific and classical knowledge, but has devoted no attention to the distribution of this varied cargo into the many ports and spheres into which the rising generation is sure to move.

As there are faculties of impression by

quired on any subject should be able to express himself effectively upon that subject. The fact that many of our so-called educated men are poor speakers, and that a great many of our best speakers have never had the advantages of a college training, demonstrate the difference between a purely mechanical and a practical education. One is an encyclopedia of unquickened knowledge. The other is the man who can think for himself, who has assimilated the knowledge he has acquired by experience and finds no trouble in giving it expression, for

The fault of our educational system today is that it does not produce thinkers. The finer powers of the mind are not developed. If people won't think or can't think, they can never hope to become good speakers. If we have to pay others to do our thinking for us, we must pay others to do our speaking for us. To become a good speaker one has first to become a good thinker. First the idea, then its expression. This is a fundamental principle of all speech. True eloquence is true manliness of character, and the evolution of oratory is but the

evolution of manhood. Behind the speech we must see and feel the living, thinking man, or else the words are mere parrottry and air castles.

Let no one think his education is too limited, or his knowledge too meagre to ever become a speaker. True the greater the knowledge the student brings to the work the greater his resources. The idea that one must have a thorough college training before he can become a good speaker is erroneous. And while the non-possession of

what is technically called education has deterred many, yet it should not be considered as a barrier. It is not so much a mechanical knowledge of text-books as a more practical knowledge of human nature, of the needs and wants of the time that are essential.

Never Too Busy.

We are never too busy to help our friends and old students. Some of our former students are a little backward in calling on us, and in writing us fully. They say they fear that we are too busy. We always have time to help our old students who have been so good to us.



H. H. CHERRY.

T. C. CHERRY.

MAIN BUILDINGS OF THE SOUTHERN NORMAL SCHOOL AND THE BOWLING GREEN BUSINESS COLLEGE.

which knowledge can be acquired, so there are agents of expression by which it can be given out.

A well trained voice, and a healthy responsive body are now conceded to be as important factors in a practical education as a highly developed intellect.

In our schools and universities there is too much cramming the memory with a mass of undigested knowledge. This is mere memory training and not intellectual development, and does not come under the head of practical education.

All expression is in proportion to the impression, and anyone who has thoroughly assimilated the knowledge ac-

assimilation is expression.

For anyone to say he knows a thing but cannot tell it, is not so. What a man really knows, and not what he thinks he knows, he will be able to express. Although such an excuse is common, and its veracity never even questioned when applied to public speaking, yet the same excuse would be considered ridiculously absurd if offered at an examination on the same subject. And while an examination may not be an exact criterion of one's knowledge, yet as a general rule it is a very good test to demonstrate the difference between what one really knows and what one thinks he knows.

ON A GRAND SCALE

Were the Commencement Exercises of the Southern Normal School and Bow- ling Green Business College.

Col. Henry Watterson and George W. Bain Deliver
the Commencement Addresses to Im-
mense Audiences.

SEVENTY-FIVE STUDENTS RECEIVE DIPLOMAS.

[COMPILED FROM THE PRESS.]

The Commencement Exercises covered a period of two weeks and closed one of the brightest and most prosperous years in the history of the institutions.

They began with a series of brilliant recitals given by the pupils of the School of Elocution and Oratory, which completely captivated the public. Each evening, long before the program began, the house was crowded to its utmost capacity and many were turned away unable to gain admittance.

So excellently did the pupils acquit themselves that each in turn became the favorite with the audience, and the generous applause accorded to each must have been a strong incentive to all to strive to attain that higher excellence which crowns the faithful worker. Then followed the

Junior Scientific

Students with two splendid programs. They were followed by the

Senior Scientific and Classic Classes.

The addresses covered a variety of subjects of a most interesting and instructive nature, and were delivered with that freedom and naturalness which betoken in the speaker a thorough knowledge of the subject.

The addresses were not prepared with a view of catching popular applause, but the work was the result of a broad and liberal education, and not of a hasty and fragmentary reading on unfamiliar topics gotten up for the occasion.

As the exercises progressed the interest and admiration of the public for the students became intense, for they knew they were listening to young men and young women whose lives, if spared, will be a force in the land.

The unstinted praise bestowed upon the pupils of the many departments for their high scholarship was, for the time, the current topic of conversation, and must have been most gratifying to the students as well as to the faculty who had labored so faithfully in their behalf.

Next in order were the graduating exercises of the Business College. The program was most artistically arranged.

Prof. H. H. Cherry,

after an able, earnest and eloquent speech full of sound, practical sense and

kindly sympathy for the welfare of the students, presented the graduates with their diplomas.

The Hon. T. W. Thomas

then came forward, and in an appropriate address which rivaled in eloquence the orator of the evening, presented Mr. R. E. Landry, of Louisiana, with a gold medal offered by the Warren Deposit Bank for excellence in book-keeping.

The Hon. J. M. Wilkins,

who acted as presiding officer, and who makes an ideal chairman, then introduced the celebrated orator,

Col. George W. Bain,

who delivered the graduating address. His subject was "Among the Masses." This lecture has been delivered in all parts of the Union, and is one of the most popular of Mr. Bain's lectures. He handled his subject in a masterly manner, and it was universally enjoyed by those present.

After the graduating exercises of the Business College, came the

Gold Medal Contests

in elocution and oratory. As was expected, these contests created a great deal of interest. The first was for the

Frank Maier Gold Medal

for excellence in elocution. This was contested for by three young ladies, Mattye Reid, Anna Price and Jennie Williams. The second contest was for the

H. H. Cherry Gold Medal

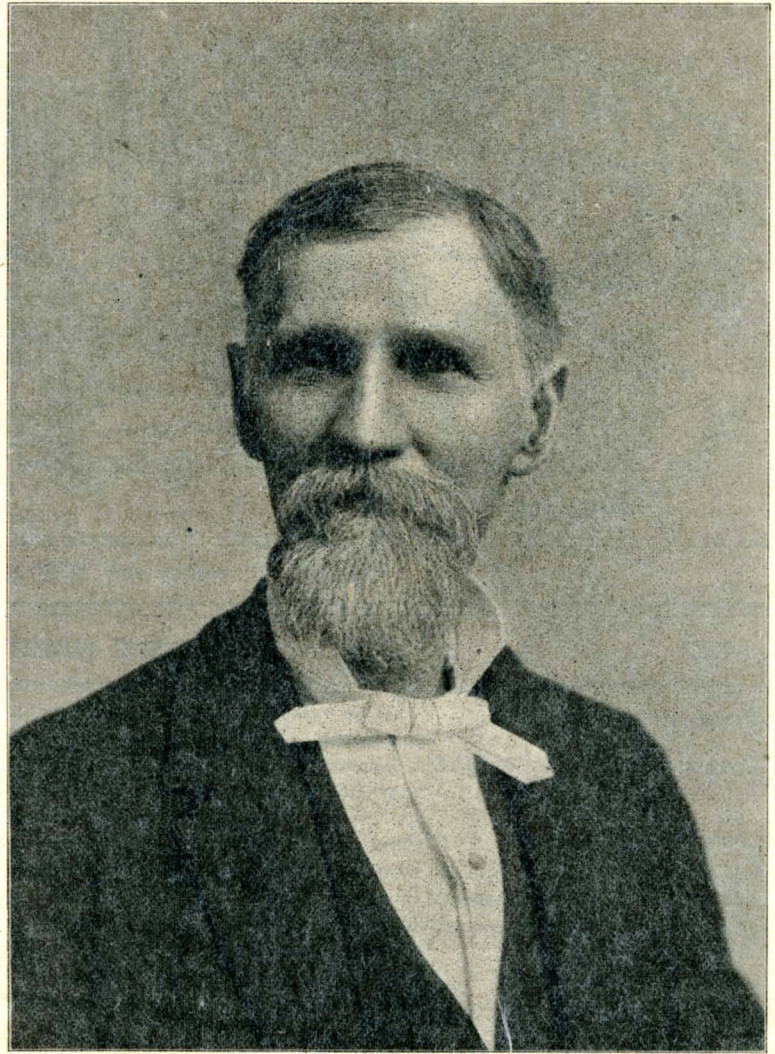
for the best original oration. This was contested for by W. F. Parker, Oakland, Ky.; W. P. Dies, Franklin, Ky., and W. B. Crichtlow. All the contestants acquitted themselves admirably. Each in turn received a grand ovation, and it was with the keenest interest the immense audience awaited the decision of the judges. The presiding officer then called upon the

Hon. B. W. Bradburn,

one of the judges, to announce the decision, who named Miss Anna Price and Mr. M. F. Parker the successful contestants, to whom he presented the medals.

Prof. Francis J. Brown

then gave his famous rendering of *Antony's Oration*, which was received with a storm of applause, after which he gave Tom Hood's masterpiece, *Eugene Aram's*



JUDGE WILLIAM L. DULANEY, A. M.

Dean of the Law Faculty and Professor of Evidence and Real and Personal Property. Judge Dulaney was for 18 years Judge of Common Pleas and Circuit Court in the Fifth Judicial District of Kentucky.

Dream, which made a grand climax to a most enjoyable evening.

Hon. C. U. McElroy

Opened the exercises with an eloquent address in which he paid a grand tribute to the wonderful success of the Southern Normal School and Bowling Green Business College, and announced that the fund for the new college buildings had been raised. This announcement was greeted with the greatest enthusiasm.

Prof. H. H. Cherry

Followed Mr. McElroy and gave a brief history of the schools and thanked the people of Bowling Green for their hearty co-operation and support.

Prof. T. C. Cherry,

delivered to the graduates their diplomas. His address to the young men and young women was very fine and befitting the occasion, and highly appreciated by the audience. The next feature of the program was a magnificent vocal solo by

Mrs. John Giles Cooke,

Who will be the Director of the Southern Normal Conservatory of Music. Mrs. Cooke is one of the finest musicians in the South. Her selection was repeatedly applauded.

The Presiding Officer then introduced the speaker of the evening,

Col. Henry Watterson.

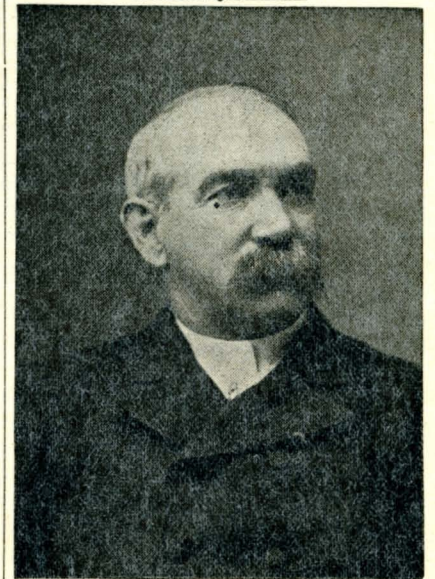
For nearly two hours the celebrated journalist held the immense audience in wrapt attention. The great lecture was one of the best ever heard in Bowling Green.

This brought to a close one of the grandest Commencements ever held in the history of the Institutions.

NOTE.—The members of the Woman's Music Club furnished the finest music ever heard in the city each evening during the Commencement.

Send Us Your Photographs.

A room will be set apart in our new college building for a picture studio. This room will contain pictures of our old students, all teachers who have taught in our schools and their wives and children. We are more interested in this little departure from the ordinary than any we have ever undertaken. We do earnestly hope that all of our students will write us and send their photographs. Send us another, even if you have given us one already.

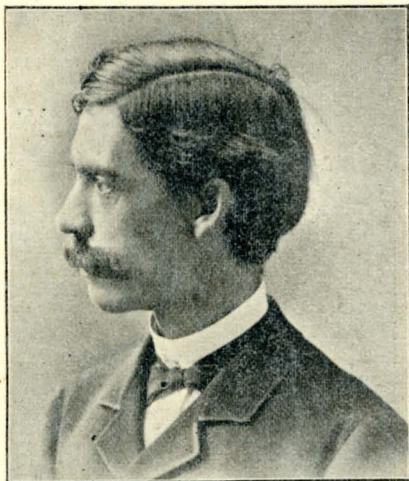


COL. GEORGE W. BAIN.

Who addressed the graduates of the Bowling Green Business College.

17 Dollars.

We give a twenty weeks' scholarship in the Southern Normal School for Seventeen Dollars.



HON. C. U. McELROY,
Member of Law Faculty and Lecturer on Contracts and Parliamentary Law.

Mr. McElroy has had extensive experience in the work of legislative bodies, and is one of the finest parliamentarians in this country. He is one of Kentucky's favorite orators.

THE LAW SCHOOL

Is Now Under the Management
of Judge William Dulaney

He Is Ably Assisted By Four
Leading Attorneys.

The Course of Instruction covers one year only, and it is the purpose to give instruction in this Department within that time, by which diligent students will be fitted for, and can obtain license to practice the profession in any part of the country, the examinations being such as are now required by the Warren Circuit Court of applicants therefor. Thus can students win a place in the profession at a minimum expense of time and money.

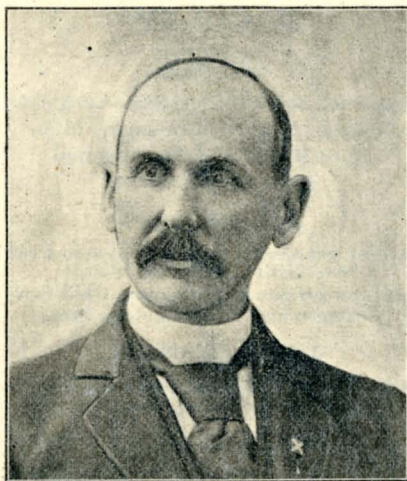
It is recommended that students bring with them Black stone's Commentaries and such other text-books upon Equity, Jurisprudence, Pleading, Evidence, Contracts and Torts as they have. All books necessary can be secured at exceptionally low prices through the Faculty, and students will have access to a number of the best libraries in the State, owned by members of the local bar. All students in this Department have the privilege of attending, without further cost, any recitations or lectures in any other department, and can enter at any time, the only requisite to graduation being a successful examination such as named above.

The Faculty of the Department reserves the right to curtail attendance upon the exercises of any other department if it shall appear that such attendance interferes with the studies in this.

Lectures will be delivered by Hon. John E. DuBose, upon Equity Jurisprudence; by Judge John B. Grider, upon Pleading; by Hon. Clarence U. McElroy, upon Contracts; by Hon. James C. Sims, upon Criminal Laws and Evidence and by Judge William L. Dulaney, Dean of the Faculty, upon Evidence and Real and Personal Property.

A number of distinguished gentlemen have consented to deliver lectures during the term, among others Judge Warner E. Settle, Judge I. H. Goodnight, Hon. W. F. Browder and Hon. John Young Brown.

Address all communications to
H. H. Cherry, General Manager,
Bowling Green, Ky.



JUDGE JOHN E. DuBOSE,
Member of Law Faculty and Lecturer on Equity and Jurisprudence.

Judge DuBose was for many years City Attorney of Bowling Green, and for 12 years Master Commissioner of Warren Circuit Court.

Will You Teach This Fall?

If you do not teach this fall, why not come to us and spend the time in our School pursuing some special course of training. Classes in the English, Preparatory, Scientific, State Certificate and Law departments will be organized the first of September. It even pays financially for a teacher to stop teaching long enough to prepare for the work.



JUDGE JOHN B. GRIDER,
Member of Law Faculty and Lecturer on Pleading.

Judge Grider was for 8 years County Judge, and is now City Attorney.

RATES OF TUITION

In the School of Law.

Tuition for the full 10 months' course \$50, payable in two installments as follows: \$25.00 on entering for the first 5 months' term, and \$25.00 on entering for the second 5 months' term.

Discount.

We will allow a special discount of 10 per cent. on the \$50 law scholarship, provided all the tuition is paid on enter-



HON. JAS. C. SIMS,
Member of Law Faculty, and Lecturer on Criminal Law and Evidence.

Mr. Sims was for 16 years County Attorney and one of the Commissioners to codify the Statutes.

State Certificate Course.

The State Certificate Class is always large and interesting and has become very popular. The course of training is of a broad and liberal nature, and the student invariably succeeds in obtaining the certificate. A new State Certificate will be organized the first of September.



The above picture was taken in April, 1899, while a part of the students of the Southern Normal School and Bowling Green Business College were taking a walk through Reservoir Park.

Positions.

Every worthy graduate of our Schools will be entitled to membership in our Employment Bureau and Teachers' Agency without cost. When the Bureau secures the member a position that he will accept, he agrees to pay the Bureau \$10, which will be used in promoting the interest of the Bureau and in securing other students positions.

Mr. E. G. Andrews.

Mr. Andrews will continue his work with us again next year. His work as a musician and teacher speaks for itself and needs no commendation from us. He teaches the Violin, Mandolin and Guitar. His methods are interesting and modern, and are endorsed by the best musical authors. All pupils in this department are given the advantage of actual work in our College orchestra.

ing. This will make the tuition only \$45 for the law course.

5 Months' Tuition Free.

If the student does not complete the Law Course in 10 months, we will permit him to enter the Law School for 5 months longer without extra cost of tuition.

Free Tuition in S. N. S.

Every law student is entitled to free tuition in the S. N. S. for the first 10 months of his law course. This will give him an opportunity to take such branches in connection with his law course as he might need, and are recommended by the law faculty. Law students will have the privilege of taking any and all of the drills offered by our institutions without extra cost. These drills include vocal music, penmanship, membership to the House of Representatives, debating societies, etc.



COL. HENRY WATTERSON,
Who delivered the address to the Law, Scientific and Classic graduates of the Southern Normal School.

Southern Educator

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AND
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second-class matter.

BOWLING GREEN, KY., JULY, 1899.

TO THE PUBLIC.

I have dedicated my life to my work as General Manager of the Southern Normal School and Bowling Green Business College.

The policy of the schools has been progressive, determined and honest. It has been friendly to all teachers and educational interests of all kinds.

The phenomenal growth and remarkable success of our schools are the natural results of honest labor and strong teaching.

The public is our confidential friend, and we ask it to give our work a critical examination.

I desire to say to those parties who are crawling sneaks instead of living teachers, and who use "Ambush Tactics" by having many confidential friends to whom they make false reports about our schools for envious and jealous reasons, that I will be in my office six days in the week, and three hundred and twelve days in the year, attending to my own business and trying to do my duty, and I will not get in the way of any man who will do the same thing.

The intense labor connected with the proper conduct of our schools deprives me of the pleasure of mixing and mingling with the educators as much as I would like, but I have the deepest sympathy for every educational interest.

Very truly yours,
H. H. CHERRY.

Bowling Green, Ky., 1899.

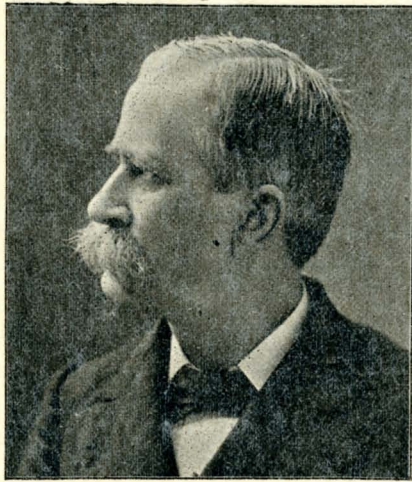
TALK about work. The Schools have just begun to work. The faculty has been strengthened and enlarged. A distinct and separate Law School, which is under the management and instruction of an able faculty of lawyers, has been organized. Every course of study has been strengthened. This issue of THE EDUCATOR will carry the school news to over 20,000 homes. New catalogues have been published and are ready for distribution. The office force has been increased. The people of Bowling Green have gone behind the enterprise and are assisting in the good work. The daily attendance will be moved up to 1000 students in the near future.

T. C. Cherry.

Our T. C. Cherry, instead of doing professional Institute work during the coming fall, will enter the University of Pennsylvania in order to do special work along special lines.

Prof. Dickey will have charge of his classes until he returns and takes up his regular work.

Mr. Cherry promises all students who are in his classes the best work of his life and strong teaching in all branches. He will return and begin teaching January 16, 1900.



HON. JOHN P. ST. JOHN,

Of Kansas, will deliver the Dedictory Address for the New College Buildings on March 27, 1900.

A Teacher's Diploma.

All teachers taking the Teachers' Course and passing the required examination which is held by the teacher of each branch will be entitled to the Teachers' Diploma. We have not issued this diploma heretofore, but regular examinations for this diploma will be held hereafter, and all teachers who desire can take them.

FACULTY.

T. C. CHERRY,

Teachers', Scientific and State Certificate Courses, English Grammar, Literature, Methods of Teaching and School Government.

H. H. CHERRY,

General Manager Southern Normal School and Bowling Green Business College. Lecturer on School Economy, Civil Government and Parliamentary Law.

J. R. ALEXANDER,

Scientific and Classic Courses, Mathematics and Natural Science.

J. S. DICKEY,

Classic and State Certificate Courses, Latin, Mathematics, Ethics, English Criticism, Psychology, and Special Work in Pedagogy.

MRS. JOHN GILES COOK.

(Boston and Cincinnati Conservatories of Music.)

Musical Director, and Teacher of Piano, Organ and Vocal Music.

FRANCIS JOSEPH BROWN,

School of Oratory, Elocution, and Physical Culture.

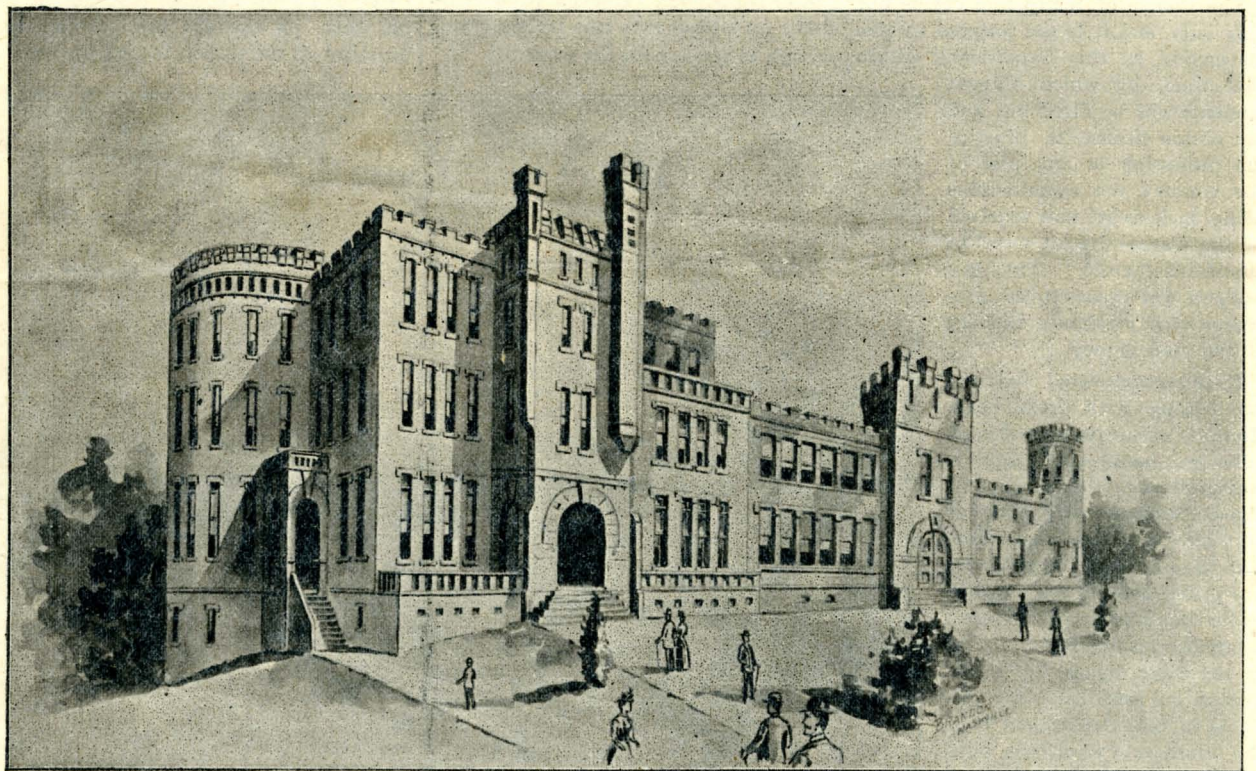
MRS. H. H. CHERRY,

Director of Social Features of the Institutions.



CARL HENDERSON.

The above picture is a good likeness of Mr. Carl Henderson, of Marion, Ky. Mr. Henderson is one of the most popular and deserving young men in the State of Kentucky. He has already had quite an extensive experience in public life, having held several positions of honor and trust. He graduated in our LAW SCHOOL last June. He had considerable experience in the practice of law before entering school. He showed while in school a marked ability for the profession of law and graduated with honors. He is located at Marion, Ky., and no young lawyer in the State has a brighter outlook than Mr. Henderson.



The above picture represents the new proposed College building which will become the permanent home for the S. N. S. and B. G. B. C. The building is now being constructed, and will be ready for occupancy by January, 1900. Space will not permit us to give a view of the new boarding homes which are now being erected. We can now accommodate from 1000 to 1500 students, and it is only a matter of short time when we will have them.

On to 1000 Students.

With the continued support and co-operation of our friends, educators generally, and students, the daily attendance of the S. N. S. and B. G. B. C. will reach 1000 students in the near future.

SOME schools seem to think that the way to conduct a school is to imitate our methods of advertising. Successfully conducting a school is quite different from copying verbatim our advertising literature. Brothers, don't copy any more of our advertisements, for it will kill your little schools. A man must have originality in order to be a success in anything.

Don't fail to join the special party of students that will leave New Orleans Sept. 1, 1899.

The Fall Term begins Tuesday, September 5, 1899.

MISS STELLA PHILLIPS,

(Berlin, Germany.)

Art.

W. S. ASHBY,

Book-Keeping, Business Practice, Commercial Law, Penmanship, and Free-Hand Drawing.

J. LEWIE HARMAN,

Short-Hand, Type-Writing, Spelling and Penmanship.

E. G. ANDREWS,

Stringed Instruments and Orchestra Department, Mandolin, Violin, Viola, and 'Cello.

W. B. EAST,

Instructor in the School of Telegraphy.

MISS BELLE WHITTINGHILL,

Short-Hand, Type-Writing, and Spelling.

F. S. BROUSSARD,

French, Book-Keeping, and Arithmetic.

JUDGE WILLIAM L. DULANEY,

Dean of Law Faculty, and Lecturer on Evidence and Real and Personal Property.

HON. C. U. McELROY,

Member of Law Faculty, and Lecturer on Contracts and Parliamentary Law.

JUDGE JOHN B. GRIDER,

Member of Law Faculty, and Lecturer on Pleading.

JUDGE JOHN E. DuBOSE,

Member of Law Faculty, and Lecturer on Equity Jurisprudence.

HON. JAS. C. SIMS,

Member of Law Faculty, and Lecturer on Criminal Law and Evidence.

POWELL FRYE,

Office Stenographer.

CLINTON RIGSBY,

Office Clerk and Artist.

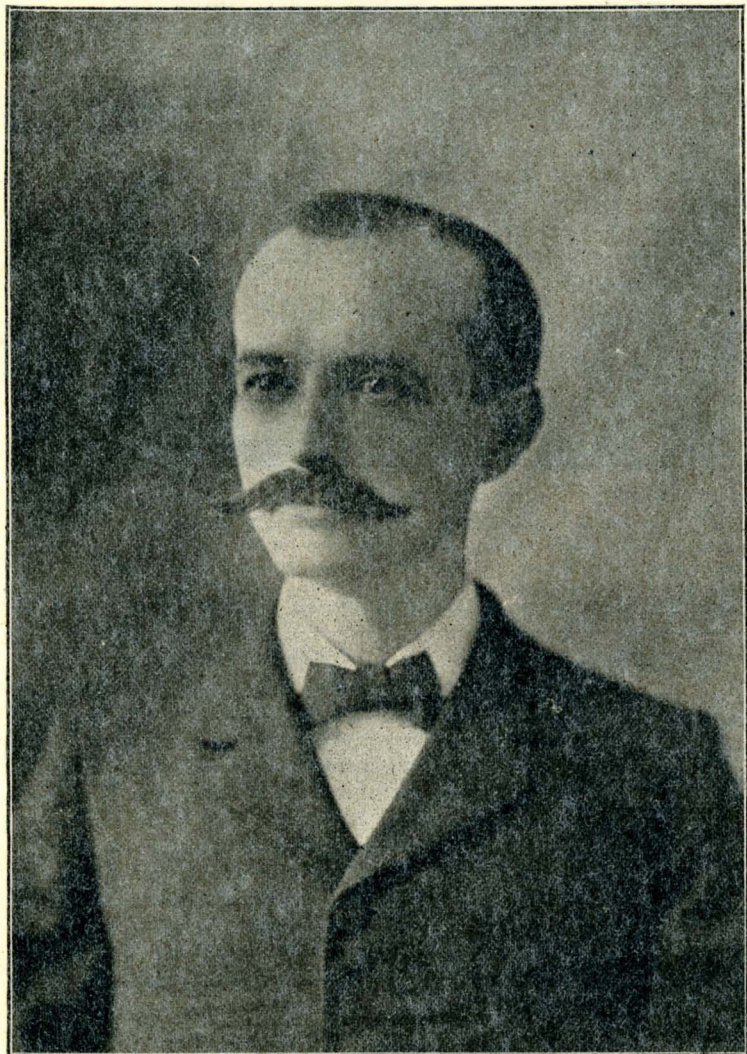
J. W. NORRIS,

Office Stenographer and Clerk.

J. F. RAMEY,

Office Book-Keeper.

Be sure and mention course wanted when you write. Address all communications to H. H. CHERRY, General Manager, Bowling Green, Ky.....



PROF. J. S. DICKEY, A. B. AND A. M.

Prof. Dickey is one of the best known educators in the South. He is a man of extended experience and broad scholarship. He has been added to the faculty of the S. N. S. and B. G. B. C., and will **begin teaching Sept. 5th, 1899.** Educators all over the country are congratulating us upon securing the services of this able educator.

We give below a letter which we received from Prof. A. W. Mell:

Prof. H. H. Cherry, Bowling Green, Ky.:

DEAR SIR:—I have learned, with great pleasure, that Prof. J. S. Dickey has been elected to fill an important position in the Southern Normal School. Allow me to congratulate both yourself and the School upon securing so valuable an addition to the teaching force of the School.

Prof. Dickey is a Kentuckian; born in Barren county; of a most excellent family; a courteous, popular gentleman; of ripe, available scholarship; a born teacher and school worker, with years of successful experience. His personal character touches high-water mark, and he stands above reproach. His integrity and sound scholarship are only equalled by earnestness and the high moral purpose which characterize his intercourse with his fellow men. His strong, healthy example and influence make him a valued acquisition to any institution of learning; and his fine Christian character as a citizen makes him an honored member of the community in which he lives.

Again allow me to congratulate you, and to predict a largely increased usefulness of the excellent institution over which you preside.

Very truly yours, A. W. MELL.

A Statement From Ex-Governor Preston H. Leslie, of Kentucky and of Montana: It has been my pleasure to know Prof. J. S. Dickey all his life. His father and I were neighbors and bosom friends. I know all his people, and the grand old State of Kentucky never had better. Young Mr. Dickey grew up under the very choicest of home surroundings and training. Brought up in a home of culture and piety, and broadly and thoroughly educated in the best of schools and colleges, he is a man whose influence for good is felt wherever he lives, and whose scholarship, ripened by experience of many years in the school-room, makes him a teacher of power and brilliant success.

I would congratulate any school or community that could secure his services. He is a clean man, a Christian gentleman, and a scholarly teacher.

PRESTON H. LESLIE,
Ex-Gov. of Ky. and of Mon.

From the Governor of Mississippi: I know of the brilliant career of Prof. J. S. Dickey as an educator in Mississippi, and I know Mr. Dickey

himself. I therefore deeply regret that he is compelled to leave the State on account of his wife's health, but I congratulate the community to which he goes on securing so valuable an accession to society, church and educational circles.

A. J. McLAURIN,
Gov. of Miss.

From Superintendent Schools, Kosciusko, Miss.: It is seldom I meet what I call a combination man. In Prof. Dickey we have a man of Christian character, culture and educational ability. In speaking, he has been compared with Gov. Taylor and Sam. Jones. As a teacher, he drew pupils from six States besides his own. Teachers of long experience came to learn of his methods. He can do more towards arousing indifferent and lazy pupils to study, and towards raising lofty standards and high ideals in the minds of his scholars than any other teacher I ever knew.

All over Mississippi there are hundreds of men and women who do not hesitate to say that they owe to this noble man all that they are or hope to be. He is Normal through and through. He is an inspiration to his pupils.

G. F. BOYD,
Supt. Schools, Kosciusko, Miss.

From Judge of Supreme Court, Mississippi: Prof. J. S. Dickey has for years been one of the leading educators in Mississippi. His success has been remarkable. I regret that he is to leave the State. I know him to be a man of Christian character and broad attainments. I knew his people in Kentucky, and Mr. Dickey has sustained the reputation they always had for integrity, honesty, industry and success at whatever they undertook.

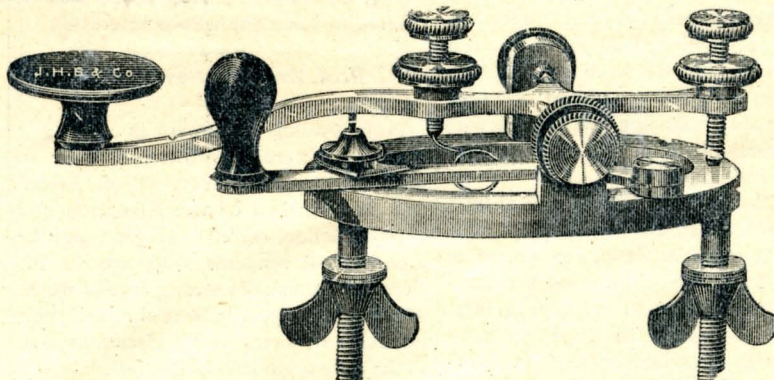
THOS. H. WOODS,
Judge Supreme Court, Jackson, Miss.

Prof. Dickey, in referring to this work in a recent letter, said: "Like a war horse, hearing the bugle in the distance, I am eager for the engagement. I am 'getting up a full head of steam.' Enthusiasm is running up near the boiling point. I shall come to you on fire with interest in my department, and shall go 'as far as he who goes the farthest.'"

If you contemplate entering a BUSINESS COLLEGE it will pay you to send for the Bowling Green Business College Catalogue before entering elsewhere. The Bowling Green Business College is doing a high grade work. It does not tolerate the old copy-ing method for one moment, but it puts experience in the courses of study by requiring the student to do actual business while with us.

THE BUSINESS COLLEGE.

SCHOOL OF TELEGRAPHY.



Our teacher of Telegraphy is an experienced operator. He held a regular position for one of the largest railroad systems in this country for three years. He is an experienced and able teacher. As a result of the training he has had, our course in Telegraphy prepares the student for actual work.

We will give a five months' scholarship in Telegraphy for \$35, and if you enter on this scholarship you will get two months' tuition free. Consequently your tuition for seven months would be only \$35. Our rate heretofore has been \$45, but we have decided to make this concession.

Dedication New College Buildings.

The new buildings will be dedicated March 27, 1900. Hon. John P. St. John, of Kansas, will deliver the Dedicatory Address. Officers, Trustees, Stockholders, Faculty, Friends and Students will take part in the exercises. A full program will be announced in the next issue of THE EDUCATOR.

Do You Receive Two Educators?

If you received more than one EDUCATOR, we shall deem it a great personal favor if you will hand the extra copy to some person interested in an education.

MAMMOTH CAVE.

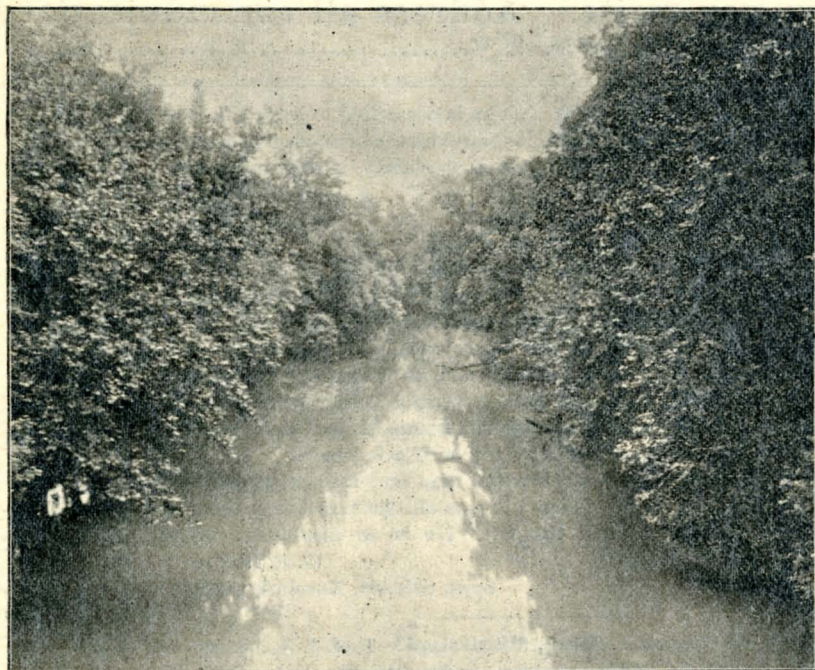
Cheap excursions are run to Mammoth Cave four times a year. All of our students have the advantage of the low rates which we offer. The classes in Botany and Geology make an annual foot excursion to the Cave. We pay the entire expense connected with the Cave trip for all students who enter the Business College on the \$70.00 Scholarship.

The Largest School of Elocution and Oratory in the South

The growth of the School within the last two years has been so rapid that it now ranks as the largest school of elocution and oratory in the South. The excellency of the work is the secret of its success.

HELLO, CENTRAL! Give us everybody. We want to tell them that the Southern Normal School and Bowling Green Business College have been given a permanent, commodious and attractive new home by the good people of Bowling Green.

WE will remind our former students whom we told two or three years ago that our schools would have a new home some day that magnificent buildings are now being constructed which will become a permanent home for the institutions.



VIEW ON DRAKES CREEK, WHERE THE STUDENTS SPENT THE 4th OF JULY, 1899.

THE MUSIC DEPARTMENT

**Of the Southern Normal School Will
Be Under the Direction of Mrs.
John Giles Cook.**

It is a source of great gratification to be able to announce through the columns of THE EDUCATOR that Mrs. John Giles Cook will hereafter have charge of the Instrumental and Vocal Music departments of the S. N. S.

We have never made an announcement in which we had so much interest as this one, for we have sought Mrs. Cook's services for a number of years, and have always known that she was an earnest and skillful teacher of vocal and instrumental music.

Mrs. Cook is an artist of rare ability, wide preparation, extended experience, an earnest christian lady, and reared in our own South, and it gratifies the management to say that in employing Mrs. Cook it has reason to hope her association with the school will be a permanent one. Mrs. Cook has had the benefit of an extended course of training under the best and most prominent teachers of piano and voice culture in America. Her work in the Boston Conservatory of Music, as well as in many other fine schools, was highly satisfactory, and we could quote, if it were necessary, from hundreds of testimonials and letters which speak in the highest terms of her work as a student and as a teacher.

We invite the most critical examination of our Instrumental and Vocal Music departments.



FOUR LOUISIANA STUDENTS.

Every Teacher in Kentucky.

We are sending a copy of this issue of THE EDUCATOR to every teacher in Kentucky, besides thousands of teachers in other southern states. We ask a critical examination of our work and the teaching we are doing. The teachers of the South can help us in the great educational work we are doing by recommending our schools to their friends, who will enter school somewhere, by sending us their names and addresses, and by handing this EDUCATOR, after it is read, to some one who is interested.

Prof. Brown's New Book.

Prof. Francis J. Brown is writing a book on Expression which is sure to meet with public favor. Prof. Brown will be principal of the Elocution and Oratory School again next year, and he promises all students who are in his classes an unusually strong line of work. Already many people have signified their intention of being in his classes as soon as they are organized in the fall.

Names! Names!! Names!!!

Send us the names and addresses of your friends who will enter school somewhere, and we will mail them our literature. We mean to make the daily enrollment of the S. N. S. and B. G. B. C. 1,000 students at an early date, and with the co-operation of the readers of THE SOUTHERN EDUCATOR, we will go beyond this enrollment.

Recitals.

During the spring term the pupils of the School of Elocution and Oratory gave a series of splendid recitals to crowded houses.

Getting a position is not the only thing you should consider when you attend a business college. It will not do you any good to get a position unless you get the course of training that will make you hold a place after you secure it.

Don't attend a school that makes no effort to secure its graduates positions, and that gives a smattering course of training.

Don't fail to join our big Law Class, which will be organized Sept. 5, 1899.

THREE GOLD MEDALS.



MR. M. F. PARKER,
Of the S. N. S., won the H.
H. Cherry gold medal for the
best original oration.

MISS ANNABEL PRICE,
Won the Frank Maier gold
medal for excellence in elocution.

MR. SILAS BENT,
Of Ogden College, won the
Williamson gold medal for
the best declamation.

The above were pupils of Prof. Francis J. Brown.

LOW RAILROAD FARE.

**Special Excursion of Students From
New Orleans to Bowling Green
September 1, 1899.**

The big annual excursion of students from Louisiana, Texas and Southern Mississippi, will leave New Orleans on Friday, Sept. 1, 1899, for our schools. All parties who expect to join this special excursion of students should write us at once for full information.

The students will be accompanied from New Orleans to Bowling Green by our representatives, who will take charge of the party and see that the trip to Kentucky is pleasant and profitable. Parents having daughters and sons to educate would do well to meet us in New Orleans at that time. Write at once for full information.

Three Men on the Road.

We have employed three representatives to take the road in the interest of our schools during the summer and part of the fall. Any favors that may be shown them by the public, and especially by our friends, will be appreciated.

The Next Issue of The Educator.

The next issue of THE EDUCATOR will contain 16 pages. About 8 pages will be devoted to our old students. It will be the most interesting we have ever published.

Schools Imitate Us.

Some schools watching our success and seeing that hundreds of students attend our institutions, imitate us in their advertising matter. We might stop here long enough to inform these "imitators" that originality is essential to good advertising. Brothers, please don't copy any more of our advertisements, for it will kill your little schools.

Civil Service Examinations.

We have arranged an excellent course of training for parties who contemplate taking a position under the Government, and who are required to stand an examination before they can secure same. Space will not permit us to outline this course of study in THE EDUCATOR. Write us!

Are You Going to Be a Member of the Big Scientific Class Next Year?

It will pay all parties contemplating entering the big Scientific classes next year to write us and allow us to offer some suggestions that will aid them in their work of preparation.

The New Normal Catalogue.

The new Normal catalogue is quite elaborate, and is artistically printed. It will not be mailed to anyone unless we receive a request to that effect.

Take the State certificate course in the S. N. S.



FIVE LOUISIANA AND FOUR KENTUCKY STUDENTS, AND PROF. F. S. BROUSSARD.

THE GRADUATES

Of the Bowling Green Business College Secure Positions.

HARTFORD, KY., April 19, 1898.

Messrs. Cherry Bros., Bowling Green, Ky.:

GENTLEMEN—Some two years ago I entered the Business Department of your School and took a course in Shorthand and Typewriting, which I can assure you was a thorough and complete course. Since leaving your School I have been actively engaged in the Shorthand work in the law office of Heavrin & Taylor, of this place. I regard your School as one of the best, if not the best, in the South. My only regret is that I could not stay with you longer. Wishing you and your School much success, I remain,

Yours respectfully,

A. D. BUSKILL.

THE FIRST NATIONAL BANK,
LAKE CHARLES, LA., Oct. 23, 1897.

To Whom it Concerns:

Having been a student of the Bowling Green Business College, and after becoming thoroughly acquainted with the methods of instruction, and so well knowing the character of the institution, it gives me pleasure to speak in its behalf. I found the School as represented, and heartily recommend it to anyone who desires a good, practical education at little expense. The natural benefits to be obtained from the instruction given in this school meet with no competition. The teachers have no superiors; they have the art of enlisting the interest of the students, and another faculty, no less valuable, of imparting instruction and impressing it on the mind. I cheerfully recommend this School to all wishing a first-class education. I hold a position in the First National Bank.

Respectfully,
WESLEY W. WELSH.

BOWLING GREEN, KY., Nov. 8, 1898.
Messrs. Cherry Bros., Bowling Green, Ky.:

DEAR BROTHERS—I, like many other young people throughout the country, saw the need of a practical education before entering upon the duties of life, and following your suggestion, I refused a good school after teaching two years, in order to take your Shorthand Course. I am now Court Reporter for the Tenth Judicial District, State of Kentucky, and have also been elected Police Judge of Bardstown. I recommend your School to all young people who desire a thorough practical education. Yours very truly,

R. C. CHERRY.



OFFICERS THIRD KENTUCKY REGIMENT.

1. Lieut. John C. LaRue,	16. Lieut. Lud E. McKay,	31. Capt. Sam Clark,
2. " John N. Sweeney,	17. " Samuel F. South,	32. " F. W. B. Reynolds,
3. " W. T. Hancock,	18. " H. W. Baker,	33. " A. W. Brewer,
4. " Edwin T. Duff,	19. " A. D. Stewart,	34. " B. B. Davis,
5. " John H. Sawyer,	20. " Getty E. Snell,	35. " F. G. Railey,
6. " Louis L. Rebout,	21. " J. R. Moore,	36. Major Austin Bell,
7. " A. G. Sharpley,	22. " J. B. Milward,	37. " J. C. Bryant,
8. " Robert C. Payne,	23. " H. L. Casey,	38. " E. H. Watt,
9. " Thomas R. Malin,	24. " Walter Powers,	39. " G. C. Saffarans,
10. " Allen Jenkins,	25. Capt. D. W. Beckham,	40. Lieut. Col. Jewett Henry,
11. " Paul P. Price,	26. " Logan Feland,	41. Col. Thomas J. Smith,
12. " John T. McGinnis,	27. " John G. Keown,	42. Adj. Robert S. Mitchell,
13. " Asher W. Mitchell,	28. " H. L. Atkinson,	43. Q. M. F. L. Strange,
14. " Oscar Bishop,	29. " J. L. Burchfield,	44. Chaplain Frank M. Thomas,
15. " R. B. Trigg,	30. " N. T. Howard,	45. Surgeon Neville Garrett,
		46. " W. T. Atkinson.

Those in search of pleasure alone should not enter your School, as everything is business and push from garret to cellar. But if one is so inclined it does not take long to be inspired with higher and nobler aspirations. A course in your School makes one his own adviser, and enables him to cope with the knotty problems that too often beset the average business man.

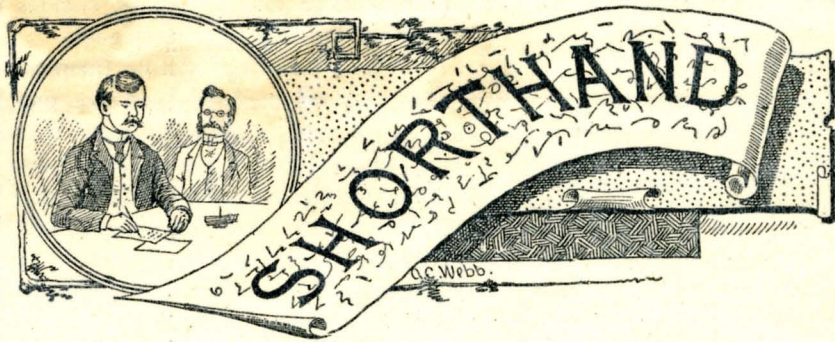
BOWLING GREEN, KY., Oct. 28, 1897.
Messrs. Cherry Bros., Bowling Green, Ky.:

DEAR SIRS—I am always glad of an opportunity to speak in behalf of your institution. It affords me pleasure to say that after completing Business, Shorthand and Typewriting, I accepted a position with ex-Congressman Goodnight, and his law partner, Mr. Roark, at Franklin, Ky., where I remained three months doing stenographic work. Being offered another place, I returned to Bowling Green and accepted a position with P. J. Potter & Co., bankers, which place I now hold. I most heartily commend your School to those who desire a Commercial Course. With best wishes for your continued success, I am, Very respectfully yours,

R. E. HARRIS.

The Southerners Are Natural Orators.

Prof. Brown says the people of the South are natural orators, and nowhere, in all his experience, has he found such a high standard of elocutionary and oratorical talent as has been displayed by the pupils of the Southern Normal School.



A School of Shorthand and Telegraphy.

We are proud of the record made by the graduates of our Shorthand School. Many of the leading Railroad, Law and Commercial Stenographers are graduates of our School of Shorthand. Mr. J. L. Harman will be Principal of our Shorthand Department the coming year.

NOTES ON THE SHORTHAND WORK.

We teach the Graham and Longley systems of shorthand.

Our shorthand graduates are always in demand, and invariably secure fine positions.

The students are given one month's actual work in our office doing the regular school correspondence before they complete the course.

The interesting classes in letter writing and general business correspondence prove of inestimable value to the students of this department.

The shorthand people are given the privilege of taking any literary branch, or branches, taught in the Southern Normal School without extra cost.

The Faculty.

We are not sparing money or effort in selecting our faculty for the coming year. The glory of an institution is in its faculty. The strong teaching force that is now being secured will give the S. N. S. and B. G. B. C. a prestige and influence that is not enjoyed by any other school in the South.

Scientific Course.

This is one of the strongest and most important features of our work. The pursuit of this course develops the best that is in the student, and thoroughly acquaints him with his powers and possibilities.

If you have a year, or a year and a half to spend in school and are prepared to take up this work, it will pay you to investigate our claim for this particular course. It is not saying too much to state that the pupil develops more real mental power, and acquires more practical knowledge in one year in this department than the pupil in the average school gets in twice that time. The success of our scientific graduates justifies this statement. They have been able to compete successfully with students that have spent three or four times as many months in other colleges.

To take the course, the student is required to expend all his energies, but the studies are so arranged and the instruction of such a nature that all this energy is used to the best advantage.

The New College Buildings.

The new college buildings will be ready for occupancy by January 1900.

A good stenographer is always in demand, but the market is crowded with "imitations" that represent a mass of ignorance, untrained and poorly taught. There is no question about good stenographers being able to command fine salaries and positions of honor and trust, but every applicant for a position is not a stenographer.

The woman or man who can't spell, construct good English sentences, write a good hand, and hasn't a good English education, but can make a few shorthand marks and signs, can never hope to succeed in shorthand work; yet many schools in this country are grinding out hundreds of graduates with such qualifications. We will quit the college work before we will mislead young people in this manner.

Four Questions.

When you write answer the following five questions:

Will you enter school somewhere?
Have you decided where you will enter?
What course will you take?
Have you been receiving our literature?

REVISED RATES

Of Tuition In the Southern Normal School.

Charges for tuition must be paid per term of ten weeks, in advance, as follows:

In Preparatory, Teachers', Scientific or Classic courses, per term of 10 weeks.....\$10 00

In Elocution only, per term of 10 weeks..... 10 00

In Elocution, when taken in connection with a Normal Course, per term of 10 weeks..... 5 00

Private Lessons in Elocution, each 50

In Art, per term of 10 weeks..... 10 00

In Music, (guitar, organ or piano) per term of 10 weeks..... 10 00

Use of Organ or Piano, per term of 10 weeks..... 4 00

Use of Guitar, per term of 10 weeks 2 00

Twenty Weeks' Scholarship.

\$17.00 paid in advance pays for tuition for twenty weeks.

This makes the rate only 85 cents per week for tuition.

It will pay all who expect to be in school as long as five months to enter on this scholarship and save \$3.00 by doing same.

Boarding.

Same rate of board is charged in Normal and Business College.

Good Table Board, \$1.50 per week.

Excellent Furnished Rooms, 40 cents per week.

Good Board and well furnished rooms, \$1.90 per week.

We guarantee that board will not cost more than \$2.00 per week—everything furnished—during the season of the year when coal is not required, and when coal is needed, it will cost \$2.15 per week.

We take the following letter from our stenographer's note book. Read it carefully:

"ESTEEMED FRIEND:—Yours here. We will issue to you a 20 weeks' scholarship in the Southern Normal School for \$17. This is only 85 cents per week. Excellent table board would cost you \$1.50 per week. This would make your tuition, table board, and furnished room cost you only \$55.00 for a five months' term in the Southern Normal School. During the season of the year when you do not burn coal, your incidental expenses will be 10 cents per week, and when you burn coal, the incidental expenses will be 25 cents per week. Allowing the expenses for coal for ten weeks, or one-half of the time, at 25 cents per week, would make \$2.50, and ten weeks at 10 cents per week would amount to \$1.00. So the incidental expenses would aggregate \$3.50 for a five months' term, and this amount added to \$55.00 would make **your total expenses for board and tuition—everything furnished—only \$58.50 for an entire term of five months.** This certainly puts the rate of board and tuition within the reach of every individual. If you prefer private board, we guarantee we can get you the same in the best families—everything furnished—for \$2.50 per week. At this rate your board would cost you \$50.00 for five months, and your tuition \$17.00 for the same length of time, would make your total expenses for private board, everything furnished and tuition, only \$67.00 for the entire term of five months.

Very truly yours,
CHERRY BROTHERS.
Per H. H. CHERRY.

Free Lecture Course.

We have arranged one of the finest Lecture Courses for the coming year that has ever been offered by an institution.

TO OUR FORMER STUDENTS.

BY H. H. CHERRY, GENERAL MANAGER.

BOWLING GREEN, KY., June 19, 1899.

It is a source of pleasure and gratification to us to be able to say to our former students that the SOUTHERN NORMAL SCHOOL AND BOWLING GREEN BUSINESS COLLEGE are enjoying great prosperity. The schools have been the recipients of many blessings, and success has richly crowned every effort.

We are not unmindful of the kindly interest, hearty good will and deepest sympathy of our old students who have so nobly helped us in the great educational work we are doing. You would rejoice and be happy with us if you could be in the office and read letters which we receive from our old students. They come to us as messages bearing testimony of the work that is being done by the schools. They tell us of a purpose in life and a victory won, and assure us that the fire of inspiration kindled while in our schools has taken possession of a life that now has a path by which to go, an end to which to go, and the determination and decision of character that will make it go. *There is a peculiar affection, interest and loyalty existing between the students and the schools, and no man has a right to intrude upon this "holy land" that has become to the student and the schools a soil that must nourish and give color and tone and a future to the institutions.*

We shall strive intensely to merit your sympathy and endorsement, and, if it is in our power, you shall never have cause to regret having recommended us.

The people of Bowling Green have taken a special interest in our schools, which have become the pride of the city. The citizens, keenly appreciating the institutions, have put themselves behind them with money and influence, and have just recently raised a large amount of money to be used in the erection of magnificent new College buildings, with modern improvements, besides two new brick boarding homes, with 100 students' rooms in each.

These buildings will be turned over to the management without rent and indebtedness, and the people have joined us in an effort to make the daily attendance 1,000 students in the near future. Work on the new buildings has already been begun and will be pushed to a rapid completion. By January, 1900, the new buildings will be ready for occupancy, and the SOUTHERN NORMAL SCHOOL AND BOWLING GREEN BUSINESS COLLEGE will have a commodious, attractive and permanent home, located among one of the best people and in one of the most interesting, healthful and picturesque cities in the whole Southland.

The institutions are planted on a solid and enduring basis. They are not beggars, but are substantially planted upon business principles.

The policy of the schools has not been visionary and full of air castles, but it has dealt with realities. The schools have gained the entire confidence of the people as the result of the substantial manner in which they have been conducted. They are not schools on paper alone.

We thank you a thousand times for your co-operation and support, and if we can help you at any time it will be a pleasure to do so. Write us and tell us all about yourself. Allow us to share your pleasures and your sorrows.

This course of lectures will be offered free to our students.

Our Employment Bureau.

We have organized an Employment Bureau for the benefit of the students of our schools.

The object of this Bureau is to assist our graduates in securing positions, and to offer to the public competent and trustworthy labor.

Only students who have completed a thorough course of training, and are skilled and reliable, will be members of this organization.

Every student who is ready for a position has free membership in the Bureau. No charges are made unless a position is secured. In case the Bureau secures a position that the applicant will accept, a charge of \$10 will be made.

The Bureau agrees to invest the entire amount collected from applicants who accept positions in locating places for other members of the Bureau.

We Want Good Students.

The past year has been one of great success with the Business College. The school is trying to do high-grade work and to honor the profession. We could get many parties to enter our schools who do not come here, but we are not wanting an ignorant rabble that expects us, by some "magic" process, to allow them to sit down while we prepare them for a position and get the same. Every woman and man, regardless of what is followed in life, should take our Business Training Course. It constitutes an important part of every person's education.

The French Class.

The class in French, which will be free and under the instruction of Mr. Broussard, promises to be very large. As is well known, Mr. Broussard speaks and writes the English and French languages very fluently. Mr. Broussard will teach in the Business College also.

REVISED RATES.

Bowling Green Business College.

We give more and charge less than any Business College in the South.

The following low rates are the standing charges of the B. G. B. C., and we will not make a "cut" of any kind for anyone. Do not ask us for a reduction. We charge all our pupils the same. Considering the high grade of work we do and the thorough instruction given, we could not afford to make a cheaper rate:

Rates of Tuition.

Tuition in Business Course, three months.....\$35 00

Tuition in Business Course, five months..... 45 00

Tuition in Business Course, ten months..... 60 00

Full course in Typewriting..... 10 00

Tuition in Shorthand, same as in the Business Course.

Rates For Two or More Commercial Courses.

Tuition for any two of the Commercial Courses, three months..\$45 00

Tuition for any three of the Commercial Courses, three months.. 50 00

Tuition for any two of the Commercial Courses, five months.... 55 00

Tuition for any three of the Commercial Courses, five months.... 60 00

Tuition for any two of the Commercial Courses, ten months.... 65 00

Tuition for three or all of the Commercial Courses, except Typewriting, ten months..... 70 00

Special Offer.

Tuition for a full five months' course in Telegraphy would cost only \$35.

Two Months' Tuition Free.

You will notice that the regular rate of tuition for any Commercial Course is **Forty-five Dollars**, and this is a reasonable rate of tuition. However, we will give **Two Months' Tuition Free** to every student who pays for the five months' scholarship at the time of entering.

In other words, we will issue a seven months' scholarship instead of a five months' scholarship.

Students who enter on two or more Commercial Courses for five months are also entitled to **Two Months' Tuition Free.**

The \$70 Scholarship.

We have offered this scholarship to meet a popular demand for a Combined Commercial Course. It gives the holder full right and privilege to all the departments except Typewriting. If he enters on this scholarship he will have the advantage of all the branches taught in the Business College for **one year**. The \$70 scholarship is the lowest rate of tuition ever offered by a school. The different courses included in the \$70 scholarship would aggregate, at the regular rate of tuition, about \$210, but we are making you a rate of \$70, and at the same time furnish free railroad fare, cave fare, and hotel fare to and from Mammoth Cave.

Free Trip to Mammoth Cave.

All students who enter our School on a \$70 scholarship and pay for the same at the time of entering will be given a free trip to and from Mammoth Cave. We will pay all necessary expenses connected with the trip.

Free Tuition in Southern Normal.

All the Business College students can take any of the literary branches taught in the Southern Normal School without extra cost.

The offer to give two months' tuition free is considered a very liberal one, and our students universally take advantage of it.