



Catalog of
Jones College

Riverton Tower
Jacksonville, Florida

14 East Church
Orlando, Florida

JUNIOR COLLEGES OF BUSINESS

•
and

THE WALSH SCHOOL

A DIVISION OF JONES COLLEGE

139 N.E. First Street, Miami, Florida
Certified by the National Shorthand Reporters Association
for training Court and Convention Reporters

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Member

American Association of Junior Colleges
National Association of Foreign Student Advisors
Data Processing Management Association
Administrative Management Association
Jacksonville Chamber of Commerce
Orlando Chamber of Commerce
Miami Chamber of Commerce

•
Chartered By

The State of Florida As A Non-Profit Educational
Institution with Authority to Confer Collegiate
Degrees

•
ACADEMIC YEAR 1966 - 1967

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Mr. Jack H. Jones, President of Jones College

TO HELP YOU PLAN FOR TOMORROW

In making your career plans, there are many inviting opportunities from which to choose.

You will want to enjoy a secure and happy future. You will want to earn a good income in a position of dignity and respect in the community. You will want to choose a vocation in which there are opportunities to make the most of your talents and your education.

The following pages present suggestions on how you can win a happy and prosperous tomorrow in the field of business. You will learn here about the broad scope of talents which business employs; the exceptional opportunities for worthwhile earnings and advancement which it affords.

You will discover how you can get an early start and win more rapid advancement through specialized business training. You will see how this institution can help you to save time and money in securing your business training, and assist you in getting your first position.

We invite you to read these pages with your future in mind.



Ralph H. Hanna, Executive Vice-President of Jones College began his career in education as Registrar at Dyke College of Cleveland, Ohio, in 1943. In 1951 he became Manpower Administrator for Radio Corporation of America at the Missile Test Project at Cape Kennedy, Florida. In 1953 he joined the staff of the Orlando Division of Jones College where he served as Assistant Director and Director. In 1962 he was appointed to the Directorship of the new Miami Division. He now functions in a general supervisory capacity with offices in all 3 divisions.

Harrison J. Laney, Vice-President and Dean of the Jacksonville Division, has served as Vice-President of Jones College since 1954. After receiving his A.B. degree from Birmingham Southern and his Master's from the University of Florida, he did graduate work at George Peabody College and Columbia University. In addition to administrative work in high schools in Florida, Dean Laney has taught at Rollins College in Winter Park, Florida. He is a charter member and co-sponsor of Kappa Lambda, an honorary business education fraternity.



THE PHILOSOPHY AND OBJECTIVES OF JONES COLLEGE

The Objectives of the College

1. Specialized training of students for specific employment in business occupations best suited to the abilities and interests of the individual which will enable him to become a self-supporting member of the community and, within a reasonable time, to advance to supervisory and administrative positions.
2. General education of students planned to help our graduates become socially competent members of their communities to the degree that each can appreciate and successfully handle the many human relations problems that will be encountered.
3. To provide the best qualified instructors and the most modern equipment available at the most economical cost.
4. To assist and guide our graduates in selecting and obtaining employment, and in the maintenance of a lifetime free employment service for them.

PROFESSIONAL RECOGNITION

Jones College is a specialized Junior College of Business. It is a coeducational, non-sectarian, non-profit educational institution, chartered by the State of Florida.

ACCREDITATION AND RECOGNITION

The Jacksonville and Orlando Divisions of Jones College are accredited by the Accrediting Commission for Business Schools as Junior Colleges of Business. An application is now pending for accreditation of The Walsh School, Miami, Florida, the South Florida Division of Jones College.

The Accrediting Commission for Business Schools has been designated as a nationally recognized accrediting agency by the United States Office of Education.

Jones College now offers a more distinguished form of service than any it has previously rendered in nearly fifty years of outstanding educational work. Full accreditation of the Jacksonville and Orlando Divisions and approval of the Walsh School in Miami by the National Shorthand Reporters Association as a recognized Court Reporting School means that the knowledge and skills acquired in our classes have a higher value in the employment market than heretofore and that our graduates will enjoy a positive advantage over their competitors.

Jones College is a nonsectarian, coeducational institution of higher education for business, chartered by the State of Florida with full authority to confer collegiate degrees and diplomas. The college, including its branch campuses in Orlando and Miami, Florida, is listed by the United States Office of Education as a "Professionally Accredited Institution of Higher Learning." It is approved by the Florida State Approval Agency for Private Schools as an accredited Junior College.

Approved by the Florida State Department of Education

Jones College is listed by the Board of Regents of Florida as a degree granting college. The college is approved by the State Department of Education for the training of business teachers who have the necessary prerequisites.

The college is listed in the "Florida Educational Directory" as a non state supported Junior College. This directory is the official publication of the Florida State Department of Education.

Recognized by the United States Veterans Administration

The college is approved for the training of veterans and others under various programs administered by the United States Veterans Administration.



Mrs. Delores C. Jones (right), Director of the Jacksonville Division, discusses plans for new classes with Mrs. Elizabeth Shults, Director of Admissions.



Non-Profit Organization

Jones College was founded in 1918 by Mrs. Annie Harper Jones. The college was chartered as a non-profit educational institution in 1947. Under its charter, the college is controlled by a Board of Trustees. There are no stockholders or owners, and the charter provides that no profits may be paid or distributed to any individual, officer or employee except for reasonable salaries for services actually rendered; that all earnings must be devoted to providing better housing, equipment and educational facilities. Our students may thus be assured of maximum benefits in the form of facilities, service and instruction in return for the tuition paid.

Officers

Jack H. Jones
 Ralph H. Hanna
 Delores C. Jones
 Mary F. Crump
 Harrison J. Laney
 Joyce B. Lawson
 Marguerite Crollly
 Alberta P. Hanna

President
 Executive Vice-President
 Vice-President and Secretary
 Vice-President, Orlando
 Vice-President, Jacksonville
 Treasurer
 Assistant Treasurer
 Assistant to the President

ADMINISTRATION OF COLLEGE

Faculty

The teacher ideally qualified for a school of business training is one who has received an academic education to qualify in the field of education; who has been prepared through education in business subjects to specialize in the area; who has experienced in actual employment the theories and procedures learned in school; and who has the personal attributes and interests of a teacher. Every instructor in Jones College is selected on this basis.

Staff and Faculty — Jacksonville Division

Harrison J. Laney	Dean
Delores C. Jones	Director
Joyce B. Lawson	Bursar and Director of Evening Division
Elizabeth Shults	Director of Admissions
Angeline Brentnell	Student Placement Director
Kathryn M. Camp	Supervisor of Data Processing Department
Genevieve DeLoach	Supervisor of Office Machines Department
Alice F. Gillespie	Bookstore Manager
Vina M. Hewitt	Director of Special Services
Leon Livaudais	Supervisor of Printing and Mailing
Doyle L. Mann	Supervisor of WJCR, Student Operated Radio Station
Mary E. Sidney	Secretary, Executive Offices
Betty Yerrington	Admissions Secretary

Altona F. Alexander	B.S.	University of Colorado
Milton H. Bishoff	B.S.	University of West Virginia
Clyde W. Brown	B.B.S.	Jones College
Samuel E. Caudill	B.S.	Eastern Kentucky State College
Hazel G. Cousson	B.S., M.A.	University of Southern Mississippi
Helen S. Gatlin	B.Mus.	Cincinnati Conservatory of Music
	M.Mus.	Florida State University
	B.S.	Muskingum College
William T. Gibson	B.S.E.	University of Florida
Kenneth A. Heindel	LL.B.	Woodrow Wilson University
Harrison J. Laney	B.A.	Birmingham-Southern College
	M.A.	University of Florida
Edward Levine	B.B.A.	University of Miami
Richard J. Moser	B.S., B.A.	John Carroll University
	B.B.A.	Cleveland College
Anne M. Palmer	A.A.	University of Florida
Barbara G. Patterson	B.S.	University of Tennessee
Ida D. Pearch		Professional Model and Fashion Consultant
William R. Petrie	B.A.	St. Johns University
Mary H. Phillips	B.S.	Georgia Southern College
Thelma A. Robey	B.A.	Morehead State College
Ruth M. Runnebaum	R.N.	New Jersey Medical Center
William M. Runnebaum	B.A.	Peabody College
	M.A.	Stetson University
Gerald E. Schemer	B.S., B.A.	University of Florida
	C.P.A.	State of Florida
William F. Tipton, Jr.	B.B.S.	Jones College
Edward E. Ward	B.S., M.A.	West Virginia University
Johnnie J. Woolard	B.S.	East Carolina College



The libraries of the three divisions of Jones College are constantly being improved with the addition of the latest books on accountancy, psychology, economics, law, general education and fiction.



Dormitory Staff — Jacksonville Division

Separate residence facilities are available for men and women. The following staff members are charged with the responsibility of supervision of resident students:

Mary Lee Arner
 Nettie R. Hooker
 Arcile Pierce
 Emma P. Shaw
 Lotti Tennant

Harrison Hall
 Blair Hall
 Palmer Hall
 Mary Florence Hall
 Lawson Hall

Guidance Staff — All Divisions

Trained, professional guidance personnel are available to assist young people in making their choice of a career field and answer any questions which might arise regarding all three divisions of the college.

Mary F. Crump
 James K. Eller

Robert L. Prevatt
 Lewis F. Williamson

Robert S. Stroud

FACULTY AND STAFF

Staff and Faculty — Miami Division

Ralph H. Hanna	Executive Vice President
D. Theresa Emma	Business Manager
Josephine Jackson	Secretary
Zeddith King	Residence Director

Frances Ferne	A.A.	American Academy of Arts
Dorothy H. Hallock	B.S.	Rider College
Mary M. Lathrop	Court Reporter	Emory University, LaSalle Institute
Elizabeth P. Montgomery	A.S., Court Reporter	LaSalle Institute
Alfred F. Reynolds	B.C.S., C.P.A.	New York University

Staff and Faculty — Orlando Division

Ralph H. Hanna	Executive Vice-President
Jean Elizabeth Sandberg	Acting Director
Betty Condon	Registrar

Harry E. Brumbaugh	PH.B.	Dickinson College
	M.A.	University of Pittsburgh
William E. Hall	B.S.	Ball State Teachers College
Wallace D. Holland	B.B.A.	University of Georgia
Ruth Humphrey	B.A.	Ohio University
	M.A.	Ohio State University
	M.S.	Western Reserve University
Ruth F. Isbell	A.B.	Rollins College
Ronald E. Johnson	B.S.	Mankato State College
Wanda E. Morgan	A.B.	Indiana State College
Will Potash	Public Accountant	
Ruby W. Quick	A.A.	University of Georgia
Michael Sigman	A.B.	Morris Harvey College
	LL.B.	American University

Staff — Radio Stations WDCJ and WKTZ-FM

Don Ritter	General Manager
Wayne Mashburn	Commercial Manager
Ouida B. Mitchell	Traffic Director
Doyle L. Mann	Studio Director
Mary F. Wood	Account Executive
William A. Cooper	Chief Engineer
Robert Benton	Staff Announcer
Robert Lynch	Staff Announcer
Joe Grawet	Staff Announcer
Larry Bridges	Operator



Registrar Betty Condon and Admissions Counselor James K. Eller interview students in office of Orlando Division.



OFFICE JOBS: Pay and Prospects

Of all the gainfully employed, administrative personnel are the most happy and contented because their work is important, responsible and dignified. It offers better opportunities for service and achievement. It commands respect. The work is sharp contrast with that which requires routine duties day after day.

By "Administrative" personnel we mean the Secretary, Accountant, Junior Executive, Computer Programmer, and the vast number of other clerical employees who assist top management in the conduct of business.

They work in attractive surroundings. They wear nice clothes, which makes an important contribution to their confidence and to their personalities. They enjoy a higher social standing and have many privileges not extended to other groups, such as guaranteed incomes, annual vacation with pay, and reasonable sick leave without salary deductions.

In times of recession and unemployment their familiarity with management problems is needed more than ever. During such times they are the last to be removed from payrolls.

Finally, there is growth and progress in this field for both young men and women--growth in rank and income. Graduates of both sexes advance to important, responsible, and high-salaried positions. There are few factors so stimulating to progress.

POSITIONS IN BUSINESS

Social values are important. Your standing in the community, the friends you make, and your marriage—all of these will be influenced by the kind of work you do. It will also determine with whom you will work and associate.

CAREERS UNLIMITED

The young man or woman, making plans for a successful tomorrow, must give serious consideration to the hundreds of high salaried positions available today in the field of business.

In the Jacksonville, Orlando, and Miami areas as well as throughout Florida and Georgia you may select the line of business most attractive to you from the following list of the most important lines of endeavor:

Computer Programmer	Auditor	Administrative Assistant
Automation Accountant	Tax Specialist	Purchasing Agent
Accountant	Cost Accountant	Credit Manager
Radio Station Manager	Office Manager	Radio or T.V. Announcer
Electronic Data Processing Systems Analyst	Account Executive	Real Estate Broker
		Court Reporter

Jobs for Women

The last United States census disclosed that more than one third of all employed women were in office or management positions. The average annual income of these women was found to be considerably more than that of any other major occupational group.

The Jones Colleges in Jacksonville, Orlando, and Miami have for many years received more calls for their graduates than the number of graduates available for the following positions.

Secretary	Administrative Assistant	Court Reporter
Medical Secretary	Credit Supervisor	Bookkeeper
Legal Stenographer	Executive Secretary	Auditor
Stenographer	Computer Programmer	Steno-clerk
IBM Machine Operator	Bookkeeping Machine Operator	Personnel Director

From a recent national survey it is reported that women accounted for nearly half of the total employment in the occupations studied and that the number of women stenographers, typists and secretaries increased 80% between 1950 and 1965 and will continue to climb notwithstanding a severe shortage of well trained employees for the many positions available. Shortages are particularly acute in the new Automation and Electronic Data Processing fields. Employment opportunities for well trained secretaries and stenographers are excellent. High turnover rates will continue to create many job openings.



Relaxation after class.

A recent national survey, made by a firm of industrial engineers, disclosed the starting salaries of business college graduates to be as follows:

Starting salaries for girls were as high as \$395 per month, with an average salary of \$305 per month.

Beginning rates for young men ranged from \$320 to \$465 per month with an average salary of \$352 per month.

In addition to Federal positions, many fine positions are available under city, county, and state civil service.

The U. S. Civil Service wage rates shown below do not include extra pay for positions with "secret" or "critical" agencies, nor does it include extra compensation paid for overseas jobs. Current Government monthly rates:

	FROM	TO
Typist	\$306.67	\$ 435.00
Stenographer	333.75	485.83
Secretary	416.67	654.17
Accountant	416.67	1,548.33

BUSINESS AND CIVIL SERVICE

In a survey dated June 24, 1965, the Jacksonville, Florida Chapter of the Administrative Management Society (formerly the National Office Management Association), reported current salary rates in the Jacksonville area for two classifications of interest to young people considering a career in business. The following monthly salary rates in business offices were reported:

<u>Job Classification</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Average</u>
Secretaries	\$295.00	\$585.00	\$440.00
Accounting Clerks	303.00	565.00	434.00

It is important to note that the position of Accounting Clerk is only the first step in a career in accountancy, and that graduates of Jones College with a major in accountancy can look forward to many promotions. Rates for accountants in the Jacksonville area range from \$500 to \$1,000 per month and more.

THE YOUNG MAN IN BUSINESS

Office Automation

There's a big demand and big rewards for trained personnel to operate the new IBM automated office machines. This could be your big opportunity! Business techniques are growing by leaps and bounds--faster, more efficient means of getting things done are demanded. An IBM Tab Installation can now do the work formerly done by an entire office staff of clerks.

To operate the new machines, a new profession of workers is growing up, well paid, with new prestige. Each month more ads appear for skilled automation operators, and the demand keeps growing.

Here is where you can fit in. By learning the skills of automation now, you can be in the forefront of America's technological revolution. You can earn more your services will be in ever greater demand.

Home Office Insurance Positions

The young man planning his future cannot afford to overlook the careers in home office insurance. Regular Business Administration training constitutes the basic requirements for insurance careers. Specialized training at Jones College will prepare you for success in the actuarial, statistical, or underwriting divisions of the many home office insurance firms in this area.

The "Occupational Outlook Handbook," a publication of the U. S. Bureau of Labor Statistics, reports - "Factors which have increased employment of accountants in recent years, and which are expected to continue, are complex tax systems, new governmental regulations and a growing emphasis on scientific management in industry."



A business career means pleasant work and attractive surroundings.
Just picture yourself in one of these offices!



The college is authorized to grant the degree of Associate in Science under powers contained in its charter from the State of Florida. The associate degree is granted to graduates of the Court Reporting Course shown on page 27 and to graduates of the Business Administration Course. Business Administration students may enroll for any one of the nine major fields outlined on the following pages.

BUSINESS ADMINISTRATION COURSE

Associate in Science Degree

REQUIRED SUBJECTS - 50 Quarter Hours

Typewriting I	4	Humanities 101	3
Typewriting II	4	Humanities 102	3
Mathematics 101	3	Human Relations and	
Mathematics 102	3	Personality Development	3
Accounting 101	6	Communications 101	3
English Mechanics	3	Communications 102	3
Business Machines	2	Communications 103	3
Psychology	4	Office Internship	3

See top of page 15 for requirements in major fields.

In addition to the 50 quarter hours of general and business subjects listed on page 14, candidates for the associate degree in the Business Administration Course must complete the requirements for one of the major fields shown below.

CREDITS IN MAJOR FIELD

Major Field	Quarter Hours	See page
Secretarial Science	46	15
Medical Secretarial	46	15
Legal Secretarial	46	18
Automation Secretarial	46	19
Office Automation	54	19
Computer Programming	70	21
Broadcast Management	54	23
Accountancy	58	23
Management	55	24

Business Administration Degree Course - MajorsSecretarial Science Major

Shorthand I	6	Typewriting IV	2
Shorthand II	4	Machine Transcription	2
Shorthand III	4	Filing and Indexing	2
Shorthand IV	4	Business Law I	3
Transcription	3	Business Law II	3
Typewriting III	2	Minimum Electives	11

Medical Secretarial Major

Shorthand I	6	Anatomy and Physiology	3
Shorthand II	4	Medical Office Training:	4
Shorthand III	4	Records Administration	
Shorthand IV (Medical)	4	Professional Ethics	
Transcription	3	Reception Room Technique	
Typewriting III	2	Clinical Lab. Technique	
Typewriting IV (Medical)	2	Dietetics and Nutrition	
Filing and Indexing	2	Medical Terminology	3
Machine Transcription	2		
First Aid	1	Minimum Electives	6

Note: The Medical Secretarial Major is offered only in the Miami and Jacksonville Divisions of the college.



ALPHA IOTA SORORITY SISTERS

Although the faces may change as time goes by,
the high ideals of Alpha Iota will never change.



WHAT IS A SECRETARY? She's America's most popular career girl . . . She's the office favorite . . . She's business with a twinkle in her eye . . . She runs the office for the men who run the world. She's a file clerk . . . Baby sitter . . . Christmas shopper . . . Office hostess . . . Official greeter . . . Legal expert . . . Purchasing agent . . . Mailer . . . Stamp licker . . . Personnel manager . . . and efficiency expert.

She's a philosopher with a rose on her desk . . . She's a diplomat holding a telephone receiver. She's a secretary.

A secretary's career can have enormous personal rewards. Her working hours and conditions are pleasant. Her office is certain to be comfortable. She has opportunity to meet many new friends. Her work puts her in touch with men and women of achievement in many fields. No field of special interest is closed to the young woman who chooses secretaryship as a career.

In many professions women are in constant competition against men. The secretary works with men. It is one of the very few professions where being a woman is of greatest advantage, rather than being a subtle handicap in reaching the top.

Yes, she's America's favorite "Girl Friday" . . . every day of the week . . . and her salary is excellent.

The Medical Secretary

Is the poised, gracious girl who makes appointments, soothes and humors nervous patients, and assists the doctor in the examining room and laboratory. She is a perfectly trained secretary. She handles records, case histories, bills and regular office tasks, and takes a load of routine duties from the busy doctor's shoulders, and--praise be--she can correct her boss's spelling, even on the most highly technical work!

Because she understands professional ethics, laboratory procedures, dietetics, and the vocabulary of medicine, she is entrusted with supplementary responsibilities in handling and teaching patients.

An Interesting Career For Women

The position of medical or hospital secretary opens to young women a new field which offers pleasant and high-salaried employment with unlimited opportunities to display initiative and to merit advancement.

Time was when a doctor trained his own secretary. When hiring a secretary today, he wants a personable young woman with a thorough knowledge of medical terminology and laboratory work. Young women majoring in this field in a school such as Jones College are in great demand and have positions waiting for them weeks prior to graduation.

Specialized Training Pays !

The Jones College Medical Secretarial Course is designed to prepare young women to be secretaries in doctors' offices, in hospitals, in clinics, in medical divisions of large corporations, in state or city boards of health, or in any position where a knowledge of, and skill in, medical procedures and techniques is needed.

The course includes introductory studies of normal hematological diagnoses, sedimentation rates, basal metabolism determination, urinalyses, and urine tests.

Also included is a course in nutrition and dietary laws, in which you will learn the value of foods, vitamins, and minerals--information that not only enables you to keep vitally youthful but also is a valuable asset in your career.

A Career For You

Here, then, is a comparatively new profession that will challenge the interest of high school graduates. If the medical profession or nursing holds real interest for you; if you enjoy the atmosphere of the medical office or the hospital; or if you would like to associate with men and women of high educational and professional training; if you will like to explore new fields--then you will find joy and satisfaction in the work of the medical secretary.



Jones students train on modern electronic data processing equipment. Pictured above is one of the three business machines classrooms in the Jacksonville Division used to give actual "on-the-job" experience in operating these IBM and other business machines.



Legal Secretarial Major

Shorthand I	6	Typewriting III	2
Shorthand II	4	Typewriting IV	2
Shorthand III	4	Business Law I	3
Shorthand IV (Legal)	4	Business Law II	3
Machine Transcription	2	Legal Terminology	3
Transcription	3	Legal Procedures	4
Filing and Indexing	2	Minimum Electives	4

Note: The Legal Secretarial Major is offered only in Orlando and Miami.

The legal secretary holds one of the most demanding as well as rewarding positions in the secretarial field. She must be bright, capable, and have an extensive education in legal terminology and procedures in order to hold this crucial position as the personal assistant of a man in the field of law.

The legal secretary likes drama; she enjoys meeting exciting, interesting people; she wants to be behind the scenes where the action happens in court cases, private industry, government and politics.

Business Administration Course Majors (Continued)

Automation Secretarial Major

Shorthand I	6	I.B.M. Business Machines	6
Shorthand II	4	024 Card Punch - 082 Sorter	
Shorthand III	4	026 Card Punch - Veri-	
Shorthand IV	4	-fication and Duplication	
Transcription (Automation Terminology)	3	Automated Data Processing	4
Typewriting III	2	(Operation only, no wiring)	
Typewriting IV	2	Collator - Interpreter	
Machine Transcription	2	514 Reproducing Punch	
Filing and Indexing	2	403 Accounting Machine	
Automation Fundamentals	3	Minimum Electives	4

Note: The last two quarters of the Automation Secretarial Major is offered only in the Jacksonville Division.

Office Automation Major

Automation Fundamentals	3	Automation Accounting I	4
Accounting 102	6	Business Law I	3
Accounting 103	6	Business Law II	3
Accounting 205	6		
I.B.M. Machines:	4	Automated Data Processing:	10
024 Card Punch - 082 Sorter		Collator - Interpreter	
026 Card Punch - Verifier		Reproducing Punch	
Duplication & Programming		403 Accounting Machine	
Business Organization and Management	4	Filing and Indexing	2
		Minimum Electives	3

Note: The last two quarters of the Office Automation Major is offered only in the Jacksonville Division.

A CAREER IN ELECTRONIC ACCOUNTING

Automation, punch card accountancy, and electronic data computation and processing are already a firm reality. High pay awaits the young person who can qualify.

Management looks to the machine accountant to supply analyses which will aid in its appraisal of performance, formulation of plans and control of operations. It wants help in that all-important phase of good management--forecasting and budgeting.



Instructor and students visit computer installation. Field trips play an important part in our training program, and include instruction as well as actual operation of computers to test programs written by Jones College students.



computers and automation

At this moment, computers are checking airline reservations, totaling bank statements, processing millions of utility and insurance bills, calculating payrolls, filing a billion bits of information, checking inventories, controlling thousands of automatic machines, and printing all kinds of reports--to cite but a few examples.

The computer field is the leading field of business! Automation has exploded into a multi-billion dollar business . . . and this is just the beginning! Men and women who wish to prepare for careers in the modern world of business should consider the many advantages of a career in electronic data processing.

One university survey reveals that the personnel complement in the computer field was 33,000 at the end of 1961 and will grow to 140,000 by the end of 1965. Another source has reported that 600,000 programmers and related personnel will be needed by 1970, based on the number of computers either in-place or planned for installation by that time.

There are many varied phases of this interesting work. Each requires specific knowledge and skills to perform. Well-trained men and women are needed as Computer Console Operators, Computer Accountants, Computer Programmers, and Systems Analysts. These are jobs that appeal to people of varied backgrounds. This field

COURSES OF STUDY

does not yet demand a college degree, and at present, the great majority of those enjoying success in computer jobs are not college graduates. However, work at this level, which includes business operations analysis, knowledge of business administration and accountancy, requires also a knowledge of automation fundamentals, related experience, and specialized training. The majority of personnel now employed in the computer field transferred into this work from other business positions. Entrance qualifications will tend to become increasingly demanding, and it is especially important that training for Computer positions take place under the guidance of experienced and competent instructors. It is important to select a well-established and fully accredited institution for the help needed at this stage.

Computer Programming Major

Accounting 102	6	Systems and Procedures	2
Accounting 103	6	Automated Data	
Automation Accounting I	4	Processing Machines	10
Business Organization and Management	4	Computer Mathematics	4
I.B.M. Machines	6	Computer Programming I	6
Automation Fundamentals	3	Computer Programming II	6
Statistics	3	Computer Programming III	2
Statistics, Advanced	3	Automation Field Projects	1
		Minimum Electives	4

Note: The last four quarters of the Computer Programming Major is offered only in the Jacksonville Division.

Radio Stations WDCJ and WKTZ-FM

The life of a disc jockey, newscaster, sports announcer, or TV personality is stimulating, exciting, and wonderful! It offers the kind of excitement that every young person yearns for. We feel that the main reason so few have sought their fortunes in broadcasting is because of the absence, until now, of a well prepared, formal training program that combines college level classroom teaching of broadcast management subjects with professional broadcast techniques. Jones College is now offering this kind of training under actual studio conditions with the most modern technical facilities available.

Jones College owns and operates two commercial radio broadcasting stations. Radio Station WDCJ is a standard AM broadcasting station licensed by the Federal Communications Commission to broadcast on 1220 kilocycles with a power of 1,000 watts. Radio Station WKTZ-FM is licensed to broadcast on 96.1 megacycles with a power of 40,000 watts. WKTZ-FM broadcasts 24 hours a day in multiplex stereo.

An important function of WDCJ and WKTZ-FM is that of furnishing practical experience to students enrolled in the Broadcast Management Major of the Business Administration Course. The object of this course is the development of outstanding radio executives and media specialists in advertising agencies and public relations firms as well as in these departments of large business and industrial organizations.



MAIN CONTROL ROOM OF JONES COLLEGE RADIO

Student "Chuck" McPherson, seated at console, financed his Jones College training with earnings as announcer at local radio station WZOK. After several months experience he was promoted to position of Manager of radio station WSHO, New Orleans, La. Student Jimmy Vaughn, at "mike," auditions for WDCJ manager, Don Ritter. Jimmy is now staff announcer on station WBIX, Jacksonville, Florida.



Students enrolled in the radio-oriented programs of the college can improve their qualifications in these specialized fields, demand higher entrance salaries and advance more rapidly than would otherwise be possible. Graduates of these courses not only earn more in radio and T.V. employment but also are able to branch out into business ventures of their own. Some may qualify to form their own advertising or public relations agency, and others may become top salesmen or consultants.

In April, 1964, the regulations of the Federal Communications Commission were changed permitting operation of most Broadcasting Stations by persons holding a Third Class Radiotelephone Operators License with Broadcast endorsement. Except for those interested in the position of Chief Engineer, a First Class License is no longer required at these stations. You can now train for careers in Broadcasting and T.V. without the long hours of technical and shop work and the study of difficult mathematics that resulted in so many failures among students in such courses. The technical training offered by Jones College will qualify the student to pass the required examination.

COURSES OF STUDY

More than four thousand commercial radio and television broadcast stations are now on the air in the United States. New stations are going on the air every month. More and more radio stations are converting to "combination" operation, employing a combination announcer-operator. This results in a substantial saving to the station. A Jones College graduate holding a third class operators license, with a broadcast endorsement, has a virtual "passport" to employment in radio.

Broadcast Management Major

Advertising I	4	Effective Speech	4
Advertising II (media)	4	Fundamentals of	
Business Organization		Communication	8
and Management	4	Broadcast Announcing	4
Accounting 102	6	Music in Communication	2
Communications Law	4	Broadcast Internship	4
Studio Productions	2		
Salesmanship	4	Minimum Electives	4

Note: The Broadcast Management Major is offered only in the Jacksonville Division.

Accountancy Major

Accounting 102	6	Automation Accounting I	4
Accounting 103	6	Federal Tax	4
Accounting 204	4	Business Organization	
Accounting 205	6	and Management	4
Accounting 206	6	Credits and Collections	4
Business Law I	3	Business Machines II	2
Business Law II	3		
Automation Fundamentals	3	Minimum Electives	3

The accountant in business is a part of the "management team." He helps to build and create values in an organization, adapt it to changing times, and meet new problems.

Accountants frequently become presidents or chief executives of their organizations. Accounting has given them an understanding of the operations of the business in all its phases. Accountants have headed such companies as American Cynamid, Crucible Steel, Ford, General Motors, General Electric and thousands of other corporations.

Accountancy provides the basic training for executive management. The accountant operates at the very nerve center of an enterprise, where important policies and decisions are made. His work is highly responsible, always challenging, even exciting.





Mrs. Alberta Hanna, Assistant to the President, demonstrates type-writing technique to student. The machine is the IBM Selectric.



WHY SHOULD YOU CONSIDER BUSINESS MANAGEMENT AS A CAREER?

The business administrator generally enjoys the advantages of this American jet age. His is the sphere of important friends, fine homes and automobiles, and exciting vacations. Would you like to prepare for one of these opportunities? Your best plan is to acquire fundamental business training.

	<u>Management</u>	<u>Major</u>	
Office Management	4	Federal Tax	4
Advertising I	4	Salesmanship	4
Advertising II	4	Automation Fundamentals	3
Credits and Collections	4	Business Law I	3
Business Organization	4	Business Law II	3
and Management	4	Business Machines II	2
Accounting 102	6		
Accounting 103	6	Minimum Electives	4

Elective Subjects

The course outlines contained in this publication show allowable credits in elective subjects. Considerable latitude is permitted in the selection of electives. Selection may be made from those listed under "Description of Subjects" in the catalog but must be approved by the faculty advisor or the director of the college.

All subjects are not offered in every quarter, and certain subjects may not be offered in all divisions of the college; therefore, it is important for the student to make his selection as early as possible. When this has been done, he should arrange for a conference with his faculty advisor or guidance counselor to obtain approval of the subjects selected and to determine in which quarter the subject can be scheduled.

It is often possible for a student to schedule a substantially larger number of electives than shown in his course outline. Extra electives may be scheduled in place of subjects omitted because of credit accepted for previous training in high school or college or because the student has demonstrated his ability to carry a credit-hour load in excess of normal requirements as a result of ability or diligence.

BACHELOR OF SCIENCE DEGREE CURRICULA

The Bachelor of Business Science degree requires 180 quarter hours, or 120 semester hours of academic credit. Matriculation in this program requires previous college work of not less than 60 semester hours earned in an accredited institution. A minimum of 74 quarter hours credit (or equivalent) is required in liberal arts and general education. Candidates for the baccalaureate degree must have completed 16 quarters of residence work of which the last 6 quarters must have been in Jones College.

Upon the recommendation of the faculty, the Board of Trustees has approved plans for the enrichment of the curricula in the fields of liberal arts and general education so that by the beginning of the fall term of 1966 the number of transfer credits required for matriculation in this program may be substantially reduced.

The baccalaureate degree program outlined above is in conformity with the criteria of the Accrediting Commission for Business Schools by which the college is accredited on the Junior College level. Formal notification has been given the Commission of the inauguration of this program, which should lead to the eventual accreditation of Jones College as a four-year Specialized College of Business.

Jones College is authorized under charter powers granted by the State of Florida to grant baccalaureate degrees, and the college is listed by the Board of Regents of Florida as a degree granting college.

Stenograph



Young man reporter takes testimony. Women comprise about 40% of the 9,000 court and convention reporters in the United States.

Court Reporting with Stenograph

an interesting, rewarding career for those who seek
a position of importance and professional stature

The professional court reporter is a skilled, highly-trained man or woman who records spoken testimony on the Stenograph shorthand machine at unusually high speeds. The reporter has been trained in special vocabularies; knows legal, medical, physiological, and other terminologies; knows court, convention, and conference procedures, and is completely "at home" in these surroundings.

The Miami Division (formerly the Walsh School) of Jones College specializes in training court and convention reporters, and legal and medical secretaries. The school is located in the heart of downtown Miami, Florida. The school prepares its graduates thoroughly, as a professional must be prepared, to become official court reporters, for court work, or for general business or convention reporting.

The Miami Division of Jones College is among the select few--only 30 in the United States--to be certified by the National Association of Shorthand Reporters. It is the only such school in south Florida.

This profession is a challenge to those who desire a position of importance, a good income, and professional stature. Official court reporters earn starting salaries of \$6,000 to \$8,000 a year plus substantial fees they receive for typed transcripts of whatever they record.

COURT REPORTING COURSE

Associate in Science Degree

Required for Graduation: 114 Quarter Hours

Machine Shorthand I	6	Court Reporting I	6
Machine Shorthand II	4	Court Reporting II	6
Machine Shorthand III	4	Court Reporting III	6
Machine Shorthand IV	4	Medical Terminology	3
Typewriting I	4	Legal Terminology	3
Typewriting II	4	Business Law I	3
Typewriting III	2	Business Law II	3
Typewriting IV	2	Legal Procedures	4
Communications 101	3	Jurisprudence	4
Communications 102	3	Filing and Indexing	2
Communications 103	3	Accounting 101	6
Transcription	4	Anatomy & Physiology	3
Human Relations and Personality Development	3	Voice Transcription	3
Modern History and Government	3	Reporting Forms and Procedures	2
English Mechanics	3	Office Internship	4
		Minimum Electives	4

Note: Court Reporting is offered only in the Miami Division. The first four quarters of the Court Reporting Course may be taken in Orlando for transfer of credits to Miami for the completion of advanced subjects.

LEGAL SECRETARIAL COURSE

Required for Diploma: 72 Quarter Hours

Shorthand I	6	English Mechanics	3
Shorthand II	4	Business Law I	3
Shorthand III	4	Business Law II	3
Shorthand IV	4	Legal Terminology	3
Typewriting I	4	Legal Procedures	4
Typewriting II	4	Communications 101	3
Typewriting III	2	Communications 102	3
Typewriting IV	2	Communications 103	3
Transcription	3	Office Internship	4
Accounting 101	6		
Filing and Indexing	2	Minimum Electives	2

Note: The Legal Secretarial Course is offered only in Miami and Orlando.

The legal secretarial field offers the career girl interesting and exciting opportunities not found in any other area of business endeavor. The Legal Secretarial Course prepares the student for employment as the secretary of a judge, attorney or court official; for employment in the legal department of a large corporation, for any position requiring an extensive knowledge of legal terminology and procedures as well as an extensive general knowledge of business office and secretarial duties.



Medical Secretarial Class enjoys anatomy lecture. A recent graduate writes, "Something exciting happens every day in a doctor's office. Thanks to Jones training, the doctor can always count on me."



EXECUTIVE SECRETARIAL COURSE

Required for Diploma: 72 Quarter Hours

Shorthand I	6	Business Law I	3
Shorthand II	4	Business Law II	3
Shorthand III	4	Communications 101	3
Shorthand IV	4	Communications 102	3
Transcription	3	Communications 103	3
Typewriting I	4	Business Machines	2
Typewriting II	4	Accounting 101	6
Typewriting III	2	Machine Transcription	2
Typewriting IV	2	Office Internship	4
English Mechanics	3	Business Mathematics	3
Filing and Indexing	2	Electives	2

The Executive Secretarial Curriculum is organized to prepare the graduate for a position as a private secretary or an administrative assistant to an executive. The Executive Secretary will be expected not only to take dictation and transcribe letters and reports but also to assume administrative responsibilities, including making decisions, handling confidential data, supervising other personnel, making appointments, and arranging travel itineraries.

AUTOMATION SECRETARIAL COURSE

Required for Diploma: 74 Quarter Hours

Shorthand I	6	Automation Fundamentals
Shorthand II	4	IBM Business Machines
Shorthand III	4	024 Card Punch - 082 Sorter
Shorthand IV	4	026 Punch - Programming
Transcription	3	Verification and Duplication
Typewriting I	4	
Typewriting II	4	Automated Data Processing
Typewriting III	2	(Operation only--no wiring)
Typewriting IV	2	Collator - Interpreter
English Mechanics	3	514 Reproducing Punch
Communications 101	3	403 Accounting Machine
Communications 102	3	
Communications 103	3	Office Internship
Accounting 101	6	Filing and Indexing
Machine Transcription	2	Minimum Electives

Note: The last two quarters of the Automation Secretarial Course is offered only in the Jacksonville Division. The Medical Secretarial Course is offered only in Jacksonville and Miami.

MEDICAL SECRETARIAL COURSE

Required for Diploma: 72 Quarter Hours

Shorthand I	6	Typewriting I
Shorthand II	4	Typewriting II
Shorthand III	4	Typewriting III
Shorthand IV	4	Typewriting IV
Transcription	3	Accounting 101
Medical Office Training:	4	Filing and Indexing
Records Administration		Machine Transcription
Professional Ethics		Communications 101
Reception Room Technique		Communications 102
Clinical Lab. Technique		Communications 103
Dietetics and Nutrition		English Mechanics
Anatomy and Physiology	3	Office Internship
First Aid	1	
Medical Terminology	3	Minimum Electives

A medical secretary is the poised receptionist who greets the doctor's patients on arrival, checks his appointments, keeps the record of his patients' visits, and collects his fees. She records the medical history of his patients, keeps his files, his letters, and pays his bills.



ALL WORK AND NO PLAY? NOT AT JONES! Jones students enjoy beach outings, picnics, boating, and trips to many nearby attractions and recreation areas in Florida's year-around "Vacation-land." Social events are sponsored by the College, the Fraternity, the Sorority, and the Student Council.

Every day new automation careers open in banks . . . insurance companies . . . hospitals . . . industry . . . government agencies . . . military bases . . . large stores and offices . . . as new machines are installed. There is a great and growing need for technically trained secretaries in the field of electronic data processing. You can acquire this training quickly and practically at Jones College.

AUTOMATION ACCOUNTING COURSE

Required for Diploma: 72 Quarter Hours

Accounting 101	6	Automated Data Processing:	10
Accounting 102	6	Collator - 082 Sorter	
Automation Accounting	4	Reproducing Punch	
Automation Fundamentals	3	Alphabetic Interpreter	
IBM Business Machines	6	403 Accounting Machine	
Business Mathematics	3		
Business Law I	3	Typewriting I	4
Business Law II	3	Typewriting II	4
Communications 101	3	Filing and Indexing	2
Communications 102	3	Office Internship	4
Communications 103	3		
English Mechanics	3	Minimum Electives	2

Note: The last two quarters of the Automation Accounting Course is offered only in the Jacksonville Division.

THIS IS FOR YOU

Ever hear of the words "charm," "grace," or "poise"? Sure. But have you ever thought how important those old words are to you—and your success in the business world? Jones College has added something new to its curriculum . . . The Jones Girl Success Course designed to put that finishing touch, that polish, on you as a career girl.

This course brings out your best qualities—endows you with the poise, charm and graciousness so important in business and social contacts for the modern Miss. Jones Girls learn the art of subtle use of make-up; proper skin care; good grooming; posture improvement and visual poise; weight control; careful selection of clothes; duties of a hostess; voice and conversation.

A whole new world is waiting for you . . . beginning with the TANGIBLES

Your FIRST impressions are made with . . TANGIBLES

- Artful use of cosmetics
- Becoming hairstyle
- Pleasant speaking voice
- Graceful carriage
- Well-proportioned figure
- Clothes and colors that individually suit you

But your LASTING impressions are made with . . INTANGIBLES

- 1 Poise
- 2 Self-assurance
- 3 Composure
- 4 Graciousness
- 5 Cordiality

THE SHAPE-UP What's your figure really like? Probably better than you think, but who'd suspect it from your posture? Perhaps you need to lose or put on a few pounds.

THE FACE-UP Hundreds of dollars are spent on cosmetics every year to cover up or disguise physical imperfections. Unless you learn the rules that apply to you—and you alone—for make-up and hair-styling, your money is wasted. The Jones Girl Training will teach you to artfully enhance your features.

THE DRESS-UP Fashions change, but once you learn to select those most becoming to you in line, color and style—you will have the courage of your convictions! Jones Girl Training will also aid you in coordinating your wardrobe within your budget.

THE WAY-UP You'd like to sit, stand and walk gracefully? Go up and down stairs with all the poise and assurance of a professional model? You can! Everything you learn in the Jones Girl Success Course will help you discover and express your own individuality more effectively.

Eventually, after several weeks of training, the tell-tale mirror will tell the tale of how smart you really can look. When you walk into that FIRST job bright and early on a Monday morning, you'll walk with poise and assurance. Your movements will be smooth and rhythmic . . . not just any old gait. You will be ranked as "front-office" material on the memo pad of the boss. Then you'll realize that it has been worthwhile to look and feel as though you had just stepped from the cover of Mademoiselle magazine into a downtown office.



Sun 'n Shade
Relax 'n Chat
on College
Campus



Frolic and Fun
in the
Florida
Sun



Comfortable
Classrooms
and
Practical
Studies

Study And Fun

JACKSONVILLE ORLANDO MIAMI



All Work and No Play?
Not at Jones!

The Beauty
and the
Automated
Beast!



School Work all Done - Now
Let's have FUN!



In The Florida Sun



PROGRAMS FOR ACHIEVEMENT IN READING

The ability to read effectively is becoming increasingly important as a student progresses from junior to senior high school and then to college. It is estimated that 80% of knowledge gained in the last two years of high school and in college comes from the printed page.

The PAR Courses (Programs for Achievement in Reading), nationally known reading programs, are designed to increase competence in reading and study skills and to increase the desire of the student to read. The student's overall reading efficiency is increased by providing means through which visual perception, coordination, rate of reading and comprehension can be increased.

These improvements will lead the student to better grades in school, better scores on college entrance examinations, and better potential for advancement and higher earnings in business careers. Emphasis is placed on Reading Rate, Reading Comprehension and Vocabulary so that the student may qualify and perform more effectively in employment situations.

The Reading Development Program makes use of the most modern equipment available, including the Educational Development Laboratories Control Reader, the EDL Tach-X, Pace Setters, and the interesting and informative PAR Reading Study Sets for each student.

The PAR Reading Program is required of all Jones College students who are below grade-level on the Iowa Silent Reading Test. The cost of textbooks, laboratory fee, and tuition is \$45.

GUIDANCE AND ADVISEMENT

CAREER GUIDANCE

Jones College's vocational guidance counselors are waging a mighty battle against the old problem of the round peg in the square hole--with noteworthy success. The J.C. Career Guidance Department takes over the problem on your first day in school. All new students are given (at no additional cost) a complete battery of aptitude, ability, interest, and personality tests made up especially for this purpose by a leading psychometric testing laboratory. In addition, new students are given special knowledge and skill tests in subjects prerequisite to business training.

The Iowa Silent Reading Test is administered to all students as a part of our regular entrance testing. Students testing below 12th grade reading level will be required to take a reading improvement course. If necessary, this course will be in addition to the required and elective subjects included in the course for which you have enrolled, and \$45 additional tuition is charged.

Career Guidance has already proved its merit to the student, the school and the business community. It has two purposes:

1. To measure psychologically and record the aptitudes, abilities, and interests of each student and to use this information in adjusting the student's schedules and training program accordingly. The tests also provide an index of personality factors including emotional stability, degree of self-reliance, introverted, and extroverted tendencies, sociability, and degree of dominance or submission in face-to-face situations. A full report of these findings will be furnished parents on request.

2. To engender success consciousness in all students. This is accomplished through individual student conferences; orientation classes; special training in personality development; special lectures to students on office etiquette and how to apply for positions; and Charm and Finishing classes for young ladies.

From your first day as a student, these test results are used to help you obtain part-time positions while attending school and later, when you graduate, the full-time position of your choice. All of the positions supplied you by the college Employment and Vocational Guidance Department are at no cost to you or your future employer. This service is free for your lifetime.

We help our students make valuable contacts with business men and women through field trips to offices, plants, and stores, and encourage attendance at luncheon clubs and business meetings.



View of the Riverton Tower, home of the Jacksonville Division of the College. The ground and second floors are used for offices and classrooms, and the upper floors for student dormitories.



**You Gain by Attending
JONES COLLEGE
because:**

- **You save time and money. This is a professional collegiate school of business. You devote your whole time to preparing for a business career.**
- **You study standard business courses of collegiate grade.**
- **You receive sound, modern instruction that produces results. Capable teachers, interested in your success, help you achieve a high standard of performance.**
- **You receive professional assistance in securing a job. The school maintains a free lifetime employment service for all graduates.**
- **Your opportunities for interesting employment are varied and excellent. The college is located in the center of a territory recognized as the most rapidly growing industrial and commercial section of the South.**

LIVING ACCOMMODATIONS

Jones College Jacksonville, Florida

Jones College in Jacksonville is ideally located in the beautiful Riverton Tower on the east bank of the St. John's River. Situated as it is in Arlington, one of greater Jacksonville's most attractive residential areas, it provides immediate access to the downtown business area or to the beaches. The quiet, college-life atmosphere provides a desirable environment for study and learning.

The Riverton Tower is owned by Jones College. The building was completed at a cost of three million dollars in 1962. It is located on a five acre site on the east bank of the St. Johns River at the Matthews Bridge. In addition to the college classrooms and dormitories, the building also houses the studios of radio stations WDCJ and WKTZ-FM, the Jones College stations. Planned as a luxury apartment building, the Riverton Tower provides students of Jones College with dormitory accommodations unequalled anywhere in the state for comfort, beautiful furnishings, spacious rooms, and everything necessary for gracious living.

The entire building has central heat and each classroom, office, and dormitory unit is air-conditioned. A large swimming pool and a spacious patio are available for the enjoyment of resident students.

The ground floor is used for instructional purposes, and the college business offices are also on this floor. A Library and Student Center are provided for the use of students during unscheduled portions of the school day. A Conference Room is available for group meetings of all kinds--Fraternities, Sororities, Student Council, clubs, etc. Automatic elevators provide quick and safe transportation for the students between the college and the dormitories, which are located on the upper floors of the building. The ultimate planning of the college facilities has been directed toward achieving maximum convenience and comfort for the students, and developing high-level efficiency in the operation of the college.

In keeping with its high standards of progress, Jones College, Jacksonville Division, offers new and modern dormitory accommodations for students who prefer to live on campus. Each unit contains a furnished all-electric kitchen, comfortable living and sleeping quarters, private balcony terrace and beautiful picture windows.

The non-profit policy of the institution enables the students to enjoy these lovely accommodations with all their comfort and convenience for only \$165 each school quarter. A full-time residence director, assisted by a staff of competent housemothers, is available at all times to assist dormitory residents in every way and to provide supervision. A corps of student counselors, carefully selected each quarter, meet at regular intervals with new students to help with minor problems of adjustment to dormitory and college life.

A large, well-shaded area provides ample parking space for automobiles of students who want to have their own transportation while in college.



Young Womans Community Club dormitory, home of many young women students attending the Orlando Division.

Jones College of Orlando, Florida, occupies twelve thousand feet of space at 14 East Church Street, just east of Orange Avenue, in downtown Orlando. The college is completely air-conditioned; and its well-lighted classrooms are equipped with the most modern school furniture, typewriters, and business machines. With a seating capacity of approximately three hundred and an outstanding faculty devoted to the training and guidance of young people, the Orlando Division offers many advantages to students in the Central Florida area in employment and career potential, recreation, scientific centers, and comfortable living accommodations.

For young women students attending Jones College in Orlando, the YWCC provides comfortably furnished rooms, dormitory style (with two, three, or four girls to a room), a recreation hall, and a large dining room. The "Y" is within walking distance of school and is conveniently located to the downtown shopping area. It is only a short distance from facilities for swimming, bowling, skating, and other recreational activities.

The City of Orlando has churches of all denominations, a nearby public library, and a municipal auditorium that offers many attractions in both popular and serious theater and music. Orlando, nationally recognized as the City Beautiful, is truly an ideal city in which to live and attend college.

Men students are placed in comfortable quarters similar to the girls' accommodations at the YWCC.

GENERAL INFORMATION

Education Loan Plans

Jones College has been approved by Funds for Education to participate in the Education Loan Plan sponsored by that organization. Students may finance all or any part of their college expenses over periods up to forty-eight months.

Funds for Education was established in March, 1960, by trustees of nationally known educational institutions. Students from all fifty states are now using its facilities at more than 800 schools, colleges and universities. Funds for Education has no connection with any small loan or finance company. It employs no salesmen. Its insurance coverage is provided by the Washington National Insurance Company, Evanston, Illinois. Approximately two weeks is required for loan approval.

Low cost loans may be obtained by responsible parents under 65 years of age for loans not in excess of \$5,000. Funds to meet the cost of tuition, fees, books and supplies, as well as living expenses, are advanced when school bills are due.

Loan obligations may be cancelled simply by notifying Funds for Education, in which case the only obligation would be for funds and services actually used prior to such notification. All loans are insured. This insurance makes certain that a student may continue his education without further obligation should his parent's earning capacity be cut off by death or total disability while the plan is in effect.

To illustrate how the plan can assist an ambitious student relieve his parents of much of the financial burden of a college education, assume that the total funds required for a two-year training program is \$2,400. The payments on the loan, including insurance, would be \$61.43 per month. Thus a total of \$1,105.74 would be paid by the parents during the period of college attendance. The balance could be paid by the student out of earnings after completion of the course. Under such circumstances the monthly cost to the parents would be little more than if the student were living at home attending high school during the same period.

Jones College

139 N.E. FIRST ST.
MIAMI, FLORIDA

The Walsh Division of Jones College is located on the fifth floor of the Dade Commonwealth Building at 139 N. E. First Street, Miami, Florida, in the heart of the business and financial district of the city.

This Division of Jones College was established as the Walsh School in 1927 and became a part of the Jones College group in 1962. All classrooms and furniture have been completely modernized, and the college is completely air-conditioned. Attractive pastel colors harmonize with fluorescent lighting to produce an atmosphere conducive to pleasant accomplishment. Classrooms are small to allow for



The Garden Lane -- Jones College Residence Hall in beautiful Miami, Florida.

personalized attention to the individual student and his needs. Graduates are in strong demand by business and professional offices because of the selectivity of the student body and the thorough professional training provided by the college.

The Miami Division of Jones College offers modern dormitory accommodations within easy walking distance of the college. The Garden Lane Residence Hall is completely air-conditioned for year-around comfort. It is beautifully decorated and is furnished with new, modern furniture designed for gracious living. This lovely home-away-from-home offers apartment style accommodations with all-electric kitchenettes. Students plan and prepare their meals under the general supervision of a competent resident housemother, who provides counseling and supervision under sensible rules for good living. This type of dormitory life provides a practical transition from the close supervision of home to the independence to be experienced after graduation from college.

Young ladies planning to attend the Miami Division are urged to make early application for accommodations at the Garden Lane. The number of students that may be accommodated is limited.

Many recreational activities are planned for students and sponsored by the college to help round out the student's college experience. Many acquaintanceships develop into lifelong friendships. Informal instruction in living as "sensible young moderns" is acquired on a day-to-day basis and supplements the classroom instruction of the Jones College Career program.

GENERAL INFORMATION

YOU CAN EARN YOUR EXPENSES

A Part-Time Job Can Be the Answer

The college employs the services of a full-time Employment Director to contact business firms to obtain afternoon and Saturday employment for our students. The Employment Director endeavors to secure part-time employment for students who desire and really need it, provided it does not overtax the student's health nor intrude too heavily upon the time required for study and for class sessions.

A limited number of students, both young men and young women, are employed by the College. Preference is given to students who file early application and who show a definite need for employment aid and a meritorious attitude therefor.

GENERAL INFORMATION

Admission Requirements

Graduation from high school or its equivalent is a prerequisite for admission. When an application is received, the Director writes to the high school from which the applicant applies and requests a transcript of record together with an evaluation of the applicant's fitness to pursue the program for which he applies.

It is the policy of the college to encourage young people to complete high school. The work at Jones College is on collegiate level and therefore requires a foundation equal to high school graduation to successfully master the work of one of our diploma courses. Applicants above the high school age who do not have high school diplomas may be enrolled if they are able to qualify as having the equivalent of a high school education.

This does not mean that other applicants may not enroll. We are happy to have anyone who has the ability to benefit from our training enroll in non-credit certificate courses. Undergraduates may secure guidance at the college to determine whether or not they should attempt the course they have in mind.

Attendance Requirements

The college operates on a quarterly basis similar to that used by many colleges and universities. In special cases, where students cannot enter the college at the regular quarter, they should write to the college for information concerning special classes which can be made available for a part of a quarter.

Classes are in session from 8:10 a.m. to 4:30 p.m. Monday through Friday. Students attending under the "Work-Study Plan" are scheduled for classes part time in order to permit employment. Students must have the prior approval of the Dean for schedules of more than 18 credit hours. The college is in session throughout the year except for holidays and vacations as shown in the college calendar.



NEW FRIENDS AND NEW HORIZONS . . . Congenial group of students enjoy poolside patio overlooking beautiful St. Johns.



Students are expected and required to attend each session of their classes unless conditions over which they have no control prevent their being present. Absences will result in lowered achievement rating and an undesirable record for future employment purposes. Excessive absences will cause the student to be dropped from that subject in which the absences occur.

Students are expected to be in their respective classrooms and in their seats when the instructor starts the class activities. Tardiness and absences become a part of the student's permanent record and must be kept to an absolute minimum. Unexplained absences from school for more than five consecutive days will cause the student to be dropped from the rolls. A re-entry fee of \$2.50 will be charged if the student is permitted to re-enter. When a student knows in advance that he must be absent, arrangements should be made with the college office before he leaves.

Book Store

Books and supplies may be purchased at the college Book Store. From \$25 to \$40 will be needed by new students on enrollment day, depending upon the course of study. Additional small purchases will be necessary from time to time during the course. Cost of books may be reduced through the purchase of used books, which are usually available.

GENERAL INFORMATION

Reports and Grading System

The conventional letter-grading system is used which includes the following grades: A — Excellent; B — Good; C — Satisfactory; D — Passing; I — Incomplete, and F — Failure. Reports of grades and progress are made to students, to parents or guardians of minors, at the end of every quarter. More frequent reports may be obtained on request.

Advanced Standing

Advanced standing is available with consequent savings in time and expense to students who have had previous business training in high school, college, or business school. A transcript of all completed work is required. If, however, a student has been out of school more than three years, the Director reserves the right to determine his ability to handle advanced training as a result of special placement tests.

Credit for advanced standing will be granted to the extent that the subjects for which credit is requested are parallel in content and intensity to subjects offered at Jones College. Credit toward a diploma or a degree will be limited to 60 per cent of the total number of credit hours required for the diploma or degree. Electives will be chosen to substitute for subjects for which credit has been granted to the student.

Definition of A Credit Hour

A quarter hour is equivalent to twelve class hours of instruction with appropriate homework and study. Laboratory subjects having a disproportionate ratio of instruction to practice work require from sixteen to twenty-four class hours for one quarter hour, depending upon the particular circumstances.

Graduation Requirements

To qualify for a diploma a student must complete the prescribed course of study with a C average or better. Students with a passing grade below C may receive a diploma only upon the recommendation of the faculty to the Director of the college.

A grade of B in Communications 101, 102, and English Mechanics is required of students majoring in secretarial courses. In addition, if the course of study includes any of the following subjects, the skill requirements set forth below must be met:

Shorthand	120 w.a.m.
Typewriting II	45 w.a.m.
Typewriting III	55 w.a.m.
Typewriting IV	65 w.a.m.
Machine Shorthand IV	150 w.a.m.
Court Reporting III	200 w.a.m.



The annual Commencement program held in June



Commencement

The climax of the academic year is the graduation exercises, conducted with the traditional formality and color that this important event deserves. Commencement exercises are held in June of each year. Following the presentation of Special Honors, members of the class, garbed in traditional cap and gown, receive their diplomas or degrees. Outstanding leaders in the fields of education, business, or government, give the commencement address.

A fee of \$10.00 is payable at the beginning of the final quarter for each student. This fee covers closing out of the academic records, an engraved diploma degree, commencement program, engraved invitations and charges for the reception.

Students who complete the prescribed work in advance of the date of the formal graduation are permitted to register for placement service at that time, later attend the graduation exercises in June. At the time of completion of training, the student receives a miniature of the diploma or degree he will receive in June.

College Environment

The environment in which you receive your business education will color your business outlook of the future. The three divisions of Jones College are located in Jacksonville, Orlando, and Miami, Florida respectively. These cities are ideally situated, insofar as climate, health, and natural facilities are concerned.

GENERAL INFORMATION

By action of the Board of Trustees of the college, all students whose homes are not within commuting distance of the college are required to live on campus in the school dormitories or other housing approved by the college authorities in advance and which are subject to frequent inspections and reapproval. Experience has shown that resident students have better records in scholastic achievement, better records of attendance, and receive far more extra-curricular benefits than do those students who are non-residents.

Students who are over 21 years of age and who have achieved a satisfactory scholastic average may make special application to live away from the dormitories but unless some special benefit will be derived by the student by such an arrangement these applications are, as a general rule, not approved.

Students presently approved, or approved hereafter for off-campus residence will be expected to maintain satisfactory grades as a condition of continued off-campus residence.

Social Affairs and Activities

Modern young men and women have need for cultural arts in order to enjoy a well-rounded life. One of the reasons for attending college is to secure a social background and to broaden social perspective. Class activities, work in the Student Council, and sorority or fraternity membership provide educational development not otherwise available.

CREST, the student newspaper of Jones College, is written, edited, and published by a corps of students who have a special interest in journalism. CREST affords its staff with opportunities in reporting and creative writing that may often prove valuable after graduation. Newspaper men have commented very favorably on the attractiveness and timeliness of CREST, and each edition attracts much interest from the student body.

Male students of Jones College who show outstanding qualities of leadership character, and scholarship are honored by being "tapped" for membership in Kappa Lambda, local chapter of Phi Theta Pi, an honorary business educational honor society of high rank. Dinners, social affairs, and other fraternal affairs provide a full calendar of activities for the membership. Considerable prestige is gained by the fraternity member during his school days and after graduation when employment is his major interest.

The sister organization of Phi Theta Pi is a local chapter of Alpha Iota. Like the fraternity, Alpha Iota is also a national honor society, composed of co-eds who have met its high standards. One of the highest honors a student can receive at Jones College is membership in the sorority. A full program of social and civic activities is carried out with all members participating.

Because there is a very active alumni chapter of Alpha Iota in Jacksonville prospective employers are well aware of the significance of membership in the sorority.

Membership is by invitation only, and prospective members are carefully considered by the sorority before invitations are issued.



Partial view of pool and patio of Jones College, Jacksonville
The St. Johns River is seen in background.



Social Affairs and Activities

Social activities vary from year to year according to the inclination of the students. Sponsored by both faculty and Student Council, events such as fashion shows and dances are numerous.

Sports activities are also organized in accordance with the interests of the students and may include swimming, skating, bowling, golf or riding. Informal beach and swim parties are regular events.

Nationally known attractions such as Silver Springs, Marineland, Cypress Gardens, Ross Allen's Reptile Institute, Ripley's Believe-it-or-Not Museum, and the many interesting and historic attractions of St. Augustine, Florida's ancient city, are favorites of Jones students.

Student Finance Plan

The policy of the College is such that there is absolutely no reason why any young man or woman who wants a business education cannot achieve this goal regardless of his or her financial condition.

Our Student Finance Plan is designed to assist ambitious young men and women to enroll and pay their tuition on an extended monthly payment plan.

In addition to the Student Finance Plan, we have available several other plans which enable any student deserving of an education to achieve his goal.

It Is Your Decision . . .

. . . And your future will be determined by it. You have read in this book the facts about a career in business. You know why it pays to be well trained.

Now, if you are to achieve the early fulfillment of your ambitions; to make your family and friends proud of you; the time has come to take decisive action.

Your First Step

Inside the front cover you will find an application for registration. Just fill in this form and mail it to us. Be sure to state whether you prefer to attend in Jacksonville, Orlando, or Miami. It is not necessary to send a registration fee with this application. Neither does mailing it place you under any obligation whatever.



Part of 3 extra years at college	\$4,800.00
Salary I might earn in 3 years	\$11,520.00
Get ahead	\$16,320.00

For Your Own Convenience

Make your decision now! Then you can make your plans without uncertainty; avoid confusion and hesitation. Jones College is yours for success.

Why Is It Necessary To Apply Early?

A large number of applications for residence at the college dormitories must be turned down each year because of limited accommodations. To be sure of a reservation for dormitory residence, an early application is absolutely essential.



SORORITY OFFICERS . . . As the success of a business depends largely upon good leadership, so does the success of Alpha Iota Sorority.



As soon as we receive your application we will provide additional information and will assist you in working out all details for your enrollment well ahead of the starting date.

Dormitory Reservations Are Limited

The total enrollment of the Jones Colleges last September was in excess of 1200 students. Many of these students are residents of the cities in which they attend and do not require the services of the college to obtain living accommodations or part-time positions. A substantial number, however, are from out of town and need the assistance of the college in making such arrangements. All the necessary work for new students entering at enrollment time cannot be handled unless we begin at a much earlier date. It is therefore advisable to register early so that you may have the best of everything.

TUITION

An Invitation From Our President

You are cordially invited to join the happy Jones College student body. We have told you much in this catalog, but the one thing we can't convey to you through these pages is the spirit of Jones College. It is an indefinable something which we call the "spirit of success."

We invite you to visit the college whenever you can and see for yourself the classrooms, dormitory accommodations, and administrative offices of any one or all of the Divisions of Jones College -- in Jacksonville, Orlando, or Miami, Florida. By all means bring your parents if you can. We know you will like Jones College.

Tuition and Fees

The college quotes one standard tuition fee for each course offered. These rates are listed on a supplementary rate sheet that will be sent on request without obligation. In addition, the following charges and fees are applicable:

Registration Fee	\$25.00
Student Activity Fee (Due on entry)	\$10.00
Books, per quarter (approximately)	\$25.00 to \$40.00
Reading Improvement Course (If required)	\$45.00

Dormitory charges vary in the various divisions of the college. Full information will be furnished upon request.

Tuition Refund Policy

Jones College is a nonprofit, co-educational institution, chartered by the State of Florida. The College is not endowed, nor is it subsidized by local, State or Federal funds, but it is entirely dependent for its continuance and success upon its graduates. The registration of a student results in the assignment of a class place, the engagement of instructors and other provisions for management that must be contracted for in advance. Tuition refunds will be made only as follows:

1. **FAILURE TO ENTER** — If a student does not enter college for any reason, the full amount of prepaid tuition will be refunded except a \$10 registration fee. Deposits for dormitory reservations will be refunded in full if 30 days notice of cancellation is given.
2. **WITHDRAWAL OR DISMISSAL** — Prepaid tuition, or part thereof, may be refunded upon application to, and approval by, the Board of Trustees of the college. Such refunds will be made only in meritorious cases and at the sole discretion of the Board. Prepaid dormitory charges, except for the quarter of withdrawal, will be refunded in full.

When tuition refunds are approved by the Board of Trustees, the amount to be refunded is determined after charging \$350 for the first quarter of attendance and \$300 for each additional quarter or part thereof.



Special committee of Phi Theta Pi Fraternity meets in Student Center to plan social activities.



DESCRIPTION OF SUBJECTS

ADDITIONAL ELECTIVES

In addition to the subjects listed on the following pages under the heading of "Description of Subjects," other subjects may be offered from time to time as need is determined. A list of such subjects follow:

Business Correspondence	3	Law III	4
Case Problems in Management	4	Market and Sales Development	4
Clerical and Payroll	3	Mathematics of Finance	4
Economics I (Principles)	4	Penmanship	2
Economics II (Geography)	4	Public Speaking	4
Economics III (Investments)	4	Real Estate II	4
Insurance II	4	Real Estate Law	4
Labor Law & Regulations	4	Stock Market	4

AUTOTUTOR TEACHING MACHINE COURSES

A number of courses prepared for the "Autotutor" electronic teaching machines are now available to students attending Jones College. New courses will be added to those now available as quickly as they become available. Although teaching machine programs are designed to be offered without the direct supervision of an instructor, it is the policy of the college to provide the assistance of a qualified instructor at all times. The following courses are now offered as additional electives:

Fundamentals of Algebra	2 Q.H.	Mathematics for Technicians	4 Q.H.
Computer Mathematics	4 Q.H.	Statistics	4 Q.H.
Introduction to Electronics	3 Q.H.	Remedial Spelling	4 Q.H.
Practical Trigonometry	3 Q.H.	Use of the Slide Rule	4 Q.H.
Fundamentals of Electricity	3 Q.H.	ABC Shorthand I	3 Q.H.
Everyday Contract Law	3 Q.H.	ABC Shorthand II	3 Q.H.

DESCRIPTION OF SUBJECTS

ACCOUNTING 101

6 Quarter Hours

Defines accounting objectives and their relation to business. The student is taught fundamental principles of accounting; the recording of transactions in the elementary journals, and posting to the ledgers. The trial balance, working papers, financial statements, and the opening and closing of books are included.

ACCOUNTING 102

6 Quarter Hours

A continuation of Accounting 101. The student is trained in the recording of more advanced transactions. Emphasis is placed on the opening of books, classification and controlling of accounts, safeguarding of cash, notes, drafts, acceptances, discounts, capital investments and withdrawals.

ACCOUNTING 103

6 Quarter Hours

A continuation of Accounting 101 and 102. It is devoted primarily to accounting for industrial corporations. It includes the opening, adjusting and closing of corporation accounts and books; shows a general system of accounting and classifications of accounts.

ACCOUNTING 204 (Cost)

4 Quarter Hours

Application of cost accounting to manufacturing enterprises and to wholesale and retail merchandising concerns; problems concerning material, labor, and manufacturing overhead expense; plant layout and organization; factory ledger controls; process costing; job order costing; standard costs; and cost problems of specific industries.

ACCOUNTING 205 (Intermediate)

6 Quarter Hours

Intermediate Accounting is an advanced course which presents a comprehensive study of accounting problems above the level of basic accounting principles. The mechanics of working papers, distribution of partnership profits, accounting for corporation stock issues, valuation of inventories, and analysis of financial statements are typical of the problems dealt with. Considerable emphasis is placed upon the solving of problems in order to develop proficiency on the part of the student.

ACCOUNTING 206 (Advanced)

6 Quarter Hours

A continuation of Accounting 205. This subject places greater emphasis on accounting theory and gives more stress to the concepts and standards prevailing in the accounting profession. Coverage is afforded such subjects as actuarial science, consolidations, installment sales, receivership accounting, and home office and branch accounting.

ADVERTISING I

4 Quarter Hours

A study of the fundamentals involved in the construction, technique and use of advertising from the standpoint of the producer, retailer, and consumer. It provides a scholarly and up-to-date treatment of the economic and social aspects of the subject as well as a practical application of the techniques of advertising to specific advertisements and campaign.

ADVERTISING II

4 Quarter Hours

A study of economics, standards, and ethics of radio and television advertising copy. Preparation and presentation of commercial broadcast copy.



Classroom lobby scene in Orlando Division. This is typical of office and reception areas utilized by the college in "Office Internship" training program.



ANATOMY and PHYSIOLOGY

3 Quarter Hours

This course is designed to teach the student the fundamental terminology of anatomy and physiology along with an understanding of the basic elements of the subject.

AUTOMATION ACCOUNTING

4 Quarter Hours

This course consists of a comprehensive textbook which together with a practice set applies the theory and principles of accounting to the procedures of Automation and electronic automatic data processing. Complete coverage is afforded in such subjects as punched card machine set-up, machine application and data processing procedures, source data, account coding, manufacturing schedules and job progress reporting, material control and financial analyses.

AUTOMATION FUNDAMENTALS

3 Quarter Hours

Automation Fundamentals is a course designed to provide orientation in the field of automation. The course provides information essential to the understanding of what automation is, how it functions, its advantages and limitations, and its place and significance in Business Administration. The course will be of interest to those preparing for careers in office automation--invaluable to students who will not specialize in automation but who will be employed in other departments in automated offices.

DESCRIPTION OF SUBJECTS

BROADCAST ANNOUNCING

4 Quarter Hours

Thorough diagnostic treatment of announcing principles and methods; laboratory analysis of student announcing performance to produce improvement in diction, phrasing, vocal personality, articulation, and pronunciation.

BROADCAST INTERNSHIP

4 Quarter Hours

Under the direction of WDCJ - WKTZ-FM personnel, broadcast internship students actually perform audience surveys, make field trips to advertisers and advertising agencies, study the many forms of radio station programming, and actually create a new radio station from the information learned.

BROADCAST TECHNOLOGY I

6 Quarter Hours

Elementary part of a two-quarter program in basic electronic theory designed to train through classroom lectures and laboratory practice for qualification for Second and Third Class Radiotelephone operators' license.

BROADCAST TECHNOLOGY II

6 Quarter Hours

Advanced portion of a two-quarter program in basic electronic theory designed to train through classroom lectures and laboratory practice for qualification for Second and First Class Radiotelephone operators' license.

BUSINESS LAW I

3 Quarter Hours

A study of the development of American law and procedure. Covers formation, operation, and completion of contracts. The course also covers damage cases in contract and tort, the law of domestic relations, and negotiable instruments, including construction, interpretation, rights and defenses.

BUSINESS LAW II

3 Quarter Hours

The course is a continuation of Business Law I. The course covers the law of personal property, an intensive study of the rights of buyer, seller, bailee, bailor, and the theories of passing title. Also the course covers the law of real property as applied to landlords, tenants, sellers, and purchasers of real property rights. Easements in lands, restrictions and covenants in deeds are also discussed.

BUSINESS MACHINES I

2 Quarter Hours

This course includes the 10-key adding, and adding-listing machine, as well as full keyboard adding machines. Emphasis is placed on Business Mathematics and its application in percentages, discounts, interest, operating expense, sales analysis, reciprocals and distribution.

BUSINESS MACHINES II

2 Quarter Hours

This course includes the key driven calculator and the posting machines. The student is required to apply knowledge of Business Mathematics to procedures of payroll, sales distribution, commission, chain discounts, and posting dual entries in Accounts Receivable, Accounts Payable, and Bank Posting.



There's plenty of work and study--but there's FUN around here, too!



BUSINESS MACHINES III

3 Quarter Hours

Course covers application of accounting principles to the operation of the Burroughs Sensimatic Accounting Machine. The training develops proficiency in the operation of Electronic Accounting Machines for bank and industrial use, and includes both numeric and alphabetic keyboard. This training is available in the Jacksonville school only.

BUSINESS ORIENTATION

2 Quarter Hours

A survey course of business and industry. The course applies the case method to a study of general business administration. The course is recommended to the student who is beginning a business administration program.

BUSINESS ORGANIZATION AND MANAGEMENT

4 Quarter Hours

This course is an introduction to the basic principles of business organization and management. It provides a background for the more specialized business courses in Accounting, Marketing, Economics, and Cost Accounting. Attention is given to the characteristics, advantages and disadvantages of the principal types of business ownership and internal structure.

CLERICAL PAYROLL PROCEDURES

3 Quarter Hours

Thorough practical training in computing wages and salaries, recording time worked, deductions from wages, and preparing payroll reports and records is the primary aim of this subject.

DESCRIPTION OF SUBJECTS

COMPUTER PROGRAMMING I

6 Quarter Hours

Provides foundation for detailed study of EDP systems, illustrates development of computer systems manual methods to internally-stored program systems, and covers the characteristics of electronic digital computers, computer programming, and the problems of information processing.

COMPUTER PROGRAMMING II

6 Quarter Hours

An advanced course in electronic digital computer programming for those who wish to achieve technological proficiency in information processing techniques, and aid planning computer problems.

COMPUTER PROGRAMMING III

2 Quarter Hours

The objective is to provide sufficient knowledge of programming concepts to enable mastery of any specific system with a minimum of instruction. The student learns advanced programming and logical techniques as applied to sophisticated systems, without having to learn the actual programming language of the various systems.

COMMUNICATIONS 101

3 Quarter Hours

Offers thorough groundwork in English grammar and usage, especially as applied to business letters, reports, and transcription.

COMMUNICATIONS 102

3 Quarter Hours

A continuation of Communications 101 with a shifting of emphasis to the fundamental principles of correct punctuation and capitalization. The course includes semantics and word study, including word division, and the use of reference material.

COMMUNICATIONS 103

3 Quarter Hours

The course prepares students to write better and more effective business letters, including Order Letters, Letters on Adjustment, Inquiry, Credit, Collection, Sales, and Letters of Application. It provides a foundation for excellence in all business writing, and covers social correspondence. Training is also provided in oral communication, business customs, and the use of reference material.

COMMUNICATIONS LAW

4 Quarter Hours

Understanding the law which guarantees and protects the privileges and defines the responsibilities of the mass media. Includes problems of constitutional law, libel, privacy, and governmental regulations.

COURT REPORTING I

6 Quarter Hours

Offers advanced speed techniques, introduction to typical courtroom testimony.

COURT REPORTING II

6 Quarter Hours

Offers high speed studies, medical dictation, legal dictation, and courtroom procedure.

COURT REPORTING III

6 Quarter Hours

Develops verbatim reporting efficiency with emphasis on jury charge, legal opinions, medical testimony, real estate descriptions, and miscellaneous court material.



FRIENDS MEET IN STUDENT LOUNGE

The above group is typical of many gatherings of students in the beautiful Resident Student Lounge. The Lounge is equipped with television, piano and stereo record player for student enjoyment.



CREDITS AND COLLECTIONS

4 Quarter Hours

The purpose of this course is to familiarize the student with the operations conducted in the credit department of a business. The analysis of the financial statement, interpretation of credit data, collection methods and procedure, and other modern credit problems are covered by discussion and illustrated by cases. The sales student is given a clear understanding of the important relationship between the sales and the credit departments of a business.

DATA PROCESSING FIELD PROJECTS

4 Quarter Hours

Includes visitation and individual student assignment to an information processing center during the final quarter. The evaluation of the student's performance during this period will be a cooperative effort by the installation management and college staff. The purpose is to give an overview of practical data processing.

DESCRIPTION OF SUBJECTS

EFFECTIVE SPEECH

4 Quarter Hours

A course designed to develop the two-way process of communication, in conversation, in an interview, in a business transaction or in a public address. Brief units on parliamentary procedure. A tape recorder is used.

ENGLISH MECHANICS

3 Quarter Hours

A course in spelling, vocabulary, and word study that gives a mastery over words and fluency in one's language. It comprises drills in spelling, vocabulary building, pronunciation, syllabication, definitions, synonyms, and useful technical terms.

FEDERAL TAX

4 Quarter Hours

A brief but thorough treatment of the problems of Federal taxes, including income taxes and Social Security taxes. Through the use of lectures, illustrations, and the treatment of tax problems by the student, a thorough working knowledge of tax problems is acquired. Text material by Marti, Published by Prentice-Hall.

FILING AND INDEXING

2 Quarter Hours

All modern forms of filing and indexing are studied with the aid of a textbook prepared by one of the largest manufacturers of filing equipment. The use of filing equipment gives actual practice in filing correspondence and other papers by the various methods.

FUNDAMENTALS OF COMMUNICATION

8 Quarter Hours

A survey of general radio and television history, theory and practice; practical study of the fundamentals of broadcast electronics and equipment; of station organization, production methods, program design, and advertising sales. A professional broadcast studio control system is used in the classroom and for laboratory assignments.

HUMAN RELATIONS AND PERSONALITY DEVELOPMENT

3 Quarter Hours

The object of this course is to prepare the student to make a better adaptation to the activities of the business world from the standpoint of health, character, physical poise, appearance, personal traits, and business ethics. Emphasis is placed on Business Behavior.

HUMANITIES 101

3 Quarter Hours

A course designed to acquaint the student with the great literature, philosophy, art and music in Western Civilization. The course deals with the humanities in contemporary life.

HUMANITIES 102

3 Quarter Hours

A continuation of Humanities 101. The course deals with our cultural heritage. Major emphasis is placed upon mature understanding, enlarged appreciation, and a philosophy of life adequate for the needs of our age.

I.B.M. BUSINESS MACHINES

4 to 6 Quarter Hours

Course covers various phases of the operation of the Card Punch Department, including instruction on the 024 and 026 Card Punch Machines, Verifier, Electric Sorting Machine, and I.B.M. card files. Instruction includes automatic duplication, program planning and control, sales analysis, statistical records, payroll, and general accounting. Prerequisite: Typewriting II.



New friends you will remember all the years of your life.



CRIMINAL JURISPRUDENCE

4 Quarter Hours

Covers the history of our present court system and describes the function of governmental boards and commissions. The course is designed to acquaint students with the duties of the professional court worker working in judicial and administrative departments.

LEGAL PROCEDURES

4 Quarter Hours

This is a course covering secretarial responsibilities in connection with court procedures from the initiation of an action to its conclusion. It includes vocabulary and preparation of legal documents.

LEGAL TERMINOLOGY

3 Quarter Hours

The course is designed to acquaint the student with the legal terms commonly used as well as the different kinds of correspondence encountered in an attorney's office.

MACHINE TRANSCRIPTION

2 Quarter Hours

Provides proficiency training on the various office dictating machines in common use. Includes development of skill and speed in transcribing various types of letters, manuscripts, reports, etc.

DESCRIPTION OF SUBJECTS

MATHEMATICS 101

3 Quarter Ho

This is a complete mathematical review course for the accountant, bookkeeper, or office worker. It covers fractions, percentages, inventories, gross profit on sales, commercial discounts, simple interest, bank discount, partial payments, and ratio progression.

MATHEMATICS 102

3 Quarter Ho

This is a continuation of Business Mathematics I and provides for more thorough treatment of business mathematics necessities as foreign exchange, compound interest, ordinary annuities, special annuities, bond interest and valuation. Prerequisite: Business Mathematics I.

MEDIA TRAFFIC METHODS

4 Quarter Ho

Study and practice of media logwork, including governmental regulations, scheduling of commercial and public service announcements, and methods of fitting the montage of music, news, weather, etc., into a complete program unit.

MEDICAL OFFICE TRAINING

4 Quarter Ho

Course includes dietetics and nutrition to teach the fundamental terminology of dietetics and nutrition as well as a basic understanding of the subject; Professional Ethics with particular reference to medical matters; Records Administration to familiarize the student with records in common use in physicians' offices and hospitals; and Telephone and Reception Office Technique.

MEDICAL TERMINOLOGY

3 Quarter Ho

Subject includes medical prefixes, suffixes, and the principles for making compounds, as well as the spelling, pronunciation, and definition of those words most commonly used in medical practice.

MODERN HISTORY and GOVERNMENT

3 Quarter Ho

Recent world history is surveyed for an explanation of current problems. Present conditions are studied against the background of the cultural inheritance from the nineteenth century. Analysis is made of the institutions of government in the United States and the Western Hemisphere. Special attention is given to international events and to plans for world security and peace.

MONEY AND BANKING

4 Quarter Ho

A subject designed to give the student a complete coverage of our monetary system, banking, and banking practices and their relation to business.

MUSIC IN COMMUNICATIONS

2 Quarter Ho

Music in communications is a study of sources and fundamentals for selecting music for effective use in broadcasting. Emphasis is on developing informed musical awareness through organized music listening with the aim of achieving ability to meet practical program requirements.



Left — New Electronic Teaching Machine aids study of Computer Mathematics course.

Right — Instructor uses Tach-X machine in Reading Development class. See page 34 for information about PAR course.

OFFICE MANAGEMENT

4 Quarter Hours

This course embraces the essential problems connected with office organization management and practices. It deals in particular with organization, office practices, office building and equipment, office personnel, supervision and executive control of office work.

OFFICE INTERNSHIP

3 Quarter Hours

This program is designed to provide the beginning office worker with the maximum possible amount of actual office experience and on-the-job office practice. The student may participate in classroom instruction and assigned practice problems or may work in the business office of the college or elsewhere under arrangements made with local business and professional offices.

PERSONNEL MANAGEMENT

4 Quarter Hours

The instructor presents a realistic study of the principles and practices toward personnel management, major factors in personnel problems and labor relations, and the organization of personnel work. Attention is also turned toward the task of procuring, developing, maintaining, and using an effective working team.

PRODUCTION WORKSHOP

6 Quarter Hours

Laboratory work in the planning, rehearsing, and production of radio programs and production spots.

PSYCHOLOGY

4 Quarter Hours

Through a program of lectures, collateral reading, and classroom discussion, the student acquires a working knowledge of psychology and is encouraged to apply this information to the solution of personal problems. Some topics stressed are analyzing people, choosing a vocation, influencing behavior of individuals and groups, employer-employee problems, advertising, psychology, and principles of applied psychological research.

DESCRIPTION OF SUBJECTS

READING DEVELOPMENT (Programs for Achievement in Reading)

3 Quarter

The PAR Reading Development Course is designed to improve rate, comprehension, vocabulary and word meaning, and paragraph comprehension. Modern scientific projection equipment used in classroom includes the Tach-X, Controlled Reader, and a large number of Reading Accelerators. Achievement of the class is measured by Iowa Silent Reading tests at the beginning and end of course.

REAL ESTATE I

4 Quarter

Procedures involved in the ownership and transfer of real property, titles, liens, mortgages, tracts brokerage; laws governing real estate.

SALESMANSHIP

4 Quarter

A professional course that is also highly beneficial to the consumer, the general office worker and the secretary. The five basic steps of selling are developed by lecture and by active sales presented by the students. Fundamental psychological principles related to human needs and wants are included.

SHORTHAND I

6 Quarter

Includes beginning theory and principles of shorthand, penmanship drills, and reading practice.

SHORTHAND II

4 Quarter

Completes theory and principles of shorthand, penmanship drills, reading practice, phrase construction, mastery of brief forms and beginning dictation. Prerequisite: Shorthand I.

SHORTHAND III

4 Quarter

Offers a complete review of theory and principles, and develops speed through advanced dictation. Also prepares a foundation for transcription skill. Prerequisite: Shorthand II.

SHORTHAND IV

4 Quarter

Offers high-speed dictation to develop shorthand speed and provides thorough training in transcription for the production of mailable letters. Prerequisite: Shorthand III.

SHORTHAND — MACHINE

Stenograph Machine Shorthand is required for Court Reporting students and may be elected by students in other courses in the Orlando and Miami Divisions of the college. Credit hours required for machine shorthand is the same as for Gregg shorthand, above, but the speed required for completion is 150 words per minute instead of 120. Generally a student may attain 150 words per minute with machine with less effort and in a shorter time than is required to attain 120 words per minute with Gregg shorthand.

STATISTICS

3 Quarter

The objectives of the course are to acquaint the student with probability and its application to statistical theory. The student will gain an understanding of the kinds of regularity that exist even in seemingly random fluctuations, and experience in associating, developing, and using mathematical models to interpret physical phenomenon and predict the outcome of experiments related to probability business problems.



OFFICE INTERNSHIP — Instructor Clyde W. Brown dictates to student as part of actual on-the-job training for office employment.



STATISTICS, Advanced

3 Quarter Hours

Course will include discussion of simulation and gaming theory and the use of EDP systems in this area. There will be practical experience in the statistical solution to business problems through the use of computers. Methods of organizing and presenting data with interpretations of statistics is emphasized.

STUDIO PRODUCTIONS

3 Quarter Hours

Planning and producing basic programs for the independent and network affiliate. The production commercial, studio and control room operation.

SYSTEMS AND PROCEDURES

2 Quarter Hours

Encompasses the effective use of data processing equipment and management sciences; includes analysis of model systems taken from business and industry. The course will guide the student through the evolution of a system, and analysis of the present flow of information, the specifications, selection and implementation of information processing systems.

TRANSCRIPTION

3 Quarter Hours

This course is designed to teach the integration of shorthand, typewriting, and English. Students are taught to transcribe from shorthand plates and from their own stenographic notes. Emphasis is placed on the development of high office production standards.

DESCRIPTION OF SUBJECTS

TYPEWRITING I

4 Quarter Hours

Course covers correct posture, parts of the typewriter and its use. Emphasis is placed on development of touch technique and the formation of correct habits as a foundation for speed and accuracy.

TYPEWRITING II

4 Quarter Hours

Emphasis is placed on the arrangement of business letters and envelopes, and tabulation. Drills designed to increase speed, accuracy and rhythm are stressed. Prerequisite: Typewriting I.

TYPEWRITING III

2 Quarter Hours

Advanced typing and speed building. Emphasis is placed on manuscripts, billing and statements, legal and business papers, documents, correspondence and secretarial assignments. Prerequisite: Typewriting II.

TYPEWRITING IV

2 Quarter Hours

Production typing methods, supplemental work on office routine and the production of mailable letters, bills and statements, etc., in volume. Prerequisite: Typewriting III.



THROUGH COMPUTERS AND SATELLITES

**YOU MAY SOON WORK A
CONTINENT-SPANNING DESK**

COLLEGE CALENDAR

SUMMER 1965

Registration and Orientation	Friday - Monday, June 18 - 21
Beginning of Summer Quarter	Tuesday, June 22
Independence Day - Holiday	Monday, July 5
Senior Day - Holiday	Monday, September 5
Beginning of Summer Quarter	Thursday, September 16
Graduation - Miami	Friday, September 17
Graduation - Jacksonville and Orlando	Saturday, September 18

FALL 1965

Registration and Orientation	Monday and Tuesday, September 20, 21
Beginning of Fall Quarter	Wednesday, September 22
Thanksgiving Holidays	Thursday and Friday, November 25, 26
Beginning of Fall Quarter	Thursday, December 16
Christmas Vacation	December 17 - 31

WINTER 1965 - 66

Registration and Orientation	Friday, December 31
Beginning of Winter Quarter	and Monday, January 3
Midwinter Holidays	Tuesday, January 4
Beginning of Winter Quarter	Thursday, March 24

SPRING 1966

Registration and Orientation	Friday - Monday, March 25 - 28
Beginning of Spring Quarter	Tuesday, March 29
Midwinter Holidays	Friday - Monday, April 8 - 11
Beginning of Spring Quarter	Thursday, June 16
Spring Recess	June 17 - 27
Graduation - Jacksonville and Miami	Friday, June 17
Graduation - Orlando	Saturday, June 18

SUMMER 1966

Registration and Orientation	Thursday - Monday, June 24 - 27
Beginning of Summer Quarter	Tuesday, June 28
Independence Day - Holiday	Monday, July 4
Senior Day - Holiday	Monday, September 5
Beginning of Summer Quarter	Thursday, September 15

FALL 1966

Registration and Orientation	Monday and Tuesday, September 19, 20
Beginning of Fall Quarter	Wednesday, September 21
Thanksgiving Holidays	Thursday and Friday, November 24, 25
Beginning of Fall Quarter	Tuesday, December 20
Christmas Vacation	December 21 - 31