

Catalog of  
**Jones College**

Riverton Tower  
Jacksonville, Florida

14 East Church  
Orlando, Florida

**Accredited By**

The Accrediting Commission for Business Schools

As A

**JUNIOR COLLEGE 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



**Member**

United Business Schools Association  
National Machine Accountants Association  
National Association of Foreign Student Advisors  
National Office Management Association  
Southeastern Business College 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 1964 - 1965**

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J. Frank Dame, President of the College. Dr. Dame moved from Florida State University, where he had served as Head of the Business Education Department, to accept the Presidency of Jones College in 1961. He is well known as an author of several books and numerous articles, including a professional book in the field of guidance, and several textbooks in the field of typewriting and general business. Dr. Dame resides in Winter Park, Florida.

W. H. Jones, Chairman of the Board of Trustees. Jones served as President of the College from 1955 to 1961. A specialist in the field of federal income tax and labor relations, he served successively as Supervising Investigator, U. S. Department of Labor, Coordinator of Wage Stabilization, and Tax Advisor for the Estate of Alfred I. duPont. In 1960 he was elected President of the National Association and Council of Business Schools.



## 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 as Assistant Director. From 1954 until his appointment to his present position, he served as Director of the Orlando Division of the College. He resides in Miami, Florida.

J. D. Schuster, Dean and Director of the Orlando Division, has been a member of the faculty and staff of Jones College since 1949. Since his transfer to the Orlando Division in 1954, he has served as Instructor, Educational Director, and Dean of the Faculty. Since 1941 Mr. Schuster has been active in various private school associations. He is author of several books in the field of English and Public Speaking. He was President of Stenotype Institute and sponsor of the Dale Carnegie Courses in Richmond, Virginia.



## 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

Jones College of Jacksonville and Orlando have been accredited by the Accrediting Commission for Business Schools as a Junior College of Business. An application is now pending for accreditation of The Walsh School, Miami, Florida, the recently acquired 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 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.

Accreditation of Jones College has been accomplished without a penny of cost to the taxpayers. We are proud that this type of training has always been self-supporting.

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, are 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, and its credits are accepted by the Florida Department of Education for teacher certification purposes. The college is approved for training veterans under the program administered by the U.S. Veterans Administration, and is approved by the Vocational Rehabilitation Divisions of Florida and Georgia.

### **Approved by the Florida State Department of Education**

The college is approved by the State Department of Education for the training of business teachers who have the necessary prerequisites.

### **Recognized by the United States Veterans Administration**

The college is approved for the training of veterans under Public Law 550, administered by the United States Veterans Administration. Approval for training veterans is authorized by the Florida State Approval Agency for Private Schools.



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



### 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

J. Frank Dame  
Ralph H. Hanna  
Mary F. Crump  
Harrison J. Laney  
Delores C. Jones  
Jack H. Jones  
Joyce B. Lawson

President of the College  
Executive Vice-President  
Vice-President, Orlando  
Vice-President, Jacksonville  
Secretary  
Treasurer  
Assistant Secretary

# ADMINISTRATION OF COLLEGE

## Board of Trustees

Jack H. Jones, Chairman  
Delores C. Jones  
Joyce B. Lawson  
Mary F. Crump  
J. Frank Dame *ex officio*

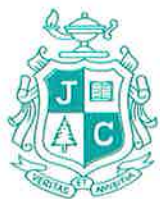
Jacksonville, Florida  
Jacksonville, Florida  
Jacksonville, Florida  
Orlando, Florida  
Orlando, Florida

## 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.

Among our faculty members are alumni of prominent colleges and universities, men and women of thorough technical training and with wide and successful experience in their special subjects. All are men and women of high character and wholesome personalities able to inspire students to the best work of which they are capable.

Altona F. Alexander, B.S.	Jacksonville Division
Clyde W. Brown, A.A., B.B.S.	Jacksonville Division
Ida G. Chappell, A.B.	Jacksonville Division
Kathryn S. Crawford, B.S.	Jacksonville Division
William F. Fooshee, B.B.S.	Jacksonville Division
Neil P. Gallagher, B.S., B.A.	Jacksonville Division
William T. Gibson, B.S.E.	Jacksonville Division
Jessee P. Griffin, B.B.S.	Jacksonville Division
Gary M. Harrison, Computer Systems Analyst	Jacksonville Division
Kenneth A. Heindel, LL.B.	Jacksonville Division
Lynda F. Henry, A.B.J.	Jacksonville Division
David Q. Jones, B.A., M.A.	Jacksonville Division
Harrison J. Laney, B.A., M.A.	Jacksonville Division
L. E. Masters, M.D.	Jacksonville Division
Delma McNeil, Professional Model	Jacksonville Division
Richard J. Moser, B.S., B.A., M.A.	Jacksonville Division
William R. Petrie, B.B.A.	Jacksonville Division
Gerald M. Platock, M.D.	Jacksonville Division
William M. Runnebaum, B.A., M.A.	Jacksonville Division
Ann M. Palmer, A.A.	Jacksonville Division
Daniel C. Palmer, B.S., B.A., M.A.	Jacksonville Division
Gerald E. Schemer, B.S., B.A., Certified Public Accountant	Jacksonville Division
John Steinemann, B.S.	Jacksonville Division
William E. Tipton, Jr., B.B.S.	Jacksonville Division
Edwin E. Ward, B.S., M.A.	Jacksonville Division



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.

### Faculty

✓Margaret P. Blair, B.S.S.  
 Jean Boatwright, B.S.  
 Nancy S. Chapman, B.S.  
 Mary F. Crump, B.A.  
 Suzanne W. Driver, B.S.  
 John W. Goonen, Sr., B.S., M.A.  
 Wallace D. Holland, B.A.  
 Hattie Brown Johnson, B.A., M.A.  
 Will Potash, Public Accountant  
 Sue Ferrell Price, B.S.  
 Ruby Quick  
 Dolly Rabine, B.S., M.S.  
 Jean Sandberg, B.S.  
 Patricia L. Spooone, B.S.  
 Glenn H. Wendell, B.S.

Orlando Division  
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 Orlando Division

Mary M. Lathrop, Court Reporter  
 Elizabeth P. Montgomery, A.S., Court Reporter  
 Alfred F. Reynolds, B.C.S., C.P.A.  
 Debora S. Rosenberg, Court Reporter  
 Victor L. Russo, B.S., Court Reporter  
 Diane R. Skor, B.Ed.  
 Jack R. Van Landingham

Miami Division  
 Miami Division  
 Miami Division  
 Miami Division  
 Miami Division  
 Miami Division  
 Miami Division



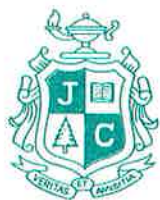
# FACULTY AND STAFF

## Administrative Staff

J. Frank Dame	President of the College
Ralph H. Hanna	Executive Vice-President
Delores C. Jones	Vice-President and Director, Jacksonville
J. D. Schuster	Dean, and Director, Orlando
Mary F. Crump	Vice-President and Guidance Director
Harrison J. Laney	Dean, Jacksonville
Joyce B. Lawson	Director Evening Division, Jacksonville
Alberta Hanna	Director and Registrar, Miami
Jean Sandberg	Assistant Director, Orlando
Elizabeth Shults	Registrar, Jacksonville
Betty Condon	Registrar, Orlando
John J. Goonen	Director Evening Division, Orlando
James K. Eller	Admissions Counselor
Lewis Williamson	Admissions Counselor
Kathryn M. Camp	Data Processing Supervisor and Instructor
Marguerite Crollly	Accountant
Vina M. Hewitt	Residence Director
Angeline Brentnell	Administrative Assistant, Jacksonville
Nira J. Johnson	Administrative Assistant, Jacksonville
Mary E. Kerns	Administrative Assistant, Orlando
Patricia Fisher	Registration Secretary
Joyce N. Wiggins	Secretary, Jacksonville
Ana G. Junck	Secretary, Jacksonville
Alice Gillespie	Book Store Supervisor, Jacksonville
Jack Ervin	Printing and Publications
Joseph Griffey	Maintenance, Jacksonville
Charles Prosser	Maintenance, Jacksonville
Carl Woodruff	Maintenance, Orlando

## JONES COLLEGE RADIO STATION WDCJ Jacksonville, Florida

Don Ritter	Consultant
Rev. William F. Askew	Chief Engineer
Ouida B. Mitchell	Program Director
Mary F. Wood	Account Executive
Jay Barron	Announcer
James Vaughan	Announcer



Registrar Betty Condon and Admissions Counselor James K. Ell 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 in sharp contrast with those who perform 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 as 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 and Orlando area, and 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

## 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.

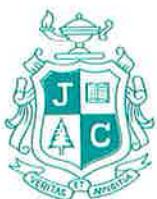
Secretary	Administrative Assistant	Court Reporter
Medical Secretary	Credit Supervisor	Bookkeeper
Legal Stenographer	Executive Secretary	Auditor
Stenographer	P.B.X. Receptionist	Steno-clerk
I.B.M. Machine Operator	Comptometer Operator	Personnel Director

The future outlook for women in business, according to the U. S. Department of Labor is, "Employment opportunities for well-trained secretaries and stenographers are expected to be excellent. High turnover rates will continue to create many job openings."

A Census Bureau report states that the number of women stenographers, typists and secretaries increased 79% between 1950 and 1960, and will continue to climb notwithstanding a severe shortage of well trained employees for the many



"OFF TO CLASS" Students begin new school quarter in Jones College of Orlando.



positions available. Shortages are particularly acute in the new Automation and Electronic Data processing fields.

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 \$295 per month.

Beginning rates for young men ranged from \$310 to \$460 a month with an average salary of \$340.

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	\$271.25	\$321.25
Stenographer	314.00	385.00
Secretary	340.00	520.83
Accountant	340.00	855.00

# BUSINESS AND CIVIL SERVICE

The United States Government is the world's largest employer. Government positions are available in your own locality as well as in Jacksonville, Orlando or Miami. Excellent positions are always available in Washington, D.C., and abroad.

## 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. Read about this training program on pages 20 and 21.

### 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 Business Administration Courses offered by Jones College train our graduates for all phases of management work and executive responsibility. The following is a partial list of positions filled by graduates as shown on a recent report.

Accountant	Credit Manager	Purchasing Agent
Auditor	Bookkeeper	Office Manager
Certified Public Accountant	Traffic Manager	Department Head
Tax Specialist	Cost Accountant	Office Machine Operator
Administrative Assistant	Shipping Clerk	

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!



### BUSINESS ADMINISTRATION COURSE

Associate in Science (A.S.) Degree

#### REQUIRED SUBJECTS

Required Credits in General  
Subjects:

Typewriting I	6
Typewriting II	4
Mathematics I	3
Mathematics II	3
Accounting 101	4
English Mechanics	3
Business Machines I	3
Business Machines II	3
Human Relations and Personality Development	3
Psychology I	4
English 101	4
Modern History & Govt.	3

Plus Required Credits in one of  
the following Majors:

Secretarial Science	60
Medical Secretarial	60
Legal Secretarial	60
Automation Secretarial	60
Office Automation	62
Computer Programming	71
Communications Management	62
Accountancy	85
Management	85

An Associate in Science Degree will be granted upon satisfactory completion of all required credits listed above plus the additional credits shown for the major in which the student is enrolled. The college is authorized to grant such degrees under powers contained in its charter from the State of Florida.

Business Administration Degree Course (Continued)

Secretarial Science Major

Shorthand I	6	Communications 201	3
Shorthand II	4	Communications 202	3
Shorthand III	4	Communications 203	3
Shorthand IV	4	Accounting 102	4
Transcription	3	Filing and Indexing	2
Typewriting III	2	Business Law I	3
Typewriting IV	2	Business Law II	3
Secretarial Practice	2		
Office Internship	4	Electives	8

Medical Secretarial Major

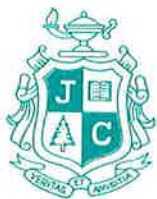
Shorthand I	6	Clinical Laboratory Technique	2
Shorthand II	4	Professional Ethics	2
Shorthand III	4	First Aid	1
Shorthand IV	4	Reception Room and Telephone Technique	1
Transcription	3	Office Internship	3
Typewriting III	2	Medical Terminology	3
Typewriting IV	2	Communications 201	3
Secretarial Practice	2	Communications 202	3
Anatomy and Physiology	3	Communications 203	3
Dietetics and Nutrition	1	Electives	6
Records Administration	2		

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

Legal Secretarial Major

Shorthand I	6	Typewriting III	2
Shorthand II	4	Typewriting IV	2
Shorthand III	4	Office Internship	3
Shorthand IV	4	Business Law I	3
Transcription	3	Business Law II	3
Communications 201	3	Legal Terminology	3
Communications 202	3	Legal Procedures	4
Communications 203	3	English Mechanics	3
Secretarial Practice	2		
Filing and Indexing	2	Electives	3

Note: The Legal Secretarial Major is offered only in the Orlando and Miami Divisions. Students attending the Miami Division may elect either Gregg or Machine Shorthand.



Candlelight initiation ceremonies feature installation of new members of Eta Omega Chapter of Alpha Iota, a national sorority.

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. And 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.

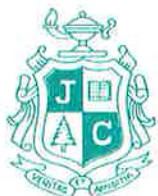
Also included is a course in nutrition and dietary laws, in which you will learn the value of foods, vitamins, and minerals--information that not only enables you to keep vitally youthful, but also is a valuable asset in your career.

## 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.



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 - Programming	
Shorthand IV	4	Verification and Duplication	
Transcription	3		
Typewriting III	2	Electronic Data Processing	4
Typewriting IV	2	(Operation only - no wiring)	
Communications 201	3	Collator - Interpreter	
Communications 202	3	514 Reproducing Punch	
Communications 203	3	403 Accounting Machine	
Secretarial Practice	2		
Filing and Indexing	2	Office Internship	2
Automation Fundamentals	3	Electives	7

Note: The last two quarters of the Automation Secretarial Major is offered only in the Jacksonville Division. Students who prefer to begin their training in Orlando or Miami must transfer to the Jacksonville Division for the last two quarters of training.

# COURSES OF STUDY

## Business Administration Degree Course (Continued)

### MAJORS

#### Office Automation Major

Automation Fundamentals	3	Business Law I	3
Computer Programming I	6	Business Law II	3
Accounting 102	4		
Accounting 103	4	Electronic Data Processing:	8
Accounting 104	4	Collator - Interpreter	
		Reproducing Punch	
I.B.M. Machines:	4	403 Accounting Machine	
024 Card Punch - 082 Sorter		Production Practice	
026 Card Punch - Verification			
Duplication and Programming		Filing and Indexing	2
		Communications 201	3
Automation Accounting I	4	Communications 202	3
Automation Accounting II	6	Electives	5

Note: The last six months of training in the Office Automation Course is offered only in the Jacksonville Division. Students who prefer to begin their training in Orlando or Miami must transfer to the Jacksonville Division for the last two quarters of training.

## A CAREER IN ELECTRONIC ACCOUNTING

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

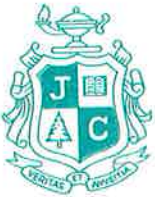
Management looks to the machine accountant to supply analyses which will aid in its appraisal of performance, formulation of plans and control of operations. It wants help in that all-important phase of good management, forecasting and budgeting.

In offices across the country, electronic office machines are automatically checking airline reservations, crediting and debiting accounts, interpreting business statistics, recording transactions, predicting the results of sales campaigns and preparing financial statements.

An exciting, high-salaried career as an Accountant-Technician, awaits you through Jones College training. The most difficult problem facing management today is "where will tomorrow's Machine Accountants come from?"



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

Just ten years ago the first commercial automatic electronic computer was installed . . . just one decade ago . . . yet today over 16,000 computers are at work in industrial, business, military, government and university installations. Industry projections call for 30,000 computers to be in full operation by 1965. But the dramatic increase in computer installations should not overshadow the parallel and equally rapid rise in the number of specialists and managers responsible for the operation of computers.

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 reports that 250,000 programmers and related personnel will be needed by 1967, 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 Programers 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	4	Electronic Data Processing :	8
Accounting 103	4	Collator - Interpreter	
Automation Accounting I	4	Reproducing Punch	
Automation Accounting II	6	403 Accounting Machine	
Business Organization and Management	4	Computer Programming I	6
Analytical Geometry	4	Computer Programming II	5
Automation Fundamentals	3	Computer Programming III	5
Statistics	3	Data Processing Field Projects	4
Statistics, Advanced	3		
Systems and Procedures	4	Electives	4

Note: The last three quarters of the Computer Programming Major is offered only in the Jacksonville Division. Students who prefer to begin their training in Orlando or Miami must transfer to the Jacksonville Division for the last three quarters of training.

### The Jones College Radio Station

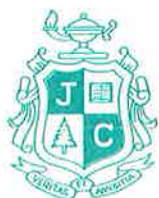
Radio Station WDCJ, a standard AM broadcasting station licensed by the Federal Communications Commission to broadcast on 1220 kilocycles with a power of 1,000 watts, is owned and operated by Jones College in Jacksonville.

An important function of WDCJ is that of furnishing practical experience to students enrolled in the Communications Management Major of the Business Administration Course and the Radio Management Course. The objective of both courses 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.

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



#### MAIN CONTROL ROOM OF JONES COLLEGE RADIO WDCJ



Student "Chuck" McPherson, seated at console, is financing his education with earnings as a regular announcer at local radio station WZOK. He is President of Kappa Lambda Chapter of Phi Theta Pi, a college-sponsored fraternity. Student Jimmy Vaughn, at "mike," auditions for WDCJ manager, Don Ritter.

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.

Recent changes in the regulations of the Federal Communications Commission require all operating personnel of radio stations to have at least a third-class radio-telephone operators license, and the need for men and women in broadcasting with a first class license has been increasing during the past five years. The technical training offered by Jones College will qualify the student to pass the required examinations.

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.

## Communications Management Major

Personnel Management	4	Salesmanship	4
Advertising I	4	Effective Speech	4
Advertising II (Media)	4	Fundamentals of Radio	
Business Organization		Communication	4
and Management	4	Communications Law	4
Accounting 102	4	Studio Productions	2
Writing for Mass			
Communications	4	Electives	20

Note: The Communications Management Major is offered only in the Jacksonville Division of Jones College.

## WHY SHOULD YOU CONSIDER BUSINESS MANAGEMENT AS A CAREER?

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.

### Accountancy Major

Accounting 102	4	Automation Accounting I	4
Accounting 103	4	Federal Tax I	4
Accounting 104	4	Federal Tax II	4
Accounting 204	4	Business Organization	
Accounting 205	6	and Management	4
Accounting 206	6	Credits and Collections	4
Business Law I	3	Money and Banking	4
Business Law II	3		
Automation Fundamentals	3	Electives	24

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. Often he travels across the country in his work, and sometimes goes to foreign branches.

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.





Registration Office Reception Area - Orlando



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.

Management Major

Office Management	4	Federal Tax	4
Personnel Management	4	Salesmanship	4
Advertising I	4	Effective Speech	4
Advertising II	4	Insurance I	4
Credits and Collections	4	Automation Fundamentals	3
Business Organization		Business Law I	3
and Management	4	Business Law II	3
Accounting 102	4	Real Estate I	4
Accounting 103	4	Electives	24



## EXECUTIVE MANAGEMENT COURSE

Required for Graduation: 120 Quarter Hours  
Associate in Science (A.S.) Degree

Accounting 101 . . . . .	4	Automation Fundamentals . . . . .	3
Accounting 102 . . . . .	4	Stock Market . . . . .	4
Accounting 103 . . . . .	4	Case Problems in Management . . . . .	6
Accounting 104 . . . . .	4	Business Machines I . . . . .	3
Automation Accounting I . . . . .	6	Business Machines II . . . . .	3
Automation Accounting II, or		Business Mathematics I . . . . .	4
Accounting 205 . . . . .	6	Business Mathematics II . . . . .	4
Accounting 206 . . . . .	6	Business Law I . . . . .	4
Federal Taxation I . . . . .	4	Business Law II . . . . .	4
Federal Taxation II . . . . .	4	Business Law III . . . . .	4
Mathematics of Finance . . . . .	4	Effective Speech . . . . .	2
Marketing and Sales		Typewriting I . . . . .	6
Development . . . . .	4	Electives . . . . .	23

The Executive Management Course leads to the educational objective of an Associate in Science (A.S.) Degree, as well as to the vocational objectives of Corporation Executive, Comptroller, Treasurer or Budget Officer.

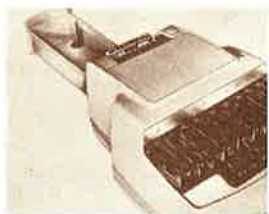
## THE BUSINESS ADMINISTRATION AND EXECUTIVE MANAGEMENT PROGRAM

Required for Graduation: 160 Quarter Hours  
Bachelor of Business Science (BBS) Degree

The college offers a four-year curriculum leading to the degree of Bachelor of Business Science. The programs offered by the college are designed to provide training for careers in business and government, and to develop in the student an intellectual understanding of his responsibilities as a member of a changing social and industrial order.

The requirements for the Bachelor of Business Science Degree are as follows:

1. A minimum of 160 quarter hours credit, including 128 quarter hours credit earned in subjects included in the Business Administration course.
2. A minimum of 40 quarter hours credit must be earned within the field of general education.
3. Candidates for the baccalaureate degree must have completed 16 quarters (or equivalent) of residence work of which the last 8 quarters must have been in Jones College.



# Stenograph

Women comprise about 40% of the nine thousand 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 can record spoken testimony on the Stenograph shorthand machine at unusually rapid 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 college 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 23 in the United States--to be certified by the National Association of Shorthand Reporters and is the only such school in south Florida.

This profession is a challenge to those who desire a position of importance, high 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.

## COURSES OF STUDY

### COURT REPORTING COURSE

Associate in Science (A.S.) Degree

Required for Degree: 115 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	6	Legal Terminology	3
Typewriting II	4	Anatomy and Physiology	3
Typewriting III	2	Business Law I	3
Typewriting IV	2	Business Law II	3
Communications 201	3	Legal Procedures	4
Communications 202	3	Jurisprudence	4
Communications 203	3	Filing and Indexing	2
Transcription	3	Mathematics I	3
Human Relations and Personality Development	3	Mathematics II	3
Modern History and Government	3	Secretarial Practice	2
English Mechanics	3	Electives	11

NOTE: Court Reporting is offered only in the Miami Division of the college.

### LEGAL SECRETARIAL COURSE

Required for Diploma: 72 Quarter Hours

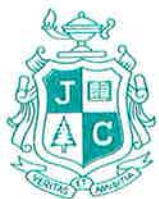
Shorthand I	6	Business Law I	3
Shorthand II	4	Business Law II	3
Shorthand III	4	Legal Terminology	3
Shorthand IV	4	Legal Procedures	4
Typewriting I	6	Communications 201	3
Typewriting II	4	Communications 202	3
Typewriting III	2	Communications 203	3
Typewriting IV	2	Secretarial Practice	2
Accounting 101	4	Transcription	3
Filing and Indexing	2		
English Mechanics	3	Electives	4

NOTE: The Legal Secretarial Course is offered only in the Miami and Orlando Divisions. Machine Shorthand is offered only in Miami.

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, or 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 201	3
Shorthand IV	4	Communications 202	3
Transcription	3	Communications 203	3
Typewriting I	6	Business Machines	3
Typewriting II	4	Accounting 101	4
Typewriting III	2	Secretarial Practice	2
Typewriting IV	2	Office Internship	2
English Mechanics	3	Business Mathematics	3
Filing and Indexing	2	Electives	3

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: 72 Quarter Hours

Shorthand I	6	Automation Fundamentals	3
Shorthand II	4	I.B.M. Business Machines	6
Shorthand III	4	024 Card Punch - 082 Sorter	
Shorthand IV	4	026 Card Punch - Programming	
Typewriting I	6	Verification and Duplication	
Typewriting II	4		
Typewriting III	2	Electronic Data Processing:	4
Typewriting IV	2	(Operation only - no wiring)	
English Mechanics	3	Collator - Interpreter	
Communications 201	3	514 Reproducing Punch	
Communications 202	3	403 Accounting Machine	
Communications 203	3		
Accounting 101	4	Filing and Indexing	2
Secretarial Practice	2	Electives	7

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**

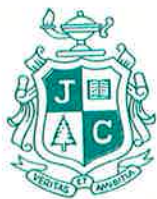
Required for Diploma: 74 Quarter Hours

Shorthand I	6	Secretarial Practice	2
Shorthand II	4	Records Administration	2
Shorthand III	4	Clinical Lab. Technique	2
Shorthand IV	4	Professional Ethics	2
Transcription	3	First Aid	1
Typewriting I	6	Medical Terminology	3
Typewriting II	4	Reception Room and	
Typewriting III	2	Telephone Technique	1
Typewriting IV	2	Office Internship	2
Accounting 101	4	English Mechanics	3
Filing and Indexing	2	Communications 201	3
Anatomy and Physiology	3	Communications 202	3
Dietetics and Nutrition	1	Communications 203	3

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, writes his letters and pays his bills. She is his public relations agent who knows his patients by name--their little foibles and preferences--and keeps his office running smoothly, saving time and money.



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 "Vacationland." 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: 70 Quarter Hours

Accounting 101	4	Electronic Data Processing:	8
Accounting 102	4	Collator - 082 Sorter	
Accounting 103	4	Reproducing Punch	
Automation Accounting I	4	Alphabetic Interpreter	
Automation Fundamentals	3	403 Accounting Machine	
I.B.M. Machines	4		
Business Mathematics I	3	Typewriting I	6
Business Mathematics II	3	Typewriting II	4
Communications 201	3	Business Law I	3
Communications 202	3	Business Law II	3
Filing and Indexing	2		
Business Machines I	3	Electives	6

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

Qualified specialists in Automation Accountancy are needed in expanding numbers by commerce, industry, and government offices and installations. Business Automation is the processing of business, engineering, and other information through electronic business machines. The rapid growth of business automation has created a tremendous demand for accountants trained to use such complex equipment as IBM machines. In a field which is highly technical and calls for knowledgeable and skillful workers, it is especially important that training take place under competent and experienced instructors in a well-established, fully accredited, institution.

## RADIO MANAGEMENT COURSE

Required for Diploma: 72 Quarter Hours

Typewriting I	6	Broadcast Announcing	4
Typewriting II	4	Fundamentals of Radio	
Accounting 101	4	Communication	4
Accounting 102	4	Advertising I	4
English Mechanics	3	Advertising II	4
Communications 201	3	Media Traffic Methods	4
Communications 202	3	Studio Productions	3
Mathematics II	3	Broadcast Internship	4
Effective Speech	4		
Communications Law	4	Electives	7

Note: The Radio Management Course is offered only in the Jacksonville Division of the college.

## 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.

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

## T HIS 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 rythmical . . . 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.



# COLLEGE CALENDAR

## WINTER 1964

New Year's Day - Holiday	Wednesday, January 1
Winter Quarter Resumes	Thursday, January 2
End of Winter Quarter	Thursday, March 19

## SPRING 1964

Registration and Orientation	Friday - Monday, March 20 - 23
Beginning of Spring Quarter	Tuesday, March 24
Easter Holidays	Friday - Monday, March 27 - 30
End of Spring Quarter	Thursday, June 11

## SUMMER 1964

Registration and Orientation	Friday - Monday, June 12 - 15
Beginning of Summer Quarter	Tuesday, June 16
End of Summer Quarter	Thursday, September 3
Graduation - Jacksonville	Friday, September 4
Graduation - Orlando and Miami	Saturday, September 5

## FALL 1964

Registration and Orientation	Friday - Tuesday, September 4 - 8
Labor Day - Holiday	Monday, September 7
Beginning of Fall Quarter	Wednesday, September 9
Thanksgiving Holidays	Thursday - Friday, November 26, 27
End of Fall Quarter	Thursday, December 3

## WINTER 1964-65

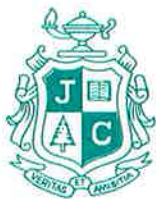
Registration and Orientation	Friday - Monday, December 4 - 7
Beginning of Winter Quarter	Tuesday, December 8
Christmas Vacation	December 18 - 31
New Year's Day - Holiday	Friday, January 1
Winter Quarter Resumes	Monday, January 4
End of Winter Quarter	Thursday, March 18

## SPRING 1965

Registration and Orientation	Friday - Monday, March 19 - 22
Beginning of Spring Quarter	Tuesday, March 23
Easter Holidays	Friday - Monday, April 16 - 19
End of Spring Quarter	Thursday, June 10



"MISS NOEL" candidates just before the announcement of the winner Miss Loucelle Fletcher, Old Town, Florida. (Second from left.)



## 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.

# 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 Examination is administered to all students as a part of our regular entrance testing. Students testing below 11th 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.

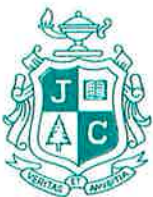
2. To engender success consciousness in all students. This is accomplished through individual student conferences; orientation classes; special training in personality development; special lectures to students on office etiquette, and how to apply for positions; and Charm and Finishing classes for young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

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



Left - Learning to earn a part or all her college expenses.  
Right - One Jones student earned room and board by helping with children in this beautiful home after school.



## 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.

### The Home Residence Plan

Girls who find it necessary to earn a part of their expenses through school by working for room and board may enter by qualifying for the Home Residence Plan. Many of these young ladies are able to earn their room and board in lovely, well-to-do homes by "baby-sitting" or helping with other light household duties that any young lady would expect to do in her own home. Frequently our girls not only receive their living expenses, but in addition receive small salaries for the services they perform.

These homes are continuously supervised by the college. Students make their own choice of homes after visits to them with college officials and when possible accompanied by parents.

# CHOOSE YOUR CAREER PLAN

The time required to complete any Jones Training program will be determined by the ability and industry of the student, and by the training plan he elects to follow while in attendance. Three training plans are available. The college should be notified of your selection on or before enrollment.

## (A) The Collegiate Plan

The Collegiate Plan is recommended without qualification to every student. This plan provides for an accelerated program of study with a credit hour load that will not permit diversion of the students time to part-time employment. Classes, study periods and practice sessions are scheduled so that the work-load is spread over most of the school day or evening. No afternoon classes are scheduled for Fridays.

The following advantages to the student result from the plan:

1. A one-year course of study can be completed in nine months. Longer courses can be shortened proportionately. Since the student will graduate months earlier, the full-time salary earned usually amounts to more than the total cost of the course.
2. Shorten dormitory time and expense by earlier graduation.
3. Full concentration of effort on school program avoids diversion of interests and eliminates idle time.

## (B) Part-Time Plan

A number of students prefer to occupy their time in the afternoon by engaging in various sports, visiting the library, museums, or exploring cultural and social interests.

For those who wish to be scheduled on this part-time basis, the hours are 8 A.M. to 1 P.M. Monday through Friday.

## (C) Work-Study Plan

The Work-Study Plan is not recommended except in those cases of financial necessity where it is absolutely necessary for the student to work in the afternoons after school for the purpose of assisting with living expenses.

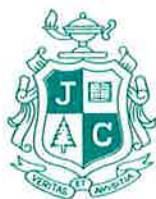
The free employment department of the college will assist work-study plan students locating part-time jobs. Except under the most unusual conditions, students will not be referred to part-time positions until after the first six weeks in school.

Particularly the out-of-town student finds himself in a new city, living in a new home, making new friends, and attending college for the first time. To add to this the duties and responsibilities of a new job prove entirely too much. After a few short weeks of adjustment, a more satisfactory placement can be made.

**You Gain by Attending  
JONES COLLEGE**



View of the beautiful Riverton Tower, home of the Jacksonville Division, just prior to occupancy in September 1963.



## Jones College

RIVERTON TOWER  
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 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.

# LIVING ACCOMMODATIONS

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 college enables the students to enjoy these lovely accommodations with all their comfort and convenience for only \$150 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 corp 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. Ample parking space is also available for automobiles of visitors.

## Jones College

14 EAST CHURCH STREET  
ORLANDO, FLORIDA

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.

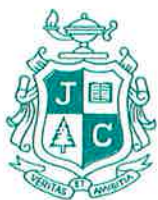
For young women students attending Jones College in Orlando, the YWCC provides comfortably furnished rooms, dormitory style, (with two, three, or four girls to a room), a recreation hall, and a large dining room. The "Y" is within walking distance of school and is conveniently located to the downtown 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. For those preferring to live in a private home, the registration office will provide help in the selection of suitable housing.



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



## 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 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 two college-approved housing facilities to prospective students. Space has been set aside in the beautiful, modern, Robert Clay Hotel, where students have the use of the Olympic size swimming pool. Accommodations include a telephone in each room, maid service and two meals daily. Students enjoy truly resort style living only four blocks from the college.



# GENERAL INFORMATION

The YWCA, next door to the Robert Clay, offers apartment style accommodations with kitchenettes. Here students are required to plan and prepare meals. Both facilities are under the direction of housemothers who provide counseling and supervision under sensible rules for good living. Many recreational activities are planned for students and sponsored by the college to help round out the student's home-away-from-home 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 Jones College career program.

## 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.

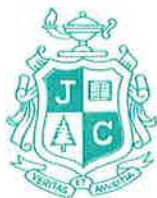
It is the policy of the college to encourage young people to complete high school. The work at Jones College is on collegiate level and therefore requires a foundation equal to high school graduation to successfully master the work of one of our diploma courses. Applicants above the high school age who 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 8:15 a.m. to 4:30 p.m. Monday through Friday. Students attending under the "Work-Study Plan" are scheduled for classes meeting between 8:15 a.m. and 1:00 p.m. in order to permit afternoon employment. Work-Study Plan students may be scheduled for a credit-hour load in excess of 14 to 16 hours only upon the prior approval of the Dean. Other students must have the prior approval of the Dean for schedules of more than 18 credit hours. The college is in session throughout the entire year except for holidays and the Christmas vacation as shown in the college calendar.



Mrs. Alberta Hanna, Director of the Miami Division, demonstrates typewriting technique to student. The machine is the IBM Selectric

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. Those who enter later must fill out and hand to the instructor a tardy card. Tardinesses 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 \$15 to \$35 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, or 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.

## 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.

In addition, if the course of study includes any of the following subjects, the skill requirements set forth below must be met:

Shorthand IV . . . . .	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 . . . . .	175 w.a.m.

## Commencement

Graduation Day is perhaps the most important single event in any student's career. Students days at Jones finish with formal Commencement Exercises which are held each September. Following presentation of Special Honors, members of the class, garbed in traditional cap and gown, receive their diplomas or degrees from the President. An address by an outstanding speaker is a feature of every program.



Dr. J. T. Kelley, Florida State Department of Education, as he addressed graduates of the Orlando Division during 1963 commencement exercises.



### Commencement

A graduation fee of \$10.00 is payable at the beginning of the final quarter. This fee covers all graduation expenses including an engraved diploma or degree with cover, rental of caps and gowns, engraved invitations and charges for the reception which follows the program.

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 attending the graduation exercises in September. At the time of completion of training, the student receives a miniature of the diploma or degree he will receive in September.

### College Environment

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

For students attending Jones College the social life is pleasant and the spiritual advantages are many. The college is nonsectarian but encourages student religious activities.

# GENERAL INFORMATION

## Supervision Required

By action of the Board of Trustees of the college, young women students under 21 years of age are required to live in the school dormitories or **other housing approved by the school**. Young women students are not permitted to occupy apartments while attending school.

## 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 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.

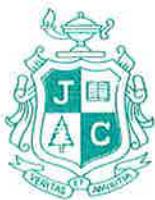
The sister organization of Phi Theta Pi is a local chapter of Alpha Iota. Like the fraternity, Alpha Iota is also a national honor society, composed of co-eds who have met its high standards. One of the highest honors a student can receive at Jones College is membership in the sorority. A full program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

## Tuition

The college quotes one standard tuition rate for each course offered. These prices are listed on a supplementary rate sheet enclosed with this catalog. Refunds of prepaid tuition will be made in accordance with the refund policy which is printed in full on the rate sheet.

## 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.



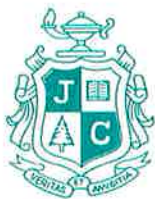
Cost of 3 extra years at college	\$4,800.00
Salary I might earn in 3 years	\$11,520.00
I'll be ahead	\$16,320.00

## 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.



Typical dormitory scene in accommodations provided by the Young Womens Community Club, Orlando.



### **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.

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.

### **For Your Own Convenience**

Make your decision now! Then you can make your plans without uncertainty; avoid confusion and hesitation.

### **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 us 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.

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### TUITION REFUND POLICY

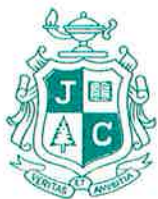
Jones College is a nonprofit, co-educational institution, chartered by the State of Florida. The College is not endowed, nor is it subsidized by local, State or Federal funds, but it is entirely dependent for its continuance and success upon its graduates. The registration of a student results in the 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.

*The Future Belongs to Those Who Prepare for it*



Presentation of Phi Theta Pi Charter to President "Chuck" McPherson by Mr. David Spriggs is observed by Dean Laney and sponsor Clyde Brown.



## 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.

### ACCOUNTING 101

4 Quarter Hours

The course includes a thorough study of the principles of debit and credit, assets, liabilities, and proprietorship. It defines accounting objectives and their relation to business. The student is taught the fundamental principles of accounting as applied in the simpler forms adaptable to business.

# DESCRIPTION OF SUBJECTS

## ACCOUNTING 102

4 Quarter Hours

A continuation of Accounting 101. The subject includes the application of accounting principles, including chart of accounts, reserve and control accounts and subsidiary ledgers. The student is taught financial statements and the opening and closing of books. A practice set is required.

## ACCOUNTING 103

4 Quarter Hours

A continuation of Accounting 102. The objective of this course is to study the partnership procedures, purchasing, selling, consignment sales, negotiable notes, drafts, trade acceptances, supplies and prepaid items. Includes adjusting and closing entries, work sheet, and financial statements.

## ACCOUNTING 104

4 Quarter Hours

A continuation of Accounting 103. The course is devoted primarily to accounting for industrial corporations, and the procedures necessary in organizing a corporation; the records which are peculiar to this form of organization; financing of a corporation, and a presentation of the voucher system.

## 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. Prerequisites: Accounting 104.

## ACCOUNTING 206 (Auditing)

6 Quarter Hours

An intensive presentation of auditing. By means of discussion, illustration, and application, students acquire the theory applicable to the topic.

## 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 I

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 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

3 Quarter Hours

Course includes the operation of the 10-Key Adding Machine, the Rotary (or crank driven) Calculator, the Adding and Listing Machine, and the basic operating fundamentals of the Key Driven Calculator. Emphasis is placed on basic mathematics and its practical application to percentages, discounts, interest, reciprocals, distributions and prorating.

## BUSINESS MACHINES II

3 Quarter Hours

The course includes the operation of the Full Keyboard Add-Listing Machine, the 10 Key Add-Listing Machine, the Rotary Calculator, and the Key Driven Calculator. Emphasis is placed on the practical application of business mathematics as applied to percentages, discounts, interest, reciprocals, distribution and prorating.

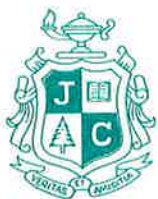
## BUSINESS MACHINES III

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.



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



#### BUSINESS MATHEMATICS I

3 Quarter Hours

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.

#### BUSINESS MATHEMATICS II

3 Quarter Hours

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

#### 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.

# DESCRIPTION OF SUBJECTS

## CLINICAL LABORATORY TECHNIQUE

2 Quarter Hours

A brief training course in simple laboratory tests and reports designed to familiarize the Medical Secretarial Student with techniques and terminology. Field trips constitute a regular phase of the training.

## 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.

## 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

5 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

5 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 201

3 Quarter Hours

Offers thorough groundwork in English grammar and usage, especially as applied to business letters, reports, and transcription. Prerequisite; English 101 or a grade of 90% or better in English on entrance examination. Students enrolled in courses other than secretarial, and who have completed English 101, may omit Communications 201 and enter Communications 202 or 203, depending upon training objective.

## COMMUNICATIONS 202

3 Quarter Hours

A continuation of Communications 201 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 203

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.

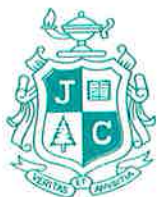
## COMMUNICATIONS LAW

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.



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



**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.

**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.



# DESCRIPTION OF SUBJECTS

## 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.

## DIETETICS AND NUTRITION

1 Quarter Hour

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

## ELECTRONIC DATA PROCESSING

4 to 10 Quarter Hours

Course relates the theory and procedure of automation accounting to the actual machine operation technique. The course includes classroom and laboratory instruction in machine functions, sorting, group printing, comparing, emitting information, gang punching, interspersed punching, field selection, merging, summary punching setup change, matching, control panels and wiring, and program control. Prerequisites: Automation Fundamentals.

## 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 101

4 Quarter Hours

A study of the parts of speech and other areas in the field of grammar. The objective of this course is to teach students accurate and appropriate grammatical usages. The course includes a study of dictionary and reference usage, as well as actual experience in using reference books, newspapers, and technical services as sources of information.

## ENGLISH MECHANICS

3 Quarter Hours

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

## ETHICS

1 Quarter Hour

Principles of personal and professional ethics. When related to medical or legal secretarial training or the practice of accountancy, the course is of great practical value.

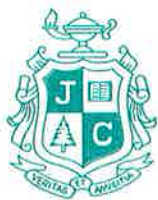
## FEDERAL TAX I

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.



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



#### FEDERAL TAX II

4 Quarter Hours

Federal Income Taxes on Corporations: Preparation of the return; normal tax; surtax; capital stock tax; excess-profits tax; capital gains and losses; depreciation; reconciliation of book net profit with taxable net income; exempt corporations, affiliated corporations, estates, trusts, and partnerships.

#### 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 RADIO COMMUNICATION

4 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 and program design.

#### 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.

# DESCRIPTION OF SUBJECTS

## I.B.M. BUSINESS MACHINES

4 to 6 Quarter Hours

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

## INSURANCE I

4 Quarter Hours

Designed to enable the student to understand the role of the insurance institution in our economic life and the means of treating the problems of risk to his individual, family, and business activities.

## 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 reporter 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.

## MEDIA TRAFFIC METHODS

4 Quarter Hours

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, time, etc., into complete program unit.

## MEDICAL TERMINOLOGY

3 Quarter Hours

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 Hours

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

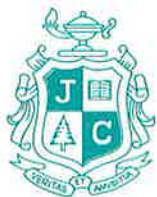
4 Quarter Hours

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



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

Right — Practice can be fun! Miami Division students enjoy study of machine shorthand.



#### 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

2 to 4 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.

# DESCRIPTION OF SUBJECTS

## PRODUCTION WORKSHOP

6 Quarter Hours

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

## PSYCHOLOGY I

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.

## READING DEVELOPMENT (Programs for Achievement in Reading)

3 Quarter Hours

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

## REAL ESTATE I

4 Quarter Hours

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

## RECORDS ADMINISTRATION

2 Quarter Hours

This subject is part of the medical secretarial program and is intended to familiarize the student with records in common use in physicians offices and hospitals.

## SALESMANSHIP

4 Quarter Hours

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 presentations by the students. Fundamental psychological principles related to human needs and wants are included.

## SECRETARIAL PRACTICE

2 Quarter Hours

Prepares secretaries for the responsibilities and duties of the executive assistant and the confidential secretary. The scope of the material covered includes: Reception of office callers; telephone supervision; office mail; filing system; ordering supplies; planning the itinerary; the care of money and bank accounts; financial records and reports; aiding employer in business writing; minutes and reports of meetings; manuscripts and proofreading; editing business articles; using secretarial manuals and reference books; research and bibliographies; insurance and legal problems. Prerequisite: Typewriting II.

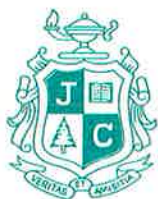
## SHORTHAND I

6 Quarter Hours

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



Faculty sponsored "Splash Party" at Country Club honors new Jones College students.



#### SHORTHAND II

4 Quarter Hours

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

#### SHORTHAND III

4 Quarter Hours

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 Hours

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 Miami Division 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 the machine with less effort and in a shorter time than is required to attain 120 words per minute with Gregg.

#### STATISTICS

3 Quarter Hours

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 among seemingly random fluctuations, and experience in associating, developing, and using mathematical models to interpret physical phenomenon and predict the outcome of experiments related to practical business problems.

# DESCRIPTION OF SUBJECTS

## 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

4 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.

## TYPEWRITING I

6 Quarter Hours

Course covers correct posture, parts of the typewriter and their 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

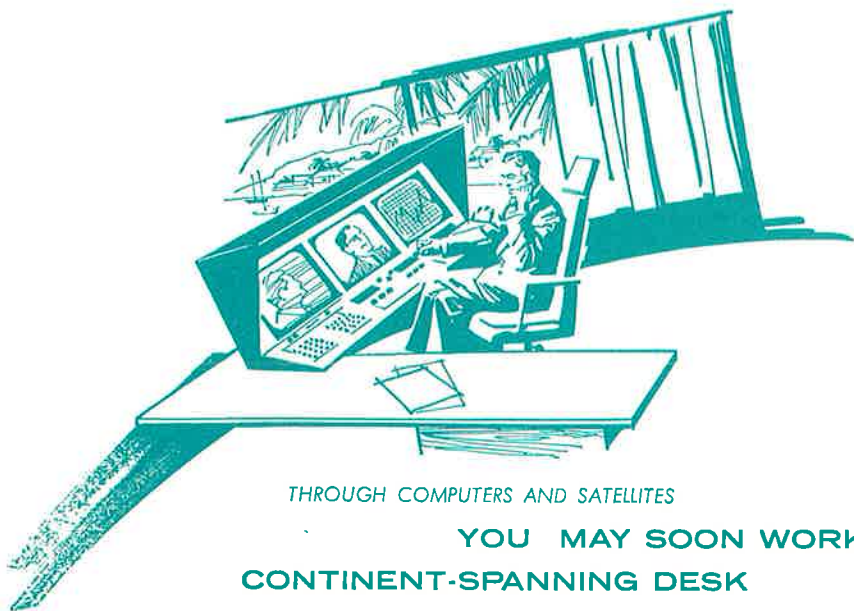
2 Quarter Hours

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

## WRITING FOR MASS COMMUNICATIONS

4 Quarter Hours

A pre-professional course designed to provide fundamental instruction and practice in writing as a basis for all advanced communication courses.



THROUGH COMPUTERS AND SATELLITES

YOU MAY SOON WORK AT A  
CONTINENT-SPANNING DESK