

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**

•  
**Member**

American Association of Junior Colleges  
Florida Association of Colleges and Universities  
Florida Association of Accredited Schools  
Data Processing Management Association  
United Business Schools Association

•  
**Chartered By**

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

•  
**ACADEMIC YEAR**

**1967-68**

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**FOR COMPLETE INFORMATION CONTACT THE DIRECTOR OF ADMISSIONS**

## Jones College

ARLINGTON EXPRESSWAY • JACKSONVILLE, FLORIDA 32211





Jones College on the beautiful St. Johns - Jacksonville, Florida

## 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 save time and money in securing college-level business training, a college degree, and assist you in getting your first position.

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



Student Lobby at class break - Orlando

## ACCREDITATION AND RECOGNITION

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

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

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

## HISTORY

Jones College was founded in Jacksonville in 1918 as Jones Business College by Annie Harper Jones. In the early years of the school, the program consisted primarily of shorthand, typewriting, business english, bookkeeping, filing, and spelling. Over the years the program was greatly expanded to the point that the school developed into a collegiate institution.

In April 1953 the Orlando campus was established through the consolidation of the Orlando Business and Secretarial School and the Southern School of Commerce into the Jones organization.

### Non-Profit Organization

In 1947 the College was chartered by the State of Florida as a non-profit degree-granting institution of higher learning. Under this 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 and that all earnings must be devoted to providing better housing, equipment, and educational facilities.

## 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.



Library Scene - Jacksonville

## **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 that which requires routine duties day after day.

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

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

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



Orlando Division of Jones College

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

Automation Accountant

Accountant

Radio Station Manager

Electronic Data Processing  
Systems Analyst

Auditor

Tax Specialist

Cost Accountant

Office Manager

Account Executive

Administrative Assistant

Purchasing Agent

Credit Manager

Radio or T.V. Announcer

Real Estate Broker



A business career means pleasant work and attractive surroundings.

### **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 Jacksonville and Orlando divisions of Jones College have for many years received more employment calls for graduates than the number of graduates available for the following positions:

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

From a recent national survey it is reported that women accounted for nearly half of the total employment in the occupations studied and that the number of



# CAREERS IN BUSINESS

women stenographers, typists and secretaries increased 82% between 1950 and 1967 and will continue to climb notwithstanding a severe shortage of well trained employees for the many positions available. Shortages are particularly acute in the new Automation and Electronic Data Processing fields. Employment opportunities for well trained office personnel are excellent. College-trained applicants obtain the best positions at higher starting salaries. High turnover rates will continue to create many job openings.

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

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

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

According to a survey made in June 1967 by the Jacksonville Chapter of the Administrative Management Society, current monthly salary rates in the Jacksonville area for two classifications of interest to young people considering a career in business were as follows:

<u>Job Classification</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Average</u>
Secretaries	\$310.00	\$605.00	\$460.00
Accounting Clerks	319.00	574.00	444.00

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





Pool and Patio Scene - Jacksonville

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

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

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

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

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

## The Medical Secretary

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

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

The position of medical or hospital secretary opens to young women a new field that 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.



Future Medical Secretaries.  
Career Training in  
Jacksonville Division  
is Doctor Supervised  
and Approved

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.

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.



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.

## computers and automation

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

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

One university survey reveals that the personnel complement in the computer field was 33,000 at the end of 1961, and grew to 152,000 by the end of 1965. The number at the end of 1966 was estimated at over 200,000. Another source reports that 500,000 programmers and related personnel will be needed by 1970, based on the number of computers either in-place or planned for installation by that time.

The Univac 9200 Computer pictured on the opposite page is scheduled for installation in the Business Automation classroom of Jones College in Jacksonville on December 15, 1967.



Univac 9200 Computer - Jacksonville Division

## WHAT IS COMPUTER PROGRAMMING?

Computer programming includes precise definition of the problem, formulation of procedures for solving the problem, and translation of these procedures into a language that the computer can understand. Some programmers specialize in business problems, and others are concerned with the problems of science.

It is the responsibility of a computer programmer to solve the complex problems of business and science with the aid of electronic data-processing equipment. Modern computers are capable of performing thousands of arithmetic, logical, and input-output operations in a single second of time. However, computers must be instructed by people in the functions they are to perform.

### A CAREER IN ELECTRONIC ACCOUNTING

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

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



Main control room of Radio Station WKTZ-FM  
40,000 watts Multiplex Stereo

## A CAREER IN BROADCAST MANAGEMENT

Broadcasting is a career of opportunity. There are over 5,000 radio and TV stations in the United States alone . . . and world wide opportunities in an uncrowded, top career field. Jones College in Jacksonville offers one of the very few college-level training programs that includes actual on-the-air training, plus on-the-job training in all phases of broadcasting as a part of a planned curriculum.

The College operates three radio stations with studios on campus. WDCJ-AM is a standard commercial broadcast station. WKTZ-FM is a 40,000 watt multiplex stereo station, operating under a commercial license serving a wide area in North Florida and South Georgia. The profits earned by these stations support the educational program of the College to a significant extent.

WJCR is a student-operated, student-managed campus radio station serving the Jones College campus. The operation of WJCR is on a professional level, under the helpful supervision of the professional radio staff.

"Chuck" McPherson, seated at console, financed his education with earnings as announcer for a local radio station. After a few months experience he was promoted to the position of manager of radio station WSHO in New Orleans, Louisiana.



Control Room of Radio Station WDCJ

The three radio stations supply students with the most modern, well-equipped, practical laboratory in which to apply classroom principles under actual operating conditions. The professional station staff coordinates the technical portion of the Broadcast Management program of the College. The transition from school to a position is more like going from one position to another. The Jones College program has a built-in experience factor.

Students in the Broadcast Management program are given preference for jobs in the radio stations under the College Work-Study program. Many of the students are employed on a part-time basis by other radio and TV stations in the area.



Professor Clyde Brown and Student.  
Instructors are helpful and friendly.

## MANAGEMENT

Graduates with an Associate in Science Degree not only earn more in radio and TV employment but are able to go into business ventures of their own, such as an advertising or public relations agency. Others may be employed by such agencies or by large business organizations in top management positions in advertising and promotion.

The regulations of the Federal Communications Commission permit the holders of a third class radiotelephone operators license to operate most radio stations. Jones College students are trained to pass this examination during the first month of the program.

The College student placement department contacts broadcasters not only in Florida, but throughout all of the United States, in order to obtain the best possible starting positions for our graduates.



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

## Court Reporting with Stenograph

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

This is a story of Court Reporting -- a story that could profoundly affect your future. It will give you information about an uncrowded, rapidly expanding field that affords employment in every state of the Union, and the very high income that accompanies these opportunities. Court Reporting is a dynamic career.

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.

Is it any wonder that official court reporters earn starting incomes of \$6,000 to \$10,000 per year -- plus substantial fees they receive for typed transcripts of whatever they record? This profession is a challenge to those who desire a position of importance, high income, and professional stature.

It is well and good to know that court reporting is an extremely rewarding profession, but it must be clearly understood that because this is a highly specialized field requiring unusual ability, it is not of interest to all -- nor is it meant for everyone.

By the end of the third quarter of the course, it is possible to advise students of their prospects for future success as a Court Reporter. At that time the student is able to change to another major or program and continue to work toward his Associate in Science Degree.



# STUDENT FINANCIAL AID

The various financial aid programs available to students of Jones College make it possible for any young person to obtain an education regardless of financial circumstances. Financial assistance may take the form of scholarship grants, loans, part-time jobs, or a combination of these types of aid.

The College attempts to provide the necessary assistance for all deserving and capable students. Normally, applications for financial assistance should be made only after the candidate has made application for registration. Forms on which application for financial aid may be made are available on request.

Prospective students in need of financial assistance should arrange a conference with the Financial Aid Office in the Jacksonville or the Orlando Division office of the College. If a visit to the College office is not convenient, the prospective student should request one of the Jones College Admissions Counselors to schedule a conference at the home of the prospective student. Home conferences are generally scheduled within a week to ten days after receipt of request. There is no cost or obligation whatever.

The College Admissions Office will be glad to supply full information about the various assistance programs and scholarships available including the following:

## Grants-in-Aid

Educational Opportunity Grants Program  
Joe Harper Foundation Grants  
Jones College Grants

## Loans

National Defense Student Loans  
Guaranteed Loan Program  
United Student Aid Loan Program  
National Student Vocational Loans  
Funds for Education  
Educational Loans, Inc.  
Joe Harper Foundation Loans  
Jones College Student Loan Plan

## Scholarships

President's Scholarships  
Florida Association of Broadcasters Scholarships  
Miscellaneous Scholarships - Civic Organizations

In addition to the above sources of student assistance, Jones College is approved for training of Veterans and War Orphans under the G. I. Bill of Rights and participates in the Vocational Rehabilitation program. Full information is also available on request.



Commissioner of Agriculture Doyle Conner, commencement speaker and Dean H. J. Laney (right) congratulate Valedictorian Maude Bullock and Salutatorian Dorthea Hammon after ceremonies.

## ASSOCIATE DEGREE PROGRAMS

Jones College offers the Associate in Science Degree in Business Administration, Secretarial Science, and Court Reporting. The degree is offered in the following major areas of specialization:

### BUSINESS ADMINISTRATION MAJORS

- Computer Programming
- Broadcast Management
- Executive Management
- Office Automation
- Accountancy
- Court Reporting

### SECRETARIAL SCIENCE MAJORS

- Executive Secretarial
- Medical Secretarial
- Legal Secretarial
- Automation Secretarial

To qualify for the Associate in Science Degree, students are required to accomplish the following:

1. Complete the total number of quarter hours of acceptable college work required for the degree as well as satisfy the minimum hour requirements for Areas I, II, and III as outlined below for each curriculum.

Required Credits for Associate Degree	Area I	Area II	Area III	Total Credits
Business Administration	20	60	28	108
Secretarial Science	20	52	24*	96
Court Reporting	20	68	32	120

\*Note: Area III courses for Secretarial Science majors must include Communications I, II, and English Mechanics.

2. Maintain a general grade average of "C" or higher, but this requirement may be relaxed by the Faculty Committee on Examinations for good cause and upon such conditions as the Committee may fix.
3. Maintain a creditable attendance and department record and settle all financial obligations to the College.
4. Participate in the College Commencement Exercises next following completion of all course requirements unless expressly excused by the President.

## AREA I - BUSINESS CORE

The following basic courses in business are required for all candidates for the Associate in Science Degree. A student qualifying for advanced standing may substitute another subject upon approval of the Dean.

<u>Courses</u>	<u>Credits</u>
Typewriting I	6
Typewriting II	4
Accounting I	6
Business English	4



Classroom scene - Jacksonville Division

## AREA II - MAJOR FIELDS

A minimum of 52 credit hours in subjects in the major field is required of all candidates for the Associate in Science Degree. A listing of the required subjects in each Major, plus elective, will be found on the pages indicated below.

### BUSINESS ADMINISTRATION DEGREES

Computer Programming Major	22
Broadcast Management Major	22
Office Automation Major	23
Accountancy Major	23
Executive Management Major	23

### SECRETARIAL SCIENCE DEGREES

Medical Secretarial Major	24
Legal Secretarial Major	25
Executive Secretarial Major	23
Automation Secretarial Major	25

COURT REPORTING DEGREE	24
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# THE CURRICULUM

## AREA III - GENERAL EDUCATION

A minimum of twenty-five percent of the credits required in any degree curriculum must be in the area of general education or liberal arts. Students may select courses from the following list to meet the minimum requirements of Area III for the curriculum. Course selections are subject to the approval of the Dean.

The courses listed are four credit hour courses except Physical Education, which meets two hours a week for one credit hour.

Anatomy and Physiology ✓	Humanities I
College Mathematics	Humanities II
Communications I	Journalism
Communications II	Logic
Community Service	Physical Education
Contemporary Music	Principles of Economics
Dietetics and Nutrition	Psychology I
English Mechanics	Public Speaking
Ethics ✓	Statistics I
Fundamentals of Speech	Statistics II
Human Relations	

A complete synopsis of subjects, including all offerings of the college, will be found beginning on Page 50.

## GENERAL INFORMATION

The Free Electives specified in any major may be selected, subject to the approval of the Dean, from any of the subjects listed in the synopsis of subjects beginning on Page 50.

Although all curricula are outlined by areas, it is not necessary that one area must be completed before another. Student schedules usually include courses from at least two areas each quarter, assigned in logical sequence.





Typing Class - Orlando Division

Computer Programming Major

Accounting II	6	Systems and Procedures	4
IBM Machines	4	Computer Programming I	6
Automation Fundamentals	4	Computer Programming II	6
Business Mathematics	4	Computer Programming III	4
Automated Data Processing	10	Data Processing Internship	0
Computer Mathematics	4	Free Electives	8

Broadcast Management Major

Introduction to Broadcasting	4	Advertising I	6
Fundamentals of Broadcast Announcing I	4	Advertising II - Media	4
Fundamentals of Broadcast Announcing II	4	Government Regulation of Broadcasting	4
Communications Law	4	Radio & TV Station Operation	4
Speech for Radio & TV	4	Salesmanship	4
Market & Program Research	4	Studio Productions	4
Accounting II	6	Office Internship	0
		Free Electives	6

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

## Executive Management Major

Office Management	4	Accounting III	6
Business Organization and Management	4	Automation Fundamentals	4
Credits and Collections	4	Business Law I	4
Advertising I	4	Business Law II	4
Advertising II	4	Business Mathematics	4
Salesmanship	4	Federal Taxation	4
Accounting II	6	Office Internship	0
		Free Electives	4

## Office Automation Major

Automation Fundamentals	4	Accounting I	6
I.B.M. Machines	6	Accounting II	6
Business Organization and Management	4	Business Mathematics	4
Business Machines I	2	Automated Data Processing	10
Business Machines II	2	Filing and Indexing	2
Business Law I	4	Office Internship	0
Business Law II	4	Free Electives	6

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

## Accountancy Major

Accounting II	6	Automation Fundamentals	4
Accounting III	6	Federal Taxation	4
Accounting IV	6	Business Machines I	2
Accounting V	6	Business Machines II	2
Accounting VI	6	Business Mathematics	4
Business Law I	4	Office Internship	0
Business Law II	4	Free Electives	6

## Executive Secretarial Major

Shorthand I	6	Machine Transcription	2
Shorthand II	4	Business Law I	4
Shorthand III	4	Business Law II	4
Shorthand IV	4	Business Mathematics	4
Transcription	4	Business Machines I	2
Typewriting III	2	Office Internship	0
Typewriting IV	2		
Filing and Indexing	2	Free Electives	8



Secretary taking dictation on Touch Shorthand Machine. Students have choice of Gregg or Touch Shorthand.

*Court Reporting*

Court Reporting Major

Shorthand I	6	Court Reporting I	6
Shorthand II	4	Court Reporting II	6
Shorthand III	4	Court Reporting III	6
Shorthand IV	4	Reporting Forms and	
Transcription	4	Procedures	4
Typewriting III	2	Business Law	4
Typewriting IV	2	Voice Transcription	4
Medical Terminology	4	Filing and Indexing	2
Legal Terminology	4	Business Machines	2

Note: The Court Reporting Major is offered only in the Jacksonville Division.

Medical Secretarial Major

Shorthand I	6	Medical Office Training:	
Shorthand II	4	Records Administration	
Shorthand III	4	Reception Room Technique	
Shorthand IV - Medical	4	Clinical Lab Technique	
Transcription	4	Medical Report Writing	4
Machine Transcription	2	Medical Terminology	4
Typewriting III	2	Business Machines I	2
Typewriting IV	2	Office Internship	0
Business Mathematics	4		
Filing and Indexing	2	Free Electives	8

Note: The Medical Secretarial Major is offered only in the Jacksonville Division.



## Legal Secretarial Major

Shorthand I	6	Typewriting IV	2
Shorthand II	4	Business Law I	4
Shorthand III	4	Business Law II	4
Shorthand IV	4	Legal Procedures	4
Transcription	2	Legal Terminology	4
Filing and Indexing	2	Business Mathematics	4
Machine Transcription	2	Office Internship	0
Typewriting III	2	Free Electives	4

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

## Automation Secretarial Major

Shorthand I	6	Filing and Indexing	2
Shorthand II	4	Automation Fundamentals	4
Shorthand III	4	Business Mathematics	4
Shorthand IV	4	I. B. M. Machines	6
Transcription	4	Automated Data Processing	4
Typewriting III	2	Office Internship	0
Typewriting IV	2		
Machine Transcription	2	Free Electives	4

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

## DIPLOMA COURSES

### EXECUTIVE SECRETARIAL COURSE

Required for Diploma: 72 Quarter Hours

Shorthand I	6	Business Law I	4
Shorthand II	4	Business English	4
Shorthand III	4	Communications I	4
Shorthand IV	2	Communications II	4
Transcription	4	Business Machines	2
Typewriting I	6	Accounting I	4
Typewriting II	4	Machine Transcription	2
Typewriting III	2	Office Internship	0
Typewriting IV	2	Business Mathematics	4
English Mechanics	4		
Filing and Indexing	2	Electives	4



A friendly welcome for new students and visitors.

## MEDICAL SECRETARIAL COURSE

Required for Diploma: 74 Quarter Hours

Shorthand I	6	Typewriting I	6
Shorthand II	4	Typewriting II	4
Shorthand III	4	Typewriting III	2
Shorthand IV	2	Typewriting IV	2
Transcription	4	Accounting I	6
Medical Office Training:	5	Filing and Indexing	2
Records Administration		Machine Transcription	2
Professional Ethics		Communications I	4
Reception Room Technique		Communications II	4
Clinical Lab Technique		Business English	4
Dietetics and Nutrition		English Mechanics	4
Anatomy and Physiology	3	Office Internship	0
First Aid	1		
Medical Terminology	3	Minimum Electives	2

Note: This course is offered in Jacksonville only.

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.

## LEGAL SECRETARIAL COURSE

Required for Diploma: 72 Quarter Hours

Shorthand I	6	Filing and Indexing	2
Shorthand II	4	English Mechanics	4
Shorthand III	4	Business Law I	4
Shorthand IV	2	Legal Terminology	4
Typewriting I	6	Legal Procedures	4
Typewriting II	4	Communications I	4
Typewriting III	2	Communications II	4
Typewriting IV	2	Business English	4
Transcription	4	Office Internship	0
Accounting I	4	Minimum Electives	4

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.

## AUTOMATION SECRETARIAL COURSE

Required for Diploma: 74 Quarter Hours

Shorthand I	6	Automation Fundamentals	4
Shorthand II	4	I.B.M. Business Machines	6
Shorthand III	4	024 Card Punch - 082 Sorter	
Shorthand IV	2	026 Punch - Programming	
Transcription	4	Verification and Duplication	
Typewriting I	6		
Typewriting II	4	Automated Data Processing	4
Typewriting III	2	(Operation only - no wiring)	
Typewriting IV	2	Collator - Interpreter	
English Mechanics	4	514 Reproducing Punch	
Business English	4	403 Accounting Machine	
Communications I	4		
Communications II	4	Office Internship	0
Accounting I	4	Filing and Indexing	2
Machine Transcription	2	Minimum Electives	2

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



IBM electronic data processing equipment in Jacksonville Division is used to provide students with actual "on-the-job" experience.

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: 73 Quarter Hours

Accounting I	6	Automated Data Processing:	15
Accounting II	6	Collator - 082 Sorter	
Automation Fundamentals	4	Reproducing Punch	
I.B.M. Business Machines	6	Alphabetic Interpreter	
Business Mathematics	4	403 Accounting Machine	
Business Law I	4		
Communications I	4	Typewriting I	6
Communications II	4	Typewriting II	4
English Mechanics	4	Filing and Indexing	2
Business English	4	Office Internship	0

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

# 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 rhythmic . . . not just any old gait. You will be ranked as "front-office" material on the memo pad of the boss. Then you'll realize that it has been worthwhile to look and feel as though you had just stepped from the cover of *Mademoiselle* magazine into a downtown office.

# *Study And Fun*



Above - Congenial group enjoys poolside patto.  
Below - All work and no play? Not at Jones College!



# THE JACKSONVILLE CAMPUS



Above - Phi Theta Pi welcomes visiting fraternity members.  
Below - Campus scene. New friends you will always remember.



*In The Florida Sun*



The libraries in Jacksonville and Orlando are constantly being improved with the addition of new books and periodicals.

## PROGRAMS FOR ACHIEVEMENT IN READING

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

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

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

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

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



# GUIDANCE AND ADVISEMENT

## CAREER GUIDANCE

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

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

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

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

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

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

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



Registrar Betty Condon and Admissions Counselor James K. Eller interview prospective students in Orlando Admissions Office.

## BACCALAUREATE DEGREE PROGRAM

The four-year program leading to a Bachelor of Science Degree in Business requires two rather distinct types of education. One is professional education in business and the other is general education.

The Bachelor of Business Science degree requires a minimum of 184 quarter hours of academic credit. At least 76 quarter hours of credit must be in liberal arts and general education.

Jones College will remain a business oriented school providing training in the areas necessary for success in the world of business. However, general education and liberal arts will be an important part of the program for anyone who aspires to being a four-year college graduate.

At the beginning of the fall quarter of 1967, the academic structure of Jones College of Jacksonville was expanded to include additional courses in liberal arts and general education. Through this curriculum advancement the student now has the opportunity of receiving a Bachelor of Science Degree. Majors are offered in Computer Programming, Executive Management, Broadcast Management, Court Reporting, and Secretarial Science.

A special bulletin with full information about the baccalaureate degree program is available on request.

## Jones College Jacksonville, Florida

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

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

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

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

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

The non-profit policy of the institution enables the students to enjoy these lovely accommodations with all their comfort and convenience for only \$180 each school quarter. A full-time residence director, assisted by a staff of competent housemothers, is available at all times to assist dormitory residents in every way and to provide supervision. A corps of student counselors, carefully selected each quarter, meet at regular intervals with new students to help with minor problems of adjustment to dormitory and college life.

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



Young Womans Community Club Dormitory - Orlando

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.

# LIVING ACCOMMODATIONS

## Living Accommodations - Orlando Division

The YWCC is a non-profit, non-sectarian organization devoted to providing housing, meals, and recreational facilities for young women. Applications for residence are acted upon in the order received. An early application is advisable. Application forms will be provided by the College and should be returned to the College for processing.

## Living Accommodations - Jacksonville Division

Dormitory accommodations for the Jacksonville Division are available in the College building. Separate residence facilities are available for men and women, as well as accommodations for married students.

Students whose homes are not within commuting distance of the College are required to live on campus.

Application for dormitory accommodations must be supported by acceptable character references.

## GENERAL INFORMATION

### Admission Requirements

#### Application for Admission

Prospective students should apply for admission as early as possible. An application blank is enclosed in the catalog. The standards of admission are identical in both the Jacksonville and Orlando Divisions.

It is the policy of Jones College to seek applicants who have a definite career objective in the field of business -- applicants who will profit by advanced business education and go on to become a credit to their chosen professions. Emphasis is placed on learning ability, personality, and employability. Graduation from high school or its equivalent is a prerequisite for all programs of study leading to a degree or diploma.

Applicants must be in good physical and mental health. Each student who will live in a College residence must submit a health certificate signed by a physician (the form will be mailed to students whose registrations have been accepted by the school prior to date of entrance). If a student cannot be examined by a doctor at home, arrangements can be made for examination by the College physician.



Lobby in Orlando Division is typical of office and reception areas utilized in the "Office Internship" training program.

### **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.

### **Reports and Grading System**

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

### **Advanced Standing**

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

# GENERAL INFORMATION

## Tuition Refund Policy

Jones College is a non-profit, non-sectarian institution of higher learning chartered by the State of Florida. The college is not endowed, nor is it subsidized by local, State, or Federal funds. It is dependent upon tuition and other earnings for its operation. The registration of a student results in the assignment of a class place, the engagement of instructors, and other provisions for management and physical facilities that must be contracted for in advance.

The withdrawal of a student does not decrease the expenses of the College to any substantial extent. Although new students may be entered at the next quarter starting date after such a withdrawal, the new students cannot be assigned to the more advanced classes the withdrawn student would have attended. For this reason, the tuition charges are as much for a place in class as for the period of training involved. Tuition refunds will be made only as follows:

1. **FAILURE TO ENTER** - If a registered student does not enter training, the full amount of prepaid tuition plus \$30 of his Registration fee will be refunded provided 90 days written notice to the College is given prior to scheduled entry; otherwise \$20 will be refunded if not less than 30 days written notice is given. If less than 30 days notice is given, no refund of the Registration Fee will be made. The full amount of the Dormitory Reservation Fee will be refunded provided that not less than 30 days written notice is given to the College that a registered student will not enter.
2. **WITHDRAWAL** - No withdrawal will be considered effective as such unless the student has notified the Director of the College of such withdrawal by means of a personal interview prior to or as of the date of interruption of training. A request for refund will not be approved unless notice is given in the manner described.

Thereafter, prepaid tuition or part thereof may be refunded upon application to, and approval by, the Board of Trustees of the College. Refunds will be made only in meritorious cases and at the sole discretion of the Board. Generally the Board considers a withdrawal to be a "meritorious case" only when the circumstances are beyond the control of the student. All refunds are subject to any other obligations of the student to the College. After the second quarter of attendance no refund will be made.

Withdrawal within the -

First week of Attendance	90%
First Month of Attendance	80%
First Quarter of Attendance	65%
Second Quarter of Attendance	50%

3. **DISMISSAL** - Tuition will not be refunded in cases of dismissal of the student by the College.



Girls dormitory accommodations at the YWCC in Orlando.

### Tuition and Fees

The college quotes one standard tuition fee for each course offered. These rates are listed on a supplementary rate sheet that will be sent on request without obligation.

### 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 that can be made available for a part of a quarter.

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

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.



# GENERAL INFORMATION

## Book Store

Books and supplies may be purchased at the College Book Store. From \$38 to \$48 will be needed by new students on enrollment day, depending upon the course of study. Additional purchases will be necessary from time to time, particularly at the beginning of school quarters. The cost of books may be reduced through the purchase of used books, which are usually available.

## Graduation Requirements

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

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

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

## Commencement

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

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

## 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.



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.

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.

# GENERAL INFORMATION

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.

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.

## College Environment

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

## It Is Your Decision . . .

. . . And your future will be determined by it. You have read on these pages the facts about the opportunities in the field of business. You have learned why it pays to be business-trained at the collegiate level. You have discovered the advantages offered by Jones College. If you are to achieve the early fulfillment of your dreams, the time has come to take action.

This is the point at which many young people hesitate, postpone, and just never do get to making up their minds. They are the ones, who, ten years later, are still "marking time" in mediocre positions, wondering how certain classmates of their school days "got all the breaks."

They put off deciding until it is too late. The logical school years of their youth slip by. They take on added responsibilities. Some marry on the strength of jobs that seem adequate at the time, and later they cannot go back to school.

Inside the front cover you will find an application for registration. Just fill in this form and mail it to us. No postage is required. It is not necessary to send a registration fee with this application. If it is not convenient for you to visit Jones College for a conference with the Registrar, check the appropriate space on the form and an Admissions Counselor will telephone you for an appointment to talk to you at your home. There is no cost or obligation whatever.



Mr. Jack H. Jones, President of the College.

### **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 that we call the "spirit of success."

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

### **Officers**

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

President  
Executive Vice-President  
Vice-President and Secretary  
Vice-President, Orlando  
Vice-President, Jacksonville  
Treasurer

# FACULTY AND STAFF

## Staff and Faculty — Jacksonville Division

Harrison J. Laney	Dean
Delores C. Jones	Director
William M. Runnebaum	Chaplain
Joyce B. Lawson	Bursar
Richard G. Salter	Dean - Evening Division
Elizabeth Shults	Director of Admissions
Angeline Brentnell	Student Placement Director
Hobart L. Carico	Chef
Jack Q. Dent	Head of Data Processing Department
Richard Marjenhoff	Security Officer
David R. North	Supervisor - Printing and Mailing
Robert L. Phillips	Assistant to Dean
Alice F. Gillespie	Bookstore Manager
Eugene Harden	Building Superintendent
Johnathan Harrison	Assistant Building Superintendent
Thelma A. Robey	Librarian
Betty Jean Yerrington	Admissions Secretary
Doyle L. Mann	Supervisor - Student Radio Station
Virginia A. Sparks	Executive Secretary
Derle E. Sova	Security Officer
Joan E. Vennestrom	Cashier

## Faculty

Altona F. Alexander	B.S.	University of Virginia
Walter G. Allen, Jr.	B.S.	Auburn University
	M.B.A.	University of Florida
Weldon J. Bailey	B.S.	Lamar State College of Technology
Clyde W. Brown	A.A., B.B.S.	Jones College
Edith A. Campbell	B.S.	Florida State University
Ilario L. Cavallaro	B.S., M.S.	Florida State University
Hazel G. Cousson	B.S., M.A.	University of Southern Mississippi
Jack Q. Dent	B.A.	University of Florida
Thomas B. Finch	B.S.	University of Florida
J. Lawrence Fordham	A.A.	University of Florida
Jane B. Friedlin	B.S.	Florida State University
Neil P. Gallagher	B.S., B.A.	University of Florida
William T. Gibson	B.S.E.	University of Florida
Kenneth A. Heindel	LL.B.	Woodrow Wilson University
Glenn L. Hopson	B.S.	Florida Southern College
William S. Kelly	M.B.A.	Harvard University
	B.S.	Villanova College
Harrison J. Laney	B.A.	Birmingham Southern College
	M.A.	University of Florida
David C. MacNamara	B.S.	St. Joseph's College
Robin L. Maloy	B.S.	Jacksonville University



Harrison J. Laney  
Dean



Ralph H. Hanna  
Executive Vice President

Richard J. Moser

B.S., B.A.

John Carroll University

B.B.A.

Cleveland College

Lucy M. Parks, R.N.

B.S.

Vanderbilt University

Robert L. Phillips

M.S.

University of Michigan

Thelma A. Robey

B.A.

Jacksonville University

William M. Runnebaum

B.A.

Morehead State College

Richard G. Salter

M.A.

Peabody College

Gerald E. Schemer

A.B.

Stetson University

Carol V. Sellers

B.D.

University of North Carolina

Richard D. Sutton

B.S., B.A.

Southwestern College

Rufus E. Underwood

C.P.A.

University of Florida

B.S.

State of Florida

B.S.

Florida State University

B.S.

Georgia Institute of Technology

B.S.

Middle Tennessee State College

### Dormitory Staff — Jacksonville Division

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

Nettie Hooker

Residence Director

Arcile Pierce

Alternate Housemother

Ruby B. Long

Palmer Hall

Mary L. Renfroe

Blair Hall

# FACULTY AND STAFF

Emma P. Shaw  
Lottie M. Tennant  
Ruth H. Waters

Mary Florence Hall  
Lawson Hall  
Harrison Hall

## Staff and Faculty — Orlando Division

Ralph H. Hanna  
Jean E. Sandberg  
Betty Condon

Executive Vice President  
Director  
Director of Admissions

### Faculty

Carolyn Arnold	A.B.	Western Carolina University
	M.A.	Eastern Carolina University
Carl Atkisson	B.B.A.	Texas Western College
G. Elliot Barber	B.S.	Florida Southern College
	M.B.A.	Rollins College
Harry E. Brumbaugh	M.A.	University of Pittsburgh
	Ph.B.	Dickinson College
Dale Douberly	B.S.	Florida Southern College
	M.B.A.	Rollins College
Wallace D. Holland	B.B.A.	University of Georgia
	M.A.	Rollins College
Ruth Humphrey	B.A.	Ohio University
	M.A.	Ohio State University
	M.S.	Western Reserve University
Geraldine Maslanik	B.S.	New York University
Kenneth Spears	B.S.	Rider College
Ronald G. Wallace	LL.B.	Rollins College
	A.B.	University of Michigan

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

### Staff — Radio Stations WDCJ and WKTZ-FM

Don Ritter  
Lawrence Wayne Mashburn  
Mary F. Wood  
William Coleman Crews  
Robert H. Niemyer  
Doyle L. Mann  
H. V. Hidalgo  
Robert K. Lynch  
George B. Maish

General Manager  
Commercial Manager  
Account Executive  
Account Executive  
Copy - Production Director  
Chief Announcer  
Announcer  
Announcer  
Announcer



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

Edward C. McCullers  
Charles A. Price  
Edward G. St. Clair  
Ouida B. Metrie  
Linda M. Berry

Announcer  
Announcer  
Announcer  
Office Manager  
Traffic Director

Trained, professional guidance personnel is available to assist young people in making their choice of a career field and answer any questions that might arise regarding college training.

The Admissions Counselors also participate in high school college and career day programs, and are available for home interviews with prospective students and parents. The following are authorized Counselors:

Mary F. Crump  
James K. Eller

Charles M. Faulkner  
Lewis F. Williamson

Transition to college life and work is sometimes difficult and often is of concern to new college students. In order that this transition be made easier, a special orientation program for new students precedes each quarter registration. Admissions Counselors participate in the orientation program, engaging in personal conferences with new students and parents, and assisting the student in every way possible.



## FALL QUARTER 1967

Registration and Orientation	Friday-Tuesday	September 15-19
Beginning of Fall Quarter	Wednesday	September 20
Thanksgiving Holidays	Thursday-Friday	November 23-24
End of Fall Quarter	Thursday	December 14
Christmas Vacation		December 15-31

## WINTER QUARTER 1968

Registration and Orientation	Thursday-Tuesday	December 28 - January 2
Beginning of Winter Quarter	Wednesday	January 3
End of Winter Quarter	Thursday	March 21

## SPRING QUARTER 1968

Registration and Orientation	Friday-Monday	March 22-25
Beginning of Spring Quarter	Tuesday	March 26
Easter Holidays	Friday-Monday	April 12-15
End of Spring Quarter	Thursday	June 13
Graduation - Jacksonville	Friday	June 14
Graduation - Orlando	Saturday	June 15

## SUMMER QUARTER 1968

Registration and Orientation	Friday-Monday	June 14-24
Beginning of Summer Quarter	Tuesday	June 25
Independence Day Holiday	Thursday-Friday	July 4-5
Labor Day Holiday	Monday	September 2
End of Summer Quarter	Thursday	September 12

## FALL QUARTER 1968

Registration and Orientation	Friday-Tuesday	September 13-24
Beginning of Fall Quarter	Wednesday	September 25
Thanksgiving Holidays	Thursday-Friday	November 28-29
End of Fall Quarter	Thursday	December 19
Christmas Vacation		December 20-31

## WINTER QUARTER 1969

New Year's Day - Holiday	Wednesday	January 1
Registration and Orientation	Thursday-Monday	January 2-6
Beginning of Winter Quarter	Tuesday	January 7
End of Winter Quarter	Friday	March 28



A recent commencement program - Orlando Division.

# Synopsis of Courses

## 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:

Introduction to Algebra	3 Q.H.
Introduction to Computer Mathematics	3 Q.H.
Elementary Electronics	3 Q.H.
Introduction to Computer Programming	3 Q.H.
Computer Programming Techniques	3 Q.H.
Advanced Programming Techniques	6 Q.H.

# COURSES OF STUDY

## ACCOUNTING I

6 Quarter Hours

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

## ACCOUNTING II

6 Quarter Hours

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

## ACCOUNTING III

6 Quarter Hours

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

## ACCOUNTING IV

6 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 V

6 Quarter Hours

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

## ACCOUNTING VI

6 Quarter Hours

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

## ADVERTISING I

4 Quarter Hours

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

## ADVERTISING II

4 Quarter Hours

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



Jacksonville Resident Student Lounge - a convenient place to meet.

#### ALGEBRA

4 Quarter Hours

Beginning with the elements of set theory, this course is designed to introduce the student to the theoretical structure of number systems. Other topics include the natural, integral, rational, and real number systems. Special attention is devoted to the binary number system and the octal and hexi-systems. Prerequisite - Basic Mathematics or High School Algebra.

#### ANATOMY and PHYSIOLOGY

4 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.

#### AUTOMATED DATA PROCESSING

6 - 10 Quarter Hours

An orientation to Data Processing followed by complete coverage of the IBM Keypunch, Sorter, Reproducer, Interpreter, Collator, and Accounting Machine, as well as an introduction to the Computer. Course includes system analyzation, programming, and control panel wiring. The student learns to apply the capabilities of these machines to problems of billing, invoicing, accounting reports, and payroll preparation.

#### AUTOMATION FUNDAMENTALS

4 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.

# COURSES OF STUDY

## BASIC MATHEMATICS

Non Credit

A review of the basic principles of arithmetic and mathematics. Students not satisfying the college entrance requirements in mathematics must take this course.

## BUSINESS MATHEMATICS

4 Quarter Hours

An introductory course in the mathematics of business, finance and investment. A study is made of simple interest, compound interest by formula, commercial discounts, and ratio progression. It also covers such subjects as annuities, amortization and sinking funds, depreciation, bond yield rates, life annuities and present value, and the mathematics of life insurance. The course is a valuable foundation for Computer Mathematics and is of substantial value in all programs offered by the College.

## BUSINESS MATHEMATICS - ADVANCED

4 Quarter Hours

A continuation of Business Mathematics. The course is not required in any of the majors offered but may be taken as a free elective. Prerequisite: Business Mathematics.

## BROADCAST INTERNSHIP

4 Quarter Hours

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

## BUSINESS ENGLISH

4 Quarter Hours

The course is a study of the technique of writing effective business letters of particular types, such as adjustment letters, credit and collection series, sales letters, advertising letters, and letters of application. Special attention is devoted to perfecting the technical aspects of business communications.

## BUSINESS LAW I

4 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

4 Quarter Hours

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

## BUSINESS MACHINES I

2 Quarter Hours

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



"Special" congratulations for the winner - "Miss Jones College."

#### BUSINESS MACHINES II

2 Quarter Hours

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

#### BUSINESS MACHINES III

3 Quarter Hours

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

#### BUSINESS 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.

#### COLLEGE MATHEMATICS

4 Quarter Hours

A course designed for the fulfillment of the mathematics requirement in the Associate in Science degree program. The course emphasizes basic mathematics designed to provide pertinent concepts for the study of accounting and machine processes of particular value in data processing and computer programming.

# COURSES OF STUDY

## COMMUNICATIONS LAW

4 Quarter Hours

A study of the laws and governmental regulations which guarantee and protect the privileges and define the responsibilities of radio and T.V. broadcasting. Course includes a study of the regulations affecting announcers and station operators, powers, and duties of the Federal Communications Commission, the law of libel, privacy, copyright, and regulation of wages and hours.

## COMMUNICATIONS I

4 Quarter Hours

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

## COMMUNICATIONS II

4 Quarter Hours

A continuation of Communications I 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.

## COMMUNITY SERVICE

4 Quarter Hours

A program designed to develop in the student a feeling of community responsibility and service. A wide variety of socially useful community activities, both within the college and in the community outside the college, are approved areas for student service. A director supervises the program.

## COMPUTER MATHEMATICS

4 Quarter Hours

The language of business has a numerical basis. This course provides the necessary foundation in numerical concepts for the introductory study of accounting as well as mathematics for information processing. The principles presented in the course will be applied and reinforced in the Computer Programming and related data processing courses.

## COMPUTER PROGRAMMING I

6 Quarter Hours

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

## COMPUTER PROGRAMMING II

6 Quarter Hours

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

## COMPUTER PROGRAMMING III

4 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.

# CLYDE W. BROWN HALL



Phi Theta Pi President and officers receive key at opening of new Fraternity Hall named in honor of sponsor Clyde Brown, second from left.

## CONTEMPORARY MUSIC

4 Quarter Hours

Informed understanding and enjoyment of music is fostered by tracing the evolution of such major styles as religious music, folk music, chamber music, and popular music. The influence of jazz on modern music is emphasized.

## 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.



# COURSES OF STUDY

## DISCUSSION AND CONFERENCE TECHNIQUES

4 Quarter Hours

This course will cover methods and techniques in modern discussion: interview, panel, symposium, round table. Critical thinking, evidence, and reasoning are studied.

## ENGLISH MECHANICS

4 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

4 Quarter Hours

Introduces the student to the problem of the good and the right, investigates the principal ethical theories, and studies the great formulators of ethical systems.

## FEDERAL TAXATION

4 Quarter Hours

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

## FILING AND INDEXING

2 Quarter Hours

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

## FUNDAMENTALS OF BROADCAST ANNOUNCING I

4 Quarter Hours

A study of the importance and influence of the announcer. Emphasis is placed on developing an understanding of the process of oral-aural communications and in giving the student experience in relating his speech to radio-television announcing. The lecture course is supplemented by actual experience on tape recorders, followed by on-the-air experience on campus Radio Station WJCR.

## FUNDAMENTALS OF BROADCAST ANNOUNCING II

4 Quarter Hours

A continuation of Fundamentals of Broadcast Announcing I.

## FUNDAMENTALS OF SPEECH

4 Quarter Hours

A course in the fundamentals of effective oral communication. This is an action course in which the student learns by doing. It is designed to build self-confidence so that the student may feel at ease when speaking with individuals or before small or large groups.

## GOVERNMENT REGULATION OF BROADCASTING

4 Quarter Hours

A continuation of Communications Law. Further develops an understanding of the power and limitation of the F.C.C. and other agencies concerned with broadcasting. Course describes procedures for obtaining and keeping broadcast licenses and shows how the public interest standard has been defined through problems involving broadcasting.



Jones College "Magna Cum Lovelies" in Swim Suit competition in "Miss Jones College" contest.

#### HUMANITIES I

4 Quarter Hours

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

#### HUMANITIES II

4 Quarter Hours

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

#### HUMAN RELATIONS

4 Quarter Hours

The object of this course is to prepare the student to make a better adaptation to psychosocial problems encountered throughout life. Emphasis is placed on health, character, physical poise, appearance, personal traits, and ethical relationships.

#### I.B.M. BUSINESS MACHINES

4 to 6 Quarter Hours

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

#### INTRODUCTION TO BROADCASTING

4 Quarter Hours

Course is designed to familiarize the beginning major with the broadcast industry and to introduce the student to the technical aspects of broadcasting, including the various broadcast services: AM, FM, TV, ETV, CATV. A survey of the technical equipment used in broadcast operations is included.

# COURSES OF STUDY

## JOURNALISM

4 Quarter Hours

Training in reporting, newswriting, copy writing, and other activities related to journalistic practices with emphasis on accuracy and direct expression.

## JURISPRUDENCE

4 Quarter Hours

*Court Reporting*

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

4 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.

## LOGIC

4 Quarter Hours

A study of effective thinking based on adequate evidence, following approved procedures, to reach sound decisions. Emphasis is placed upon the detection of common fallacies and the methods of analyzing arguments to determine their validity.

## MACHINE TRANSCRIPTION

4 Quarter Hours

Course is designed to fill the need of secretarial students for experience in the operation of modern dictating machines. The practice work includes various types of letters, manuscripts, reports, and similar work dictated to the machine for subsequent transcription.

## MARKET AND PROGRAM RESEARCH

4 Quarter Hours

The course stresses the application of market research techniques to the solution of problems in the broadcast industry. By working on special projects the student gains experience in such techniques and in the interpretation of the results of such research. 2 hours lecture class and 4 hours laboratory time is required.

## MEDICAL OFFICE TRAINING

4 Quarter Hours

The course is designed to acquaint the student with specialized medical office routine. The processing, utilization, and storage of medical records, reception room technique, clinical laboratory technique, and medical report writing are stressed.

## MEDICAL TERMINOLOGY

4 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.



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

#### 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.

#### OFFICE INTERNSHIP

Non Credit

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.

#### 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.

#### 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.

#### PHYSICAL EDUCATION

1 Quarter Hour

Rules, fundamental motor skills, and actual participation in two or more of organized team and individual sports activities. Organized to meet the needs of the individual in physical development. Emphasis is placed on physical fitness. Sections are offered every quarter. Maximum credit allowable is 4 quarter hours.

# COURSES OF STUDY

## PRINCIPLES OF ECONOMICS

4 Quarter Hours

A study of the fundamental concepts and principles that explain the operation of the American economic system. After a preliminary survey of the nature of economics and economic institutions, this course emphasizes the analytical and policy aspects of national income accounting, the theory of income determination, and closely related topics.

## PUBLIC SPEAKING

4 Quarter Hours

The aim of the course is to develop the ability to speak clearly and effectively before an audience; to develop in the student the ability to think and express ideas effectively; and to plan, compose, and deliver speeches and talks of various kinds.

## RADIO AND T.V. STATION OPERATION

4 Quarter Hours

A study of problems related to planning and operating a broadcast station, and an understanding of the economic factors affecting broadcasters. Course is designed to help the student develop taste and skill in program planning and production.

## 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.

## REPORTING FORMS AND PROCEDURES

4 Quarter Hours

The course is planned to acquaint the Court Reporting major with the forms and procedures common to the court and convention reporting field. Actual court cases and convention transcripts are utilized in the class work. Prerequisite: Court Reporting II.

## 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.

## SHORTHAND I

6 Quarter Hours

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

## 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.



Training on modern office machines is featured  
in both divisions of Jones College.

#### 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.

#### SPEECH FOR RADIO AND TV

4 Quarter Hours

A continuation of Broadcast Announcing. This course is designed to give the student background and experience in relating his speech, personality, character, and temperament to broadcast speech communication, and assist him in developing his own unique talents.

#### STATISTICS I

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.

#### STATISTICS II

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.

# COURSES OF STUDY

## STUDIO PRODUCTIONS

4 Quarter Hours

Objective is to give the student creative working experiences that are essential to the production of program, an understanding of what constitutes "the public interest, convenience, and necessity," and an understanding of the motivating forces that determine program types.

## 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

4 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 its use. Emphasis is placed on development of touch technique and the formation of correct habits as a foundation for speed and accuracy.

## TYPEWRITING II

4 Quarter Hours

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

## TYPEWRITING III

2 Quarter Hours

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

## TYPEWRITING IV

2 Quarter Hours

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

## VOICE TRANSCRIPTION

4 Quarter Hours

Provides training and actual experience of preparation of transcripts of court testimony and convention proceedings direct from voice or dictating equipment, rather than from machine shorthand notes.

