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John B. Stetson University

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OPPORTUNITY

You will find in all walks of business today
A man, to attain his ambition,
And reach the highest levels of fame,
Is the one who has paid for tuition.

His foundation is broad, his brain is well-trained,
He’s grasped the chance others ignore,
While he who has spurned with contempt, the success
That knocks once at every man’s door—

Regrets when too late, for this is an age
Of stern and hard competition;
The bookkeeper who has the knowledge in hand
Is the one who gets the position.

—W. Y. M.
John B. Stetson University
DELAND, FLORIDA

BUSINESS COLLEGE

ANNOUNCEMENT

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Stetson University

STETSON UNIVERSITY
DELAND, FLORIDA

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John B. Stetson University
DELAND, FLORIDA

BUSINESS COLLEGE
ANNOUNCEMENT
AND
CATALOG

DELAND, FLA.
E. O. PAINTER PRINTING COMPANY
1913
Officers of Instruction

WILLIAM Y. MICKLE, B. S.,
Director.
Instructor in Bookkeeping, Business Practice, Penmanship and Banking.

MARY B. DENNY, Ph. B.,
Instructor in Shorthand, Typewriting, Business English and Stenographer's Office Practice.

FRANK MILAM,
Instructor in Commercial Law, Commercial Geography and Commercial Arithmetic.

ANNIE N. HOLDEN, Ph. M.,
Instructor in English.

BASIL F. BRASS,
Assistant in Shorthand Department.

Note.—Instructors in the Normal School and Academy open their classes to all students in the Business College who need more English, Grammar, Arithmetic and other subjects.
It Is Our Aim:

To give each one the best we have.

To make our graduates our best friends.

To give our students a better course than they can get elsewhere in the South.

To interest ourselves in each student who comes to us, both in and out of school hours.

To teach others how to best help themselves.

To assist the student in developing a sound moral character as well as a practical education.

To employ only the BEST teachers and use the BEST methods in order that the BEST results may be obtained.

To assist worthy students to positions as far as we are able.

To train young men and women for expert work; and to develop a high type of manhood and womanhood.

To inculcate in the minds of our students "That there are two most valuable possessions which no search-warrant can get at, which no execution can take away, and which no reverse of fortune can destroy; they are what a man puts into his brain—KNOWLEDGE, and into his hands—SKILL."
Course of Study

1. **THE COMMERCIAL COURSE EMBRACES**:
   - Bookkeeping
   - Business Arithmetic
   - Commercial Law
   - Penmanship
   - Business English
   - Rapid Calculation
   - Office Practice
   - Commercial Geography
   - Business Practice
   - Spelling

2. **THE ADVANCED COMMERCIAL COURSE EMBRACES**:
   - Advanced Bookkeeping
   - Auditing
   - Advertising

3. **THE SHORTHAND COURSE EMBRACES**:
   - Benn Pitman Stenography
   - Touch Typewriting
   - Business Letter Writing
   - Spelling
   - Office Dictation
   - Business English
   - Manifolding

4. **THE MANUFACTURING COURSE EMBRACES**:
   - Modern Office Appliances and Methods and Budget.

5. **THE SPECIAL BANKING COURSE EMBRACES**:
   - An exhaustive study of National, State and Private Banks.
   - A course to qualify as Bank Examiner.

6. **DEPARTMENT OF BUSINESS ADMINISTRATION**
   - Leading to Ph. B. Degree in the College of Liberal Arts.
   - Prerequisite, a Bookkeeping Diploma.
The entire second floor of the Northern half of this magnificent building is devoted to the use of the different departments of the Business College—Floor space 10,000 square feet
General Statement

The popularity of this department of the University, and the increasing demand for young men and women who have a practical business and shorthand training, have been so great that the department has outgrown the space originally provided for it, and in October, 1908, moved to more commodious quarters on the second floor of the North Wing of Elizabeth Hall where elegant offices for Wholesale, Bank, Commission and freight business have been placed and separate rooms for Shorthand and Typewriting. The whole having an area of ten thousand square feet.

A careful examination has been made of the latest devices in bookkeeping practiced in the largest business houses of the North and East, and the most approved methods are adopted each year, and reproduced in the offices of our business department in which our students receive their training.

The management of the University, realizing the importance of this department, has spared neither money nor time in making the Business College superior in every particular.

Academic students are given three credits for either the Bookkeeping or Shorthand course, and six credits for both courses. For information concerning the conditions for obtaining credits, see instructions under respective courses.
The Commercial Course

I.

The Commercial Course includes Bookkeeping, Business Arithmetic, Commercial Law, Penmanship, Business English, Rapid Calculation, Spelling, Commercial Geography, Office Practice and Business Practice.

Of these, Bookkeeping is the corner stone upon which the structure of a business education is reared. Instruction in this subject is a judicious mixture of theory and practice as given in the Sadler-Rowe Budget system which is admitted to be the best in the world to insure individuality in the student and calls for the personal attention of the instructor which is necessary to obtain the best results.

The Bookkeeping is divided into the Junior and Senior Departments.

In the Junior Department the student is thoroughly drilled in the principles of double entry bookkeeping, learning the reasons for debiting and crediting. By introducing practice near the beginning of the course and increasing it gradually to the end, we add interest to the student's work and greatly increase his efficiency as a beginner in business life.

He opens and closes many sets of individual and partnership books, keeps a bank account, makes out trial balances, balance sheets and statements. The various forms of business papers such as notes, checks, drafts, invoices, account sales, etc., are written up by the student from the day he begins the bookkeeping course.

In the Senior Department, the student after successfully passing the Junior Department, is admitted into Business Practice where he carries on busi-
ness for himself with the different offices of this Business College as well as by daily U. S. mail with other colleges of the Eastern Association. He carries on a business correspondence, dictates letters, in fact, is a bona fide proprietor of a business in which he may gain or lose according to the ability he displays.

The cream of this course is given in the various offices of the Business College consisting of Wholesale, Commission, Freight, Bank, etc., in which the student is installed as bookkeeper and made familiar with the books peculiar to that office and with the latest office appliances, methods, etc. The work in these offices is intercollegiate, i. e., they have business relations with other colleges of the Association as well as students of this department.

Each student's work consisting of incoming and outgoing mail, together with office books is carefully inspected by the manager of this department, and kept up to first grade work.

*Commercial Arithmetic and Rapid Calculation.* Business men of today want employees who are rapid and accurate in their work, and with this end in view, we make our course in Commercial Arithmetic of interest and of use, giving thorough drills and short methods, making it an interesting study instead of a hard task. Among the subjects taken up are Percentage, Interest, Bank and True Discount, Stocks and Bonds, Commission, Trade Discount, Insurance, Bankruptcy, Equation of Payments, Averaging Accounts, Cash Balances, Partnership, etc.

*In our Commercial Law Course* it is our aim to make the student familiar with the subjects of Contracts, Agency, Negotiable Papers, Corporations, Partnership, etc. It is important that every one should understand the general rules which govern business transactions and the thousand and one questions constantly coming up in a business man's career.
A Good Business Letter

Business English and Correspondence. To be able to write a good business letter, correct in form and subject matter, is an important recommendation and with this end in view the different essentials such as paragraphing, punctuation, sentence structure, use of capital letters, form, salutation, dating, etc., are carefully taught and illustrated in actual correspondence with other schools.

A Good Asset

Penmanship, while not as important as some of the other subjects of this course, occupies an important position. If two bookkeepers of equal ability in all lines except penmanship apply for the same position, the better penman of the two will get the position every time. We teach a plain business hand which is neat and easily read. The muscular movement brings best results. How often our time is taken up and patience tried trying to decipher some almost illegible scrawl.

Commercial Geography. In these days of rapid increase in productions and corresponding expansion of commerce among the different countries of the world which are constantly being drawn together by railroads, canals, especially since the construction of the Panama canal, and steamship lines, the study of these conditions is very important, and we lay especial emphasis on productions as qualified by location, altitude, winds, ocean currents, etc., exports and imports; on industries as regards location of coal mines, iron mines and water power; on methods of transportation as developed on the great highways of modern commerce, the railroad and water comprising the oceans, canals and rivers.

Spelling is one of the most important subjects, yet one that is most often neglected. It is required of every one unless marked proficiency is shown. A poor speller stands no chance in a modern business office; this applies alike to bookkeepers and stenographers.
THE BUSINESS COLLEGE

We give thorough drills in pronunciation, use and spelling of words used in common everyday life.

II.

The Advanced Commercial Course

Students, having successfully completed the preceding course, are competent to take up the more advanced work given in this course.

In this course the student engages in more intricate transactions, inspects and corrects sets of books which are out of balance; studies modern business methods and how to apply them; takes up the subject of how and when to advertise; also foreign and domestic exchange. It is the object of the management to make this course equip the student for an expert accountant.
We teach the Benn Pitman system of Shorthand which is conceded to be the best, for it is a system which combines speed and legibility and by our method of teaching is quickly learned. It is called by the U. S. Commissioner of Education the "American" system, and is written by the leading shorthand reporters, including those employed by the U. S. Government.

We aim to teach this subject in a practical manner, that is, uniting theory with practice in such a manner that it excites interest in the student and makes of the subject, not a grind, but an interesting science.

Typewriting. We teach the Fuller "Touch Method of Typewriting," whereby the operator secures greater speed and accuracy than by the old "sight" methods.

What would a pianist amount to who was compelled to look at the keys while playing? By the touch method the operator confines his attention to his copy and so loses no time glancing from copy to machine. This method is easily learned.

A Stenographer's value to his employer depends in a large measure upon his ability to read his notes readily and typewrite rapidly.

From the very beginning this is kept before our students, and our graduates are in great demand, for the reason that their work is rapid and accurate. No student is graduated from either department whom we are not willing to recommend.

Business Letter Writing and Business English are required in the Shorthand Course, and letter forms of various kinds, "followup" letters, carbon
copying and manifolding are taught and put in practice by our more advanced students.

During the Spring Term our advanced students are required to attend the Moot Court trials of the Law Department and act as court stenographers thus getting valuable practice in this line of work that no other school in the South can offer.

In addition to this, the shorthand students take all letters from the offices in the Business Department, which is in itself a valuable part of the course.

Spelling in this course is the same as given in the bookkeeping course.

Students who pass our first grade examination in shorthand and typewriting, are well prepared for the United States Civil Service Examination. The demand for government stenographers exceeds the supply and as large salaries are paid to competent shorthand writers, there is therefore great inducement for well educated young men and young women to study stenography.

Three grades of diplomas are granted. The third grade requires a speed in shorthand writing of eighty words a minute, to be transcribed on the typewriter from shorthand notes at a required speed of twenty words per minute and thirty words a minute from printed matter.

The second grade requires a shorthand speed of one hundred words a minute, and a typewriting speed of forty words per minute from printed matter and twenty words a minute from shorthand notes.

The first grade requires a shorthand speed of one hundred and twenty-five words a minute, and fifty in typewriting from printed matter and twenty-five per minute from shorthand notes.
IV.

Manufacturing Course

It is the object in this course to give to students thorough instruction in a branch that until recently has been little touched upon by business colleges.

The student starts in with a budget which combines theory with practice in such a manner that the principles of modern manufacturing are placed in a new light and the importance of this subject placed on a plane where it belongs.

The great manufacturing concerns of the age want men who are quick to catch on new methods and appliances that will lower the cost of production and increase the margin of profit.

Our course is designed to give just such a training.

A student to be eligible to take this course must have successfully completed the bookkeeping course.

V.

The Banking Course

In this course a careful study is made of the systems of National, State and Private banks.

We follow the same principle in this as in other courses, of using the budget system, as we are convinced after years of experience that it is the most practical method of teaching the subject.

The different papers used, such as bills of exchange, cashier checks, certified checks, bank drafts, clearing house statements, remittances, etc., are written and used by the students in actual business practice in the Stetson College Bank.

We hold that a knowledge of the manner in which banks are conducted as well as the systems of bookkeeping they use is an important part of a training for business.
A study is made of the organization of the different kinds of banks; their officers; the banking laws of the different states, (for State and private banks); a clearing house and its use; city banks and country banks and a host of other details that make up the modern banking system.

VI.

Business Administration

William Y. Mickle, B.S.

Recognizing the fact that modern business conditions demand men especially trained along business lines, the University has added the Department of Business Administration to the College of Liberal Arts, feeling sure that by so doing it is meeting a demand which is constantly growing.

The courses in Business Administration are four-year programs of study for students in the College of Liberal Arts and are arranged with special reference to those young men and women who are looking forward to business careers and desire a training that will fully equip them for this important work.

Only those students who have completed sufficient work to entitle them to enter the Freshman Year of the College of Liberal Arts, are eligible to enter this department. A diploma in Elementary Bookkeeping is also a prerequisite to this course.

The completion of the course here described leads to the Degree of Bachelor of Philosophy.


This course extends through the three terms of the Sophomore Year and embraces the subject of accounts as interpreted by the laws of double entry; the relation of accounts and their uses, explained and illustrated by a process of logical induction and
philosophical reasoning; money—its origin and use; value and what determines it.

**HISTORY OF INDUSTRY AND COMMERCE.**

This course extends through the three terms of the Junior Year and is particularly valuable to those students who intend to engage in manufacturing or the various forms of transportation.

From time immemorial, the manufacture of articles necessary to the welfare of the human race, and the problem of the dissemination of these articles, has been closely related to the expansion and advancement of civilization.

A particular study will be made of the causes and probable effects of the many and various industrial organizations, also commercial, upon the body politic of this country.


*Elementary Law, Contracts and Real Estate* of the Junior Year; *Bills and Notes, Corporations and Constitutional Law* of the Senior Year, are the same courses taken by the Juniors and Seniors of the College of Law who upon graduation are admitted to the practice of the Law of Florida by the Supreme Court of the State.

**Summary**

A student to get along well in either the Bookkeeping or Shorthand Course should have completed at least the ninth grade, and the further along through high school the student has progressed the more he will get out of the course.
THE BUSINESS COLLEGE

The department will accept no student who has not completed the public school work, except as a special student.

Students who enter without sufficient preparation are required to take the subjects they lack in the Academy or Grammar School.

A grade of ninety words out of one hundred in the Bookkeeping Department, and ninety-five words out of one hundred in the Shorthand Department, is required to pass the subject of Spelling.

The Director of the Business Department sends monthly reports to the parents of students registered in either Shorthand or Bookkeeping in the belief that parents should be kept informed of the progress of their children.

The department welcomes letters from parents of students with us as we have an interest in the welfare and progress of each student and take pleasure in answering all inquiries.

A personal inspection of our work and equipment on the part of the public is cordially invited by the department as we believe that our work is our best advertisement.

As the work of both departments is strictly individual, the student can enter at any time and, after completing the course, leave, regardless whether the school term has expired or not.

While we advise a student who has once entered to by all means complete the course, it often happens for various reasons, he is compelled to leave for a season. In such cases too few return to finish. With us they can begin where they left off, and complete the course at any time.

BOOKKEEPING.

Students desiring credits in the Academy are required to pass an examination in bookkeeping after two periods a day of practice. No credit is
given unless three terms' work, or its equivalent, is done.

**SHORTHAND.**

Students desiring credits in the Academy, are required to pass the third grade examination.

**BOOKKEEPING.**

The time required to complete this course depends upon the individual, according to the ability, aptitude and preparatory training of the student, and varies from six to eighteen months, but will usually average the school year—eight months.

Even a short course is beneficial but we would advise no one to enter without a definite purpose in view.

A good many business colleges advertise short courses and cheap tuition and the student gets short positions and cheap instruction.

**SHORTHAND.**

The length of time in this course varies from the same reasons as in the bookkeeping course and usually takes from six to twelve months. A student of ability usually gets a second grade and sometimes a first in the school year—eight months.

**BANKING.**

This course usually takes from six to twelve weeks to complete.

While we are always ready to assist our graduates to positions and have done so in many cases we do not guarantee to do so for it is not a business method and is not followed by a majority of the best schools of the country. If a graduate is worthy he or she has no trouble in securing a position. Our graduates are numerous and are found in some of the most important positions in the State and the South, and to them we refer you as our
friends and well-wishers. We have more opportunities to fill places than we have people for the places.

**General Information**

DeLand, the "Athens of Florida," is a beautiful city which is rapidly coming to the front as the business and educational center of middle Florida.

It has miles of paved streets, cement sidewalks, a good electric light system, waterworks, fire protection, numerous stores, two banks, beautiful homes and various other advantages too numerous to mention.

Here is located the John B. Stetson University, one of the largest and strongest educational institutions in the South.

The Business College is one of its strong departments.

The location is ideal for a business school, being situated in a part of the State easily accessible by rail or the St. Johns River steamers, and the climate cannot be excelled anywhere.

In no Business College in the world will the student find as many advantages outside the school room as well as inside.

A Star Lecture Course is maintained by the University which offers from six to eight numbers through the school year which the Business College students have the privilege of attending.

Musical Recitals, Vespers, Chapel, Library, and other advantages beneficial mentally, morally and spiritually are placed before the student and every effort is made to improve and entertain the student.

College athletics are also open to the student and many games are played with other colleges.

Attention to duty is required at all times. The value of self-control is encouraged and emphasized; it is vital to the student—as the school is the stu-
dent's place of business and here he should cultivate those habits which make for a successful business career.

School is in session from 8 to 12 a. m., with fifteen minutes for chapel at 8:45, and from 1:30 to 3:00 p. m., five days in the week.

All absences from recitations must be O. K'd by the Dean of the University before the student will be allowed to proceed.

Diplomas are given in the bookkeeping, advanced bookkeeping, shorthand, manufacturing and banking courses upon the successful completion of the same.

The Business College closes for the four summer months of June, July, August and September, and opens Wednesday, October 1, 1914.

The college takes pleasure in aiding business men to secure competent and efficient bookkeepers and stenographers without expense, from among the graduates. Knowing as it does, its graduates thoroughly, it is in a position to place the right party. All communications in regard to this matter will be promptly answered, and considered confidential.
**BOOKKEEPING DEPARTMENT.**

<table>
<thead>
<tr>
<th>Name</th>
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<td>Lourcey, William, Jr.</td>
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<td>Whitten, George,</td>
<td>Miami, Fla.</td>
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THE BUSINESS COLLEGE

SHORTHAND DEPARTMENT.

Name.  
Albritton, J. E.,  
Booth, Mabel,  
Cloyd, George,  
Coleman, Narcissa,  
Elliott, June,  
Goodwin, Irene,  
Hendrickson, Dorothy,  
Humeston, Genevieve,  
Johnson, Lacy,  
Kremer, Nellie,  
Lampkin, Isabel,  
Lewis, James,  
McAllister, W. A.,  
McPherson, H. A.,  
Mabbetru, Anna,  
Mahoney, Clarence,  
Newton, Esther,  
Olmstead, Gladys,  
Peake, Elizabeth,  
Smith, Virginia,  
Tavel, Ralph,  
Touchton, Ray,  
Wright, Marion,  

Residence.  
Arcadia, Fla.,  
Bartow, Fla.,  
Lake Helen, Fla.,  
Deland, Fla.,  
Deland, Fla.,  
Fort Pierce, Fla.,  
Palm Beach, Fla.,  
Deland, Fla.,  
Kissimmee, Fla.,  
Deland, Fla.,  
Deland, Fla.,  
Fort Lauderdale, Fla.,  
Miami, Fla.,  
Tampa, Fla.,  
Daytona, Fla.,  
Sanford Fla.,  
Lake Helen, Fla.,  
Miami, Fla.,  
Deland, Fla.,  
Crescent City, Fla.,  
Palatka, Fla.,  
Douglas, Ga.,  
Deland, Fla.,  

DeLand Residence.  
Conrad Hall.  
Chaudoin Hall.  
Lake Helen.  
Clara Ave.  
Rich Ave.  
Chaudoin Hall.  
Chaudoin Hall.  
Colonial Court.  
Stetson Hall.  
Ohio Ave.  
Wisconsin Ave.  
Putnam Inn.  
Conrad Hall.  
Sigma Nu House.  
Clara Ave.  
Phi Kappa Delta House.  
Lake Helen.  
Chaudoin Hall.  
Clara Ave.  
Chaudoin Hall.  
Stetson Hall.  
Boulevard.  
Rich Ave.  

SPECIAL STUDENTS IN THE BUSINESS COLLEGE.

Barco, Sam,  
Beatty, John,  
Braunlich, Hugo,  
Eldridge, Mabel,  
Elliott, Wiletta,  
Gardner, Frances,  
Gautier, Lawrence,  

Miami, Fla.,  
DeLand, Fla.,  
Davenport, Ia.,  
Apopka, Fla.,  
DeLand, Fla.,  
DeLand, Fla.,  
Miami, Fla.,  

Sigma Nu House.  
Rich Ave.  
Sigma Nu House.  
Chaudoin Hall.  
Rich Ave.  
Rich Ave.  
Conrad Hall.
## SPECIAL STUDENTS IN THE BUSINESS COLLEGE (Continued)

<table>
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<tr>
<th>Name</th>
<th>Residence</th>
<th>DeLand Residence</th>
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<tr>
<td>Gill, James W.</td>
<td>Anthony, Fla.</td>
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<td>Hebb, Irvin</td>
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<td>Junkin, Willis</td>
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<td>Lewis, Henry G.</td>
<td>St. Andrews, Fla.</td>
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<td>McDonald, H. W.</td>
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<td>Randall, Irene</td>
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<td>Smith, E. G., Jr.</td>
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<td>Teate, Elizabeth</td>
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<td>Watson, Jack</td>
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<tr>
<td>Wilson, Edward</td>
<td>New Smyrna, Fla.</td>
<td>Stetson Hall.</td>
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Expenses

BOOKKEEPING AND SHORTHAND.
Tuition, per month of four weeks $9.00

TYPEWRITING.
Tuition, per month of four weeks $1.00

An office fee of $2.50 is charged to those who take work in the offices. This is to cover cost of books, blanks, stationery, etc., used.

A charge of $2.00 is made for a diploma.

A general matriculation fee of $2.00 is charged all students by the University.

Books and blanks used throughout the course cost from $5.00 to $10.00 depending on the course taken.
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