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## What's new? presenting a quarterly roundup of current developments in the firm

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# WHAT'S NEW?

Presenting a quarterly roundup of  
current developments in the firm.

**First Associated Firms in Africa** — The following firms have joined TROBAS:

*Federation of Rhodesia and Nyasaland*

Derry, Ellman-Brown & Fraser. Principal office in Salisbury, also has a small office in N'Dola. The partners are the Hon. G. Ellman-Brown, Hugh Fraser, J. W. Morley, J. J. Smit, J. Teunan, C. J. Voss, and K. T. Wood.

*Union of South Africa*

Goldby, Panchaud & Webber. Offices in Johannesburg and Port Elizabeth. Partners are B. C. Harrison, J. C. Macintosh, R. G. Macintosh, A. M. Roshalt, T. B. Toms, H. C. Twycross. C. B. Blaker is the partner in charge of the Port Elizabeth Office.

Compton and Horne, located in Durban. The partners here are C. M. M. Clutterbuck, R. G. Falconer, J. A. Fyffe, N. G. Harris, C. I. Mun-Gavin, J. A. Porteus, G. McL. Ross, C. H. Souchon and J. A. Stewart.

Douglas, Mackelvie, Galbraith & Co., Cape Town. W. E. Cletwin, V. H. Cooke, W. Dawson and C. L. Steyn are partners here.

The firms have agreed that the office in Johannesburg should serve as a central point of contact for the International Group.

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**Argentina** — Effective January 1, 1961 the Associated Firm in Argentina changed its name to López, González y Raimondi.

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**Why Management Sciences and Management Services were combined** — Management Sciences was started primarily as a research activity with a small staff. It has broadened out into a good deal of client

contact and service, and the staff has grown substantially, part being stationed in several offices other than the Executive Office, New York. Some overlapping with Management Services has been apparent in a few offices and, in any event, it has become increasingly difficult to distinguish between Management Services and Sciences.

Effective January 1, 1961 the two activities were merged in the following manner. The organizational use of the term Management Sciences was discontinued and the term Management Services now includes operations research and computer systems. Roger Crane now reports to Robert Beyer, Executive Partner — Management Services, and is responsible for all Central Staff functions and for helping Mr. Beyer plan and organize Management Services nationally.

A research and development department for financial management was created in the Central Staff on a parity with similar departments for operations research and computer systems. Probably additional departments will be added in the future in other important areas.

George O'Brien and Richard Sprague continue as Directors of Operations Research and Computer Systems, respectively. Robert Stevens was transferred from the Detroit Management Services staff to be Acting Director, Financial Management. The duties of these functional department heads include national coordination of the work in their areas.

Joseph Buchan continues as Senior Consultant, Technical Training and Communication. This means the responsibility for getting out training material, for organizing training sessions, and for internal publications. Gardner P. Allen continues as Administrative Assistant in financial control.

All industry specialists in Management Services are integrated into the Central Management Services Staff, including Dale Bowen, Director of Industry Cost Programs, and William Westover, Director of Services to Financial Institutions. The Central Staff will make available to the Executive Partner-Retail adequate time of retail specialists in operations research, computer systems and final management to meet the needs of our retail research and development program.

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**One of the firm's big problems in 1961** — College recruitment, always a headache, seems to be tougher every year. In a professional firm, finding the best people is all-important since we can go only as fast

and as far as the intelligence, drive, and skills of our staff will take us. How can you help?

- If you are a recent graduate, give the names of promising people you know on campus to the partner in charge of your office.
- Tell your friends still in school about the firm.
- Keep in touch with your professors.

\* \* \*

**Why should you join the American Institute of CPA's?** - *The Quarterly* interviewed several staff people who are members to find out why they had joined, and why they found their membership worth while. Here are their reasons:

- As one younger staff man put it, "What generally accepted accounting principles we have are due in large part to the work of the Institute. The more people join and bind themselves to uphold the rules of the Institute, the more of a profession this will be."
- Your membership gives you standing with the business community, bankers, fellow CPAs, and others interested in getting a line on you. As the principal professional organization in his field, the Institute is to the CPA what the American Medical Association is to the MD.

*You may say, "But I already belong to the State society."*

And so you should — but the state society cannot work on the national level. The men we talked to believe that only the American Institute of CPAs can do these things for you:

- Represent you before Congress and the Federal departments. The Institute's Washington Office is your eyes and ears on the national scene. It is the means of posting you on what is going on in Washington of significance to CPAs.
- Conduct a national public relations program on behalf of members aimed to give the business and financial community a better understanding and appreciation of you as a CPA.

*You probably wonder, "Are there other benefits?"*

- As part of your membership you get publications that keep you on top of the best and most advanced thinking in the accounting field: *The Journal of Accountancy*, *The CPA*, *Statements* by the

Accounting Principles Board, Statements on Auditing Procedure, Audit Case Studies, and all future bulletins in the economics of accounting practice and management services series.

- Your membership gives you unlimited access to the Institute's 40,000-book library, the research help of the librarian, and the right to borrow books freely.
- Group insurance, retirement plan and other services are yours through the Institute.

*How do you join?*

Application blanks are available in each office. Dues start at \$15.00 a year and go up to \$30.00 after ten years in the profession. Simply fill out a blank and mail it with your check.

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**TRB&S people, past and present, defy streetcars** . . . New York's Arthur Michaels received the following letter from a TRB&S alumnus.

Thank you for the December issue of *The Quarterly*, with enclosures pertaining to the annual alumni dinner. With much interest I note that Tom Corbally supplied the cigars.

Mr. Corbally, to my personal knowledge, performed two feats in the past which I believe are unequalled in the annals of Touche, Niven and successors, and possibly in the entire accounting field.

1. He outran a streetcar, with overcoat and overshoes on and in the snow, at that!
2. He intimidated a streetcar motorman!

This all happened years ago when he was the senior in charge on the Amalgamated Leather Company audit in Wilmington, Delaware. The plant was located some distance from our hotel, and we would try to ride the infrequent trolley back and forth. If my memory serves, these cars came along about every half hour. However, if there was one anywhere on the horizon when we left the plant, Mr. Corbally would take off after it, outrun it, and then wave wildly to the motorman. Invariably the motorman would stop from sheer astonishment, and before he could collect his wits, the rest of us would come puffing up and scramble onto his car.

Mr. Corbally really looked after his juniors. I doubt that you

have many seniors on your present staff who go to this extreme for the men under them!

Sincerely,  
Otis Smith

**. . . and snowstorms!** — On Monday, December 12, in the middle of New York's worst blizzard in 13 years, Richard Sprague, Director of the Computer Systems Department, received a telephone call from Amos Deacon of the American Management Association. Mr. Deacon asked if someone from TRB&S could chair a session on Friday, December 16 at Saranac Lake on data processing and systems design considerations in materials management. The scheduled chairman had been unable to come.

Mr. Sprague phoned Dennis Mulvihill, who was hoping to arrive in New York the next day, taking an airplane to Washington, D. C. from Detroit and proceeding by train to New York, where all airports were closed. He agreed to go.

Mr. Mulvihill arrived in New York on Tuesday morning with little or no sleep, conducted a data processing orientation class for the Electronics Committee of the Retail Research Institute on Tuesday afternoon and evening, attended the Eastern Joint Computer Conference in New York on Wednesday, and by Thursday morning was on an AMA private airplane, taking off among the snowdrifts at LaGuardia. He arrived at Saranac Lake in upper New York State by Thursday afternoon, conducted the seminar there on Friday morning, and flew back to LaGuardia on the AMA airplane on Friday afternoon. He was home in Detroit by Friday night.

The session was successful and very well received.

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**Turnabout** — The American Institute of CPAs which, as you know, administers the CPA examinations twice a year, is adding to its stockpile of questions. The Institute finds that people who have recently taken the examination or are now studying for it are the best source of new, provocative, worthwhile questions. If you have one, send it along to Curtis C. Verschoor, Director of Education, Executive Office — New York.

**SANS installed in Los Angeles**—Our simultaneous alpha-numeric system (SANS) is the basis of a city-wide account numbering scheme now

being installed in Los Angeles. Twelve stores are supporting the project. Initially about 1,400,000 account numbers will be assigned, with eventually possible expansion to as many as 5,000,000. For an explanation of SANS, see *The Quarterly* for June 1960.

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**Where does data processing fit on the company organization chart? —**

Richard Sprague of Management Services Central Staff spoke on this at a recent AMA seminar. "The talk was received with interest and lively participation," Dick notes. "If one pervading thought emerged from the discussion it was that the function in these modern times either belongs now, or will some day in the future, under a special officer of a large company whose title might be Vice President of Administrative Services. Five companies attending had made this move (out of 25) and four or five others were planning to make it."

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**History of Public Accounting in the United States**, by James Don Edwards, head of department of accounting and financial administration, Michigan State University. Participants in the 1960 Group I Professional Training Program will remember Dr. Edwards for his valiant attempts to answer the arguments on accounting theory advanced by W. W. Wernitz.

This is the first study to document the development and growth of our profession in this country from its beginnings to the present day. Incidents are portrayed chronologically and include the educational, legal, and organizational aspects of the profession. No attempt is made to discuss the evolution of a body of subject matter about accounting or auditing. Rather, Dr. Edwards has selected national and international developments through which the prestige and professional standing of the CPA has been augmented.

John L. Carey, Executive Director, AICPA, states in a foreword: *The result is a series of dramatic highlights, illustrative of the multifarious problems besetting a young profession which has been catapulted into prominence by the economic and social forces of the twentieth century.*

This book would make a valuable addition to your library. Available from Michigan State University Bureau of Business Research.

—Reviewed by Curtis C. Verschoor