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Coast-to-Coast

Virginia Thrush

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came to an end all too soon—but the enjoyment of the meeting will long be remembered by those attending—many new friendships were made, old friendships renewed, and everyone left the meeting with a renewed determination to further the accomplishments of both societies.

The convention chairmen are to be congratulated on the excellence of this meeting. The schedule of the meetings was excellently planned, leaving time to visit the many famous places in New York, to see Times Square and Radio City and, above all, to see a play on Broadway.

RED FEATHER FABLE

"Courtesy of the Ladies Home Journal"

For as long as the children could remember, the great chest, scarred but still sturdy, had been in the village. It stood in an easily accessible spot in the town hall and the lid was never locked. Everyone made use of its contents at one time or another, and learned to help himself. Old people found comfort there, the crippled found crutches and the sick found the means to health. Children were constantly taking things out of the chest with no thought of putting them back. For, as everyone knew, there was something miraculous about the chest. No matter how much of its contents was removed, the chest was never empty.

No one had ever seen what was at the bottom of the chest, but everyone in the village knew the secret of its endless capacity. Everyone except one person, only one person in the entire village. He was a dull-witted man, incapable of accepting explanations based on faith.

"There is no miracle about the chest," he said. "Only a fool would believe it cannot be emptied." He swore that he would find out what was at the bottom of it.

So one night he stole into the town hall and began haphazardly to throw things out of the chest. He had not worked long when he came upon an object he could not remove. It was a stone, small but incredibly heavy. He heaved and strained, but he could not lift it out. He could not empty the chest.

Without restoring any of the contents of the chest, he slammed the lid shut in disgust and went out into the village street.

He met an old man entering the town hall with a package under his arm. "Your legendary community chest has a stone at the bottom of it," he told him jubilantly. "That is why it cannot be emptied!"

"Everyone puts into the community chest at least as much as he takes out," the old man replied. "At the bottom of the chest is the heart of each of us. That is why it cannot be emptied."

—Glenn M. White.

COAST - TO - COAST

VIRGINIA THRUSH. Toledo, Ohio

CHICAGO

"Why Prosperity Rolls Along" was the subject chosen by Miss Gertrude M. Coogan, who spoke at the September meeting. Miss Coogan is a renowned business analyst. Her talk was illustrated by charts distributed to each member.

CLEVELAND

Mr. Lawrence B. Bloomenthal, Federal tax consultant, spoke at the September meeting on "Alimony and Income Taxes."

The annual public relations dinner was held on October 20. The feature speaker of the evening was Dr. Allen Stockdale of the National Association of Manufacturers.

COLUMBUS

A membership tea was held on August 27 at Balcony Hall. Members and prospective members were invited to attend this meeting.

The September meeting was highlighted

by a talk given by Mr. Delmar G. Starkey, of the Columbus Chamber of Commerce.

GRAND RAPIDS

The September meeting was highlighted by a talk given by Mr. Russell D. Fouts, who spoke on "Your Time and Money." Mr. Fouts is associated with the Northwestern Mutual Life Insurance Company.

LOS ANGELES

"Payroll and Withholding Taxes" was the subject discussed by the members at the September meeting.

LOUISVILLE

Chapter president, Esther Kachler, welcomed the Women's Traffic Club to a joint dinner meeting in September, to which members of several other women business clubs were also invited. Mrs. Flora Meads, president of the Traffic Club, acquainted the

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become realized during the following or subsequent periods? Such a supplementary statement would cover both increases and decreases in the replacement cost or in the expected margin of profit of inventories, both increases and decreases in the value of marketable securities, the expected results both ways of law suits, and so on. Favorable expectations are just as important as unfavorable to everyone concerned. I am, of course, not advocating that we should go too far on such a proposal. We cannot and should not attempt any crystal ball gazing into the future. But I wonder

if a few steps in this direction would not make our statements much more useful than they often are.

My purpose in raising some of these questions is merely to stir up the matter a bit and urge you to think seriously about it. What accountants do is something of a mystery to students, to bankers, to investors, to labor, and even at times to management. We need to do everything we can to make our procedures clear and consistent and at times we need to question established institutions to make sure that they have not outlived their usefulness.

COAST-TO-COAST *(Continued from page 5)*

group with the purpose and history of that organization.

ASWA's founder was the guest speaker. Mrs. Ida S. Bross, CPA, Indianapolis, reviewed the history of women's efforts to attain recognition in the professional fields; the acceptance of women in the accounting field; and the responsibility of women accountants to understand the financial policies of our government.

PHILADELPHIA

The 1950-51 season opened with a meet-

ing held at the University Club on September 18. A general discussion on accounting problems followed the dinner.

SAN DIEGO

Mrs. Margaret D. Olson, Vice Principal and Dean of Students of the San Diego Vocational School, was the speaker at the first fall meeting on September 21. Her topic was "Training the Whole Individual."

Following the talk, Mrs. Charlotte Morris, president, conducted a short business meeting.

IDEA EXCHANGE

PHYLLIS M. HAAN, Grand Rapids

(Submitted by a member of the Grand Rapids, Michigan Chapter #10)

A good way to begin the new year of any organization is to review the history of the organization as well as the advantages of being a member. The Grand Rapids Chapter tried it and found it answered many of the questions in the members' minds, as well as refreshed their memories on important points pertaining to the organization. They had a 4-member panel, consisting of two older members, two new members, as well as a moderator. The points they covered were as follows:

1. What A.S.W.A. Means To Me
2. Organization of A.W.S.C.P.A. and A.S.W.A.
3. History of Local Chapter
4. New Member's Reason For Joining
5. Member's Reason For Remaining a Member
6. Membership Requirements
7. Advantages of Membership in National Society
8. Advantages of Membership in Local

Chapter

9. Aims, Purpose, and Responsibilities of Individuals and Chapters
10. Establishment of A. W. S. C. P. A. Trophy and Activities For Which Points Are Won
11. How Programs Are Planned and Good Speakers Secured
12. Ethics of Individual Members and Chapters
13. Impression on Employer of Increased Efficiency Through Membership

(A complete script of the panel is on file —inquiries can be directed.)

(Submitted by a member of the Muskegon, Michigan Chapter)

A mock board meeting held before the membership at one of their regular meetings, at which time each chairman explains her duties as well as what is being done, accomplishes a great deal in educating the membership on the "behind the scenes" activities and also impresses them with what their executive board is doing to promote their Society.