

2-1951

Idea Exchange

Phyllis M. Haan

Follow this and additional works at: <https://egrove.olemiss.edu/wcpa>



Part of the [Accounting Commons](#), and the [Women's Studies Commons](#)

Recommended Citation

Haan, Phyllis M. (1951) "Idea Exchange," *Woman C.P.A.*: Vol. 13 : Iss. 2 , Article 5.

Available at: <https://egrove.olemiss.edu/wcpa/vol13/iss2/5>

This Article is brought to you for free and open access by the Archival Digital Accounting Collection at eGrove. It has been accepted for inclusion in *Woman C.P.A.* by an authorized editor of eGrove. For more information, please contact egrove@olemiss.edu.

tain jury service for the women of Virginia while serving as State Legislation Chairman of Virginia Federation of Business and Professional Women.

SAN DIEGO

In December it was a Christmas party for the San Diego Chapter also. Mr. Orin K. Cope, budget officer for the City of San Diego, presented many interesting facts about the city budget when he outlined "The Accountant's Contribution to Good Government" at the January meeting.

SAN FRANCISCO

'Twas two weeks before Christmas, when all through the house, not a creature was stirring—except the San Francisco Chapter members, who were holding their annual Christmas party. In January Mr. Robert Whiteside, Vocational Guidance Director, spoke on the subject of "How We Vary As Individuals." Mr. Whiteside is the author of *You, the Most Important Person in the World*.

SEATTLE

The chapter was fortunate to have the "1950 Revenue Act" explained at the De-

ember meeting by an expert in the tax field, Mr. Durwood L. Alkire, CPA.

TERRE HAUTE

In December it was a Christmas party for the chapter. At the January meeting the superintendent of the Indiana State Farm at Plainfield, Mr. Albert Ellis, told about accounting at that institution.

TOLEDO

Myrtle Geckler, a chapter member, gave an instructive talk on "Preparing for the CPA Examination" at the December meeting. A skit written and directed by Rachael Cooper, "The Little Man Who Cleans the Office," was presented. Members wrapped Christmas packages for an "adopted" ward of women at the Lucas County Home for the Aged.

What goes on "Behind the Scenes of Dunn and Bradstreet" was learned in January from Mr. W. H. Reichenback of Dunn and Bradstreet, Inc. Volunteers will audit the receipts of the Florence Crittenton Home Building Fund Drive during January and February.

IDEA EXCHANGE

PHYLLIS M. HAAN, Grand Rapids

How long has it been since you looked around?

Have you ever passed a shopping center or a popular point and realized only after some particularly radical change was being made that you didn't know what had previously occupied the space?

Creatures of habit, most of us miss much and only because it doesn't directly effect us. Yet there are things that *do* directly effect us and our means of earning a living that we sometimes overlook completely. For instance, have you looked at the reception room of your company? Since when have the magazines been changed—do you even have any reading material available for waiting prospects or visitors? Could this room be brightened up a little by maybe only a colored chair or a mopping of the floor, or maybe a light color applied to the walls? How about your receptionist—does she give your visitors a feeling of well-being by greeting them pleasantly and periodically inform them

if for any reason the man to be seen will be delayed—gives the visitor a feeling of importance and a feeling that your company is interested in saving his time too.

When the visitor is finally admitted—what does he see in your office? A broken venetian blind at the window that you have been meaning for months to replace—dirty drapes at the windows that you really never took the time to notice—how long has it been since you even had the windows washed?

And the floor. Yes, you know at one time it was really beautiful, but who would know it now? The cleaning woman has touched the surface, and you never have taken the time, in fact it never entered your mind that an outside cleaning establishment, who do nothing but clean floors and windows, and very inexpensively, might make a drastic change in their appearance as well as preservation.

As long as we are speaking of dirt and destruction—what about the furniture?

What a beautiful finish that desk would have if someone only took a minute or even thought to clean its surface. Of course the stenographer's chair has only been used 20 years—never occurred to anyone that the fact the caster comes out every time she bends over, that it might be time for replacement or at least relieve her of it long enough to be repaired—it might cause a serious accident on her part, it might be even effecting the efficiency of her work as well as take precious time to replace the defective part. Who knows maybe a new chair would even eliminate the tremendous three o'clock fatigue she has been complaining about?

As long as we are asking questions—what about that old rattle trap of an adding machine you are using—an eye sore, noisy, and as far as use is concerned, certainly expensive. Ever thought of testing something new is going to do the job faster, easier, less expensively, but who was talking about having so much to do, working so hard and having so little time—you, wasn't it?

If you are operating the same type of business as the fellow next door and he seems to be the only successful one, has it ever occurred to you to take time off and just try to figure out why—maybe it is only the way he accomplishes his results—maybe he has his office work down to a minimum of operations, combining jobs and getting all his records posted at once, instead of doing them individually. Maybe the appearance of his office and building just look successful—maybe it is the way he handles his public. Some of our public are inclined to judge a product by the looks of the business establishment, the same as they would judge a man by the looks of the house and surroundings he lives in.

And while we are talking about man and his appearance—what about yours? Since when have you changed your personal color scheme? Are you known as the 'girl in brown' because you never wear any other color, and only because maybe 15 years ago some one told you it did the most for you. It's surprising what a bright colored outfit, or even a different color than we are used to wearing, can do for one's morale when things seem just a little worse than usual, or you are not your happy healthy self—even brings compliments from our associates, creating an inflation of ego and a sense of well-being—

turns a dark day into a happy productive day. How many disgruntled dissatisfied employees have you seen produce the required amount of work?

Sometimes even a new hair-do will do the trick. Naturally it is cheaper to fix it yourself, but maybe an inexpensive trip to a hair stylist might eliminate that 'old hag' appearance you have been complaining about, plus the fact it might even detract from the fact that you 'have taken on a little weight'.

Maybe you claim you cannot sell anything, but indirectly you are your own salesman—your progress is the result of how well you operate and keep your establishment, in addition to how well you sell yourself.

Stop—Look—and Listen! It pays dividends.

* * *

Success never gives us a good opinion of ourselves; it only confirms it.

—*Petit-Senn: Conceits and Caprices.*

Only 80 and 7 years ago, November 19, 1863, Abraham Lincoln made his famous Gettysburg address; to preserve a nation as a government of the people, for the people and by the people; to preserve a union, one and inseparable established upon the principles of freedom, equality, justice and humanity. Many an American has sacrificed his life that these principles may live forever. World Wars I and II were fought and today another fight is being prepared against an enemy more portentous and more evil. The book, "The Effects of Atomic Weapons," is first on the list of readers, although the volunteer's lists of American Women's Volunteers Society and Red Cross have dropped to a number that would be disastrous in any planned civil defense. No planned civil defense can operate by a few. All of us must take part—we are again in the majority—driving ambulances—helping in the hospitals—or giving a few hours in any of the many civil services. The need is so vital in this fight and now is the time to do something.

Submitted by

LUCILLE CRESPEGNE,
Chicago Chapter.