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AWSCPA—TWENTY-FIVE YEARS OF PROGRESS

By LEE ELLA COSTELLO, CPA—1957-1958 President

It is fair and just to the founders of the American Woman's Society of Certified Public Accountants and to other members of this Society who worked diligently for the early success of the organization, to look back briefly over the past twenty-five years rather than just to recount the things that have been accomplished during the past twelve months.

January, 1933 was perhaps one of the hardest periods of the great depression, and in many parts of the country "a lady accountant" was just a dreamer, and a woman CPA was unheard of. Yet, there were actually more than a hundred women CPAs in the country, and nine of them had the courage and foresight to organize the American Woman's Society of Certified Public Accountants. When I think of Anna Grace Francis, Grace Schwartz Keats, Mary Gildea, Anna Lord, Adriana Van Kooy, Ruth Waschau, Georgia Davis, Josephine Kroll and Clara Stahl, I think of the adjectives "brave," "steadfast" and "unselfish," because I know it was with no thought of gain for themselves they gave our Society its start, but I know they were inspired to take a daring step in the interest of other women accountants. I am also most grateful to the women who came into AWSCPA during its early years, because, if our founders launched the project, those who joined the Society in its infancy set the course.

Time has proven that our founders and early leaders were not wrong in their prognostication. It has not been without a struggle, but women have "arrived" in the accounting profession. We cannot relax, of course, because ours is an exacting profession and we must measure up to every standard, asking for no consideration because we are women.

No, it was not without a struggle. Most of us remember incidents when somebody was surprised, even amazed, to find a woman handling a difficult audit or tax case. I remember about twelve years ago an attorney reminded me that I should not affix "Certified Public Accountant" after my signature, because, to be able to do that, one had to pass a very, very difficult examination. The attorney was

astounded to learn that I had passed that very difficult examination.

We as women CPAs know that the manpower shortage of the 1940s brought us opportunity to some extent. We worked on the home front and released men for other duties. However, had we not measured up to the expectations of American industry, we would not be accepted today as we are. We must forget the old unwelcome with which we were greeted and greet the welcome that is now ours.

The women CPAs of the country have recognized all along that it takes a lot of encouragement for anybody to be induced to make the sacrifice and put forth the effort to become a CPA. As a means of providing the encouragement needed by other women, twenty years ago, the American Society of Women Accountants was organized. The success of ASWA is self-evident. There are many women working now as certified public accountants who gained their inspiration from ASWA. We in AWSCPA think that ASWA has been our most important project and our greatest contribution as an organization to the profession of accountancy. Not only do the women accountants of America owe a great debt of gratitude to Ida Broo for the idea of ASWA, but it is my personal opinion that somewhere in the subconsciousness of certified public accountants everywhere there lies a "thank you" for ASWA.

The American Society of Women Accountants is celebrating its twentieth anniversary as AWSCPA celebrates its twenty-fifth. Throughout the years, ethics—professional behavior—have been stressed. Our two Societies have not seen the necessity to formulate a formal code of ethics, because we have endorsed the rules of professional conduct as set out by the American Institute of Certified Public Accountants. I am very proud to state that our problems of professional discipline have been so few as not to deserve mention.

Our twenty-five years of progress have seen many changes in the American scene. We as CPAs have had to learn by hard

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AMERICAN SOCIETY OF WOMEN ACCOUNTANTS
affiliated with
AMERICAN WOMAN'S SOCIETY OF CERTIFIED PUBLIC ACCOUNTANTS
June 30, 1958

In accordance with Article X, Section 1 of the Bylaws of the American Society of Women Accountants, notice is hereby provided that the 18th annual meeting of the American Society of Women Accountants will be held in conjunction with that of the American Woman's Society of Certified Public Accountants at the Hotel Statler in Detroit, Michigan, October 8-11, 1958.

The regular annual business meeting of the American Society of Women Accountants will be called in two sections: the opening session is scheduled for 9:00 a.m. Friday, October 10, 1958, and the closing session at 2:30 p.m. the same day.

MARY F. HALL

National Secretary, ASWA, 1957-58
1610 Kenwood Avenue
Alexandria, Virginia

PERMANENT WORK PAPER FILE

When performing a first audit, draw a map of the property under lease as property leases are inspected and scheduled for your permanent work paper file. The map need not be to scale, but a rough sketch indicating direction, street name and number, and the use of the property, such as, main office, storage, or service area. The various properties should be keyed in to the lease schedule by number or letter. The map is then available for quick reference and can be marked from year to year to indicate any changes.

Virginia M. O'Hern, Los Angeles

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work and by additional study how to audit records kept by machine, to find out what electronic accounting is and how to work with it, to cope with constantly changing tax laws, to adjust our theories of cost to a new economy and to keep our minds alert to every new concept of accounting theory. The past twenty-five years can be described as a period of industrial revolution and as a period when industry and business have come awake to the vital role the accountant must play if any venture for profit can be successful.

During this period of phenomenal economic growth and industrial change, the American Woman's Society of Certified Public Accountants has kept abreast of the times. By the example set by the women who blazed the trail, all of us have kept the faith. Our by-laws state: "The object for which this organization is formed is to advance the professional interest of women certified public accountants." The professional interest of women certified

public accountants includes the proposition that we shall be ethical, industrious, modest yet outspoken, up-to-the-minute in accounting knowledge, endowed with initiative, inspired to leadership and imbued with a sense of justice and fair play.

AWSCPA provides the inspiration that every woman CPA needs to be the professional person she aspires to be. We are proud of AWSCPA, and I can report that other organizations are proud of AWSCPA too. It has been my privilege to attend various meetings this year where our Society has been praised as one of the pioneering ventures of a young profession, and it is to us that accountancy looks today in large part for the personnel needed for the job ahead.

We have published a brochure this year, in co-operation with the American Society of Women Accountants, setting forth a brief professional history of our past leaders who have served in the office of president of both Societies. We are distributing more than 12,000 copies under our own auspices, and I am glad to report that the American Institute of Certified Public Accountants will assist in the distribution of this publication to young women all over the country who inquire about accounting as a life work.

Therefore, while I believe we have "arrived", I do not believe we have yet achieved the dreams of our founders. It will take more than twenty-five years to do that, but I have every confidence in the aims and ideals of the American Woman's Society of Certified Public Accountants which envision for women CPAs the highest aspirations of our young and growing profession.