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Applause

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Applause

Atlanta

Woody Dryden was among several chairmen honored at a United Appeal Luncheon, which was televised on October 21. This honor was for his outstanding work as Co-Chairman of the In-Plant Planning Committee for the fund drive.

Robert Minnear has been recently elected to the associate board of directors of the Atlanta Junior Chamber of Commerce.

Loretto B. Minnear and Carey M. Yelton are working on the membership attendance committee of the National Association of Accountants for the current club year. Mrs. Minnear has also been appointed as Co-Chairman of the Research Committee of the American Society of Women Accountants.

Boston

Recently, Robert S. Hall spoke at the Regional meeting of Sears Controllers at the Boston Mail Order plant. His subjects were "Maintaining Internal

Control" and "Analysis of Financial Statements at the Store Level."

Chicago

Robert Kay has been chosen to serve on the Membership Committee of the Illinois Society and Gilmour Krogstad on the Committee on Technical Sessions.

Kay Cowen took charge of the Tax Seminar sponsored by the Illinois Society of Certified Public Accountants on December 1 and 2 at the LaSalle Hotel. William Schwanbeck served as one of the moderators.

Dallas

David W. Muir gave a talk on analyzing financial statements for credit granting purposes before a luncheon group of North Texas Chemical Salesmen's Association. Mr. Muir was also appointed to the Texas Society Committee on Auditing Procedure.

Dayton

John Bell has been made Secretary of the Miami Valley Chapter of The In-

stitute of Management Science. Jim Bresnahan is Associate Program Director for the Dayton Chapter of The National Association of Accountants. Dane Charles has been appointed a member of the committee on Cooperation with Bankers & Credit Men, Dayton Chapter of the Ohio CPAs. Leon J. Sachleben has been appointed Chairman of the Committee on State Taxation of the Dayton Chapter of Ohio Society CPAs, and is also a member of Committee on State Taxation, Ohio Society of CPAs.

Denver

On October 12 Donald Best introduced Don Jennings to the Colorado Society of CPAs. Mr. Jennings spoke on the subject of profitability accounting. On November 30 Mr. Best is scheduled to participate in a panel discussion of mechanical data processing at the annual Colorado Society of CPA's workshop. Richard Shuma was the moderator for a session on substandard reports at the fall conference of the Colorado Society of CPAs.

Detroit

Kenneth S. Reames has been appointed as a member of the Committee on State Legislation of the American Institute of Certified Public Accountants for the year 1960-61.

On September 26, Thomas E. Drenthen served as co-chairman of a seminar on "Budgeting Controls and Development" presented by the National Association of Accountants in Detroit at the Pick-Fort Shelby Hotel.

Donald W. Jennings and Robert G. Stevens participated in the second semi-

nar on "Profitability Accounting and Control" sponsored by the American Management Association from October 3 to 7, at Saranac Lake, New York.

Robert G. Stevens spoke before the Accounting and Statistical Society of the Michigan Trucking Association in Detroit on September 29. His topic was "Developing a Management Information System." Mr. Stevens also discussed "Profitability Accounting — a Management Information System for Bankers" before the Association for Bank Audit, Control and Operation at the Point O'Woods Country Club in Benton Harbor, Michigan, on October 20.

On October 11, Donald W. Jennings addressed the Seventh American Institute on Accountancy at the University of Colorado in Denver, Colorado on the subject "Profitability Accounting." The following day he delivered a talk on the same subject before The Colorado Society of Certified Public Accountants, also in Denver.

Keith A. Cunningham delivered a speech on "Problems of Tax Disallowance: Part of Salary Considered a Dividend by IRS; Disallowed Expenses; Upholding Salaries Paid as Reasonable, etc." before the Thirteenth Annual Meeting of the Institute of Newspaper Controllers & Finance Officers on October 17, at the Statler Hilton Hotel in Detroit.

At the annual meeting of the Michigan Manufacturers Association on Thursday, October 20, Kenneth S. Reames, formerly Assistant Treasurer, was appointed Treasurer and Donald J. Bevis and Keith A. Cunningham were appointed as Assistant Treasurers.

Executive Office

Donald Cramer will speak to the American Accounting Association—Ohio Region on December 3 in Columbus, Ohio.

Joseph Levee spoke on "Local Tax Problems in the European Economic Community: A Selective Presentation" on November 12 at the 19th Annual Institute on Federal Taxation at New York University.

At the Seventh Annual Federal Tax Forum held by Northeastern University in Boston on September 16, Eli Gerver spoke on "Current Developments in Depreciation."

Grand Rapids

Robert Fairman has been appointed to the seven-man advisory committee which includes an insurance man, credit man, banker, educator, advertising executive, and public relations man to help organize and promote an administrative management course to be offered in the Grand Rapids area. This course is co-sponsored by the Small Business Administration and the National Association and Council of Business Schools.

Joyce Cowman attended the annual meeting in Philadelphia of the American Society of Women Accountants and the American Woman's Society of Certified Public Accountants.

Houston

Richard V. Julian was appointed Chairman of the Missouri Society of Certified Public Accountants' Committee on Auditing and Accounting for the 1960-61 year.

Mary J. McCann has been appointed a member of the Membership Commit-

tee of the American Institute of Certified Public Accountants for the State of Missouri for the second year.

Mary J. McCann presented certain committee reports at the Annual Meeting of the American Women's Society of Certified Public Accountants held in Philadelphia on September 22, 23 and 24. She also presented the Past President's Pennant at the Society's banquet held on September 24.

Glen A. Olson was appointed a member of the Asset Committee of the Missouri Society of Certified Public Accountants for 1960-61 year.

Staff members received the following appointments for the 1960-61 year of the Kansas City Chapter of the Missouri Society of Certified Public Accountants:

Glen A. Olson—First Vice President
Richard V. Julian—Chairman,
Accounting and Auditing
Procedures Committee
Forest R. DeHaven—Member,
State Taxation Committee

Kansas City

Mr. Owen Lipscomb was one of the featured speakers at the Texas Tech Tax Institute at its October 17th session. The Institute was sponsored by Texas Tech College, Lubbock, Texas. His subject was "Procedures from the First Notice of Proposed Deficiency."

Mr. Thomas C. Latter spoke at a luncheon meeting of the Seminar for Advanced Underwriters on October 18th. The luncheon was held at the Coronado Motor Hotel in Houston.

Los Angeles

John S. Heil spoke to the Beta Alpha Psi undergraduates at the University of

Southern California on management services, October 31.

Samuel C. McCarver and John S. Heil became members of the Retail Controllers Association of Southern California in October.

Management Sciences

Dr. George O'Brien was general chairman of the Operations Research Society of America (ORSA) national meeting in Detroit on October 10-12.

On September 21 John-Paul Ruff gave a talk to the Retail Controllers' Association of Southern California on Selective Inventory Management.

Milwaukee

William R. Sutherland of the Milwaukee Tax Department spoke before the Milwaukee Retail Controllers Association on September 27. Mr. Sutherland's speech was entitled "Travel and Entertainment Expense."

Robert Beyer spoke to the Madison Chapter of the National Association of Accountants on September 21. His subject was "Profitability Accounting."

Robert Beyer spoke before the Management Institute of the University of Wisconsin on October 27. As part of a program offered by the Institute in the fields of Office and Financial Management, Mr. Beyer spoke on "Profitability Accounting."

Donald J. Trawicki of the Milwaukee Management Services Staff will speak to the Kansas City Chapter of the National Association of Accountants on November 21. His subject will be "Return on Investment."

Robert Beyer conducted a second seminar for the American Management

Association at Lake Saranac, New York, on "Profitability Accounting and Control." The seminar was held the week of October 3.

Minneapolis

Ben Ostfield passed the North Dakota State Bar Association examination and has been admitted to practice before the Supreme Court of North Dakota. He is also a member of the American Bar Association.

William Werntz spoke at the November meeting of the Minnesota Society of Certified Public Accountants on the subject, "Origin, Organization, and Duties of Accounting Principles Board," and again at a special luncheon meeting of the Society on "The Problems of a First Registration." In conjunction with his visit in Minneapolis he also spoke at a Minneapolis Office staff meeting on SEC filings.

James Pitt was a speaker at the Tax Institute conducted in September by the C.P.A. Society of the State of Idaho and the Bar Association of Idaho at the State College, Pocatello, Idaho. His subject was "Travel and Entertainment Expense."

James Pitt has been appointed to the Taxation Committee of the Minneapolis Chamber of Commerce for the period through June 30, 1961.

New York

William W. Werntz has received an appointment as Chairman of the AICPA Senior Committee on Education and has been nominated a Member-at-Large of the Council. Mr. Werntz presented the CPA's reaction to the recent Ford and Carnegie report on "Education for the American Businessman" at the annual meeting of the AAA on August 28. On September 9, he was

present at the American Bankers Association convention by invitation of several banks. Mr. Wertz also spoke before the Bergen Chapter of the New Jersey State Society at a dinner meeting held on September 20. His topic was "Going Public." "Recommendations of the Commission on Standards of Education and Experience for CPAs" was the subject of an address given by Mr. Wertz before the annual meeting of the Middle Atlantic Conference of Collegiate Schools of Business held at Newark, New Jersey on October 7. On November 2, members of the Morristown Chapter of the N. A. A. heard him discuss the question "Is Accounting Theory at a Standstill?"

Gregory Boni spoke before the American Marketing Association at its October 25 meeting in Milwaukee on "Evaluating the Information Used in the Marketing Function."

Herbert Weiner conducted an all-day national meeting of NRMA Taxation Committee on September 14. Most of the larger department store clients were represented and the major topic under discussion was the installment method with its current problems and developments. On September 26, Mr. Weiner spoke to members of the Tax Study Group of the New York University Club on the subject of revolving credit accounting tax developments.

Congratulations are in order for Edwin Heft who celebrated his twenty-fifth anniversary with the firm on September 23.

Philadelphia

George O. Tonks was a guest of the President and four Vice-Presidents of the First Pennsylvania Banking and Trust Company at a dinner sponsored

by the Greater Philadelphia Movement at which Adlai Stevenson and Charles Percy discussed the problems of urban redevelopment.

Pittsburgh

On October 21 Robert M. Trueblood addressed the Northwestern Chapter of the Pennsylvania Institute of CPAs in Titusville at a Seminar on Generally Accepted Auditing Standards. Mr. Trueblood attended the 73rd Annual Meeting of the American Institute of CPAs in Philadelphia from September 25-28. At this meeting he was elected to a three-year term on the governing council of the Institute.

Mr. Trueblood's operations research article (*Journal of Accountancy*, May, 1960) and an education conference article (*Pennsylvania Spokesman*, April, 1960) were recently reprinted in *The Wharton Advocate*, a publication of the Wharton Graduate School, University of Pennsylvania.

Mr. Trueblood, a member of the Council of the Pennsylvania Institute of CPAs, attended their meeting held in Pittsburgh on October 17. Mr. Trueblood has been appointed Chairman of the Committee on Past Presidents of the Pennsylvania Institute of CPAs. On September 20, Mr. Trueblood addressed the Wheeling Chapter of the West Virginia Society of CPAs on "Statistical Sampling."

Robert J. Monteverde has been appointed a member of the Advisory Sub-Committee of the Committee on Management Services of the PICPA for the year 1960-61.

William J. Simpson attended the annual tax meeting of the Pittsburgh Chapter of the Pennsylvania Institute of CPAs on October 14.

Robert Monteverde attended the Seventh International Meeting of The Institute of Management Sciences in New York on October 19-22.

The October, 1960 issue of *The Accounting Review* carries an article by R. M. Cyert, G. M. Hinckley, and R. J. Monteverde entitled, "Statistical Sampling in the Audit of the Air Force Motor Vehicle Inventory."

H. Justin Davidson attended the annual meeting of the Operations Research Society of America held in Detroit on October 10-12.

Richard P. McMurray participated in a panel discussion at the Pittsburgh Chapter of the Pennsylvania Institute of CPAs Workshop on September 16. His subject was, "Improving Audit Efficiency Through Effective Administration, Planning, and Supervision."

Louis A. Werbaneth, Jr. was one of the speakers at the Annual Accounting Symposium, sponsored by the Pittsburgh Chapter of the Pennsylvania Institute of CPAs on November 18. His subject was "Beginning your career in public accounting." This symposium is usually attended by about 500 students and faculty from colleges and universities in western Pennsylvania, eastern Ohio, and northern West Virginia.

James G. Carroll, St. Louis Partner, addressed the Pittsburgh Retail Controller's Group at the first meeting of their 1960-61 season on September 21.

Portland

Jean-Paul Ruff and Howard Peterson recently conducted a one day seminar at Portland State College on "Inventory Management."

Bill Neely attended the Northwest

Management Accounting Conference at the University of Oregon in September. Prominent accountants from throughout the country presented a program devoted to the controller's role on the management team.

Lee Schmidt spoke before a meeting of Tax Executives, Inc. in October on "Recent Court Decisions on Income Tax Matters."

Among numerous recent appointments of Portland officer staff to committees of the Oregon State Society of Certified Public Accountants were Dave Castles, Chairman, Accounting Personnel; Howard Peterson, Chairman, Management Services; Lee Schmidt, Chairman, Northwest Conference; Bob Archibald, Chairman, Roster. Gordon Rogers has been admitted to practice before the Courts of the State of Oregon.

Howard Peterson and Charles Hancock addressed the Western States Regional Controllers Group, speaking on "Computer Simulation in Inventory Management."

John Crawford was chairman of a City Club Committee studying a major income tax measure which has been referred to vote by the people at the November election. Mr. Crawford presented a report to the club membership which was also broadcasted over a local radio station.

As President of the Oregon Society of Certified Public Accountants, John Crawford also attended the meeting of the American Institute of Accountants in Philadelphia where he sat as a member of council.

Attending the Northwest Tax Institute of Gearhart were Gordon Rogers, Stanley Gullixson and John Crawford.

Rochester

Making "Recent Developments in the Public Accounting Profession" the subject of his speech, Gail N. Brown addressed the Buffalo Chapter of the American Society of Women Accountants at the opening dinner of their Fall Program.

St. Louis

Edwin H. Wagner, Jr. attended the Council meeting and the seventy-third annual meeting of the American Institute of Certified Public Accountants in Philadelphia.

James G. Carroll was the guest speaker before the Pittsburgh Retail Controllers Group. His topic was "Calculated Risks." He will also address the Greater St. Louis Retail Controllers Group, November 15, on "Your Audit Dollar."

Kenneth J. Bauer has been appointed a member of the Meetings Committee of the Missouri Society of Certified Public Accountants.

As Chairman of the Educational Committee of the St. Louis Chapter of the Missouri Society of Certified Public Accountants, Lynn G. Phegley has been quite active in arranging a Seminar dealing with "Accountants' Fees" held September 24 at St. Louis University, for members of the Chapter. He also arranged the program for "Career Day" sponsored by the St. Louis Chapter for sophomore and junior accounting students from the University of Missouri, St. Louis University, Southern Illinois University, and Washington University. The program consisted of visits by the students to offices of various CPAs during the afternoon of October 27, followed by participation in the regular dinner meeting that evening.

San Francisco

Following is a chronological resume of the activities of members of the Management Sciences staff.

August 4-5—Ernest Koenigsberg was a luncheon speaker at the annual meeting of the Northwest Section of Operations Research Society of America (ORSA) at Seattle, Washington, on the subject "Operations Research in Industry." At the same meeting Richard Sprague of Management Sciences office in New York presented an invited paper on "Special Purpose Computers and Applications."

August 15-26—Ernest Koenigsberg gave several lectures on Queue Theory at the University of California at Berkeley as part of a short course on Operations Research.

August 20—Ernest Koenigsberg, Leo Feltz, Robert W. Johnson were guest speakers on "Management Services and Management Sciences" at a local meeting of Cooperative Comptrollers in San Francisco.

August 26-27—Richard Trueman was speaker at the West Coast meeting of the American Statistical Society in Palo Alto on "Analysis of Baseball Strategy by Monte Carlo Analysis."

September 4-9—At Aix-en-Provence, France, Ernest Koenigsberg presented a paper at the Second International O.R. Meeting sponsored by the International Federation of Operational Research Societies of the United Kingdom on the subject "Multiple Reorder Inventory System."

September 29—Ernest Koenigsberg lectured to the South Wales Operational Research Discussion Society in Cardiff, Wales, on "Operations Research and Accounting."

Continued on next page

September 30-October 1 — Richard Trueman was a member of a panel at the annual meeting of the Northwest Computing Association in Portland, Oregon. Topic for discussion was linear programming applications.

October 5 — Ernest Koenigsberg lectured on "Some Industrial Applications of Linear Programming" before the Operational Research Society of the United Kingdom at the Royal Society of Arts, London.

Ernest Koenigsberg has been elected president of the Northern California chapter of The Institute of Management Sciences (TIMS) for 1960-61. He is a member of the program committee for the Eighth Annual International Meeting of TIMS in Brussels, Belgium, in September of 1961.

Dr. Koenigsberg has lately published

the following: "The Application of Linear Programming to the Plywood Industry" — *Journal of Forest Products Research Society*, September 1960; "Finite Queues and Cyclic Queues" — *Operations Research*, Vol. 8, No. 2, 1960, p 246.

Thomas B. Wall recently attended the National Conference of Health, Welfare and Pension Plans in Miami, Florida (October 10-12). He was a panelist on the subject "United Funds and Multiple Trusts."

Paul Warnick participated in the program presented by the American Institute of Cooperation held on August 9, on the University of California campus. His presentation was entitled "Cooperative Financing and Organization in the Changing Economy."

The 25th anniversary meeting of the National Society of Accountants for

Paul E. Warnick (at rostrum) addresses the 25th anniversary meeting of the National Society of Accountants for cooperatives. L-r, C. R. Park, incoming president; George Mardikian, restaurateur and principal speaker; and A. W. Severson, past president.



Cooperatives was held in San Francisco on August 18, 19 and 20 at the Jack Tar Hotel. As immediate past president of the California chapter, Paul Warnick was very active in the organization of the meeting and made all the arrangements. Robert W. Johnson, Ernest Koenigsberg and Leo Feltz of the San Francisco office participated in the program. The title of their presentation was "Contribution of Integrated Information Systems to Better Decision Making." This meeting was attended by cooperative accountants from practically every station in the Union as well as several from Puerto Rico.

Robert W. Johnson, of the Management Services Department, gave the following talks:

August 20 — "Budget Director's Function and Location in the Organization," at a meeting of the San Francisco-Peninsula Chapter of the National Society for Business Education.

August 25 — "Needed Basic Steps in More Effective Use of Statistical Methods in Audit Sampling" at a session of the annual meeting of the American Statistical Association.

August 26 — "Practical Applications of Statistical Sampling Methods," at a regional meeting of the Institute of Internal Auditors.

On October 7 the San Francisco chapter of the California Society of Certified Public Accountants held an Accounting Systems Conference. Ben Druckerman and Theodore Wentz acted as discussion leaders. Ben's topic was "The Why, When, and How of Management Reports;" Ted's topic was "Relevant Data — A Requisite for Action by Management."

Seattle

Committee appointments for the coming year for the Washington Society of CPAs included good representation from the Seattle office:

Durwood L. Alkire—Legislative
Robert W. ApRoberts—
Natural Business Year
Robert M. Benjamin—Meetings-
Programs
Gerald E. Gorans—Relations with
the Bar (Chairman)
James V. Mitchell—Speakers Bureau
Robert J. Mooney—Taxation
Dean D. Thornton—Professional
Education
Edward P. Tremper—Accounting
Principles and Auditing Standards
Grant M. Woodfield—Directory
Harold L. Wright—Management
Services

Robert J. Mooney spoke on Federal income taxation at the October 17 meeting of the Puget Sound Chapter of Savings and Loan Association Controllers. On October 26 at the Industrial Kiwanis Club his subject was Business Decisions that Affect Your Tax Return."

James V. Mitchell is serving a term as director at large for the Seattle Chapter of the Society for Advancement of Management.

Grant M. Woodfield is president of CPA Toastmasters for the coming six-month term.

Durwood Alkire represented the CPA's on a three-man panel on estate planning before a study group of the Seattle Chapter of Chartered Life Underwriters on October 24 and November 21. An attorney and a bank trust officer completed the panel. "What Can the Business Man Expect of His Public

Accountant" was Mr. Alkire's topic at the annual meeting of the Wenatchee Valley Public Accountants on November 1. This was a joint meeting with the bankers and attorneys of the area.

Robert M. Benjamin, Stanley M. Bray, Gerald E. Gorans, Robert B. Hevly, Robert J. Mooney, Dean D. Thornton, and Harry G. Widener of the Seattle office all contributed actively to the success of the United Good Neighbor campaign, in various capacities from "colonel" to "buck private."

The "CPA's in the News" column of *The Washington CPA* for August was full of items about TRB&S-Seattle alumni: Harold W. Haynes was appointed vice president-finance and con-

troller of Boeing Airplane Company at the September meeting of the Board of Directors. . . . Paul A. Diers elected as an officer of the Western Washington Chapter of Tax Executives Institute. . . . W. J. Pennington named vice president of the Seattle Chamber of Commerce. . . . J. Byron Norton to speak at the Seattle Chapter of American Society of Women Accountants. . . . Also in the column was the item "Touche, Ross, Bailey & Smart chosen as Century 21's Consulting Accountants."

Washington, D.C.

W. K. Engel has been named chairman of the Tax Committee, D.C. Institute of CPAs.

ANNUAL GET-TOGETHER

DRAWS EIGHTY-FIVE

NEW YORK ALUMNI

On October 7 the alumni of Touche, Niven & Company and Touche, Ross, Bailey & Smart held their annual get-together at the Brass Rail Restaurant. This year the Touche, Niven & Company group was expanded to include the TRB&S alumni and, as a result, the attendance of over 85 men was the largest to date. It should be noted that this annual event is undertaken entirely by the alumni, for whom the committee is Ed Fleck, Sid Lieber, Robbie Robinson, Mike Vitale, and, by invitation, Art Michaels.

George Mendes, now retired in Florida, sent his annual basket of flowers

and Tom Corbally supplied the cigars. The oldest alumni present were Grover Cleveland Fuerst and Fred St. Amand who came with the firm around 1915, and the newest "ex" was Dave Hills who left the firm on the afternoon of the dinner. Bill Milne came from Cincinnati as a stowaway in Federated Department Stores' private plane and Private Eye (Pinkerton) Hothan regaled his table mates with his usual long and tall tales. In the story department, the group heard from Bill Gorman, Ernie Wagenbach, Tom Corbally, Jack Mears, George Wohlpart and Ed Fleck. Everyone enjoyed a fine evening together.