

10-1945

## What's New in Reading

Helen Matthews

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



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

---

### Recommended Citation

Matthews, Helen (1945) "What's New in Reading," *Woman C.P.A.*: Vol. 7 : Iss. 6 , Article 6.

Available at: <https://egrove.olemiss.edu/wcpa/vol7/iss6/6>

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](mailto:egrove@olemiss.edu).

# What's New in Reading

HELEN MATTHEWS, *Detroit, Michigan*

"Reconversion in the Office," a staff report in *American Business* for September, 1945.

"Reconversion" brings a picture to mind of a factory changing from production of a weapon of war to an instrument of peace. It rarely occurs to executives that this period might be the ideal time to make improvements in the office organization. The staff of *American Business* suggests ten improvements that might be made in the office, namely: analyze and evaluate every job; find workers to fit each job; establish scientific salary rates; provide paper incentives; retrain or instruct employees; revise the office layout; simplify methods and routines; modernize machines and equipment; improve office housekeeping; speed service to top management.

\* \* \* \* \*

"Small Business and Venture Capital, an Economic Program," by Rudolph L. Weissman. Publisher—*Harper & Brothers*, \$2.00.

A member of the staff of the Securities and Exchange Commission discusses the problems of small business with attention directed to means of financing such institutions. Small business is an important factor in maintaining a democratic form of Government, therefore, it is the responsibility of Government to see that small business can secure new or additional capital. The usual methods of obtaining capital have been curtailed to such an extent that they are not within reach of small business. Mr. Weissman does not purport to offer the only solution to the problem, but he does make practical suggestions.

\* \* \* \* \*

"When We're Green We Grow," by Mrs. Jane Simpson McKimmon. Publisher—*The University of North Carolina Press*, \$3.00.

Women in America have always been pioneers. Their efforts have been of great im-

portance in making our country a great nation. "When We're Green We Grow" is a story of a pioneer leader in rural demonstration work in North Carolina for thirty years prior to 1942. This book tells of the advancement in every day living made by women in communities where ready cash was an unknown item. The only incentive needed was the demonstration of a way to earn a few dollars with a very small investment. Many incidents are reported in a style as simple as the lives of the characters. One reviewer has compared the author's style to that of Ernie Pyle because the names of so many people are mentioned and the language is so homely. The book is also a statistical report, in narrative form, on the progress in family sized farms. It shows that such a farm can provide a comfortable livelihood and that it is an important part of our nation.

\* \* \* \* \*

"The Builders of the Bridge," by David Barnard Steinman. Publisher—*Harcourt, Brace and Company*, \$3.50.

Bridges, large and small, have become an integral part of our landscape. It is seldom that we pause and speculate on a time when bridges did not span wide rivers. This story of John Roebling and his son tells of the building of the Niagara, Cincinnati, and the Brooklyn bridges. It is written by a ranking bridge engineer of today who is known in five continents. It is a sympathetic history of bridge building, and is accurate in every detail. It is also a tale of love—after the death of John Roebling, his son carried on the building of the Brooklyn Bridge. When the son's paralysis from caisson disease prohibited his personal supervision of the work, his wife carried on the liaison work. At its completion, the bridge was declared to be the "Eighth Wonder of the World—eighth in point of time, but not in significance."