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What's New in Reading

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WHAT'S NEW IN READING?

"They who do not read can have nothing to think, and little to say."—Dr. Samuel Johnson.

THEIA A. GEBBIE, Beverly Hills, California

AUDITING—An Introduction to the Work of the Public Accountant, by E. L. Kohler, M.A., C.P.A. (Prentice-Hall, Inc., New York, 1947. 252 pages. \$4.00.)

Not only is this a good textbook with pertinent questions for review of each chapter, but it is probably the best summary manual on auditing that the reviewer has seen. It is well written and brief. Both the mechanics of auditing and the individual performing such mechanics are discussed. This is a humanized accounting text, and as such, has a greater benefit to the reader.

The tone of the book can be best expressed in the author's own words outlining some of the personal attributes necessary in the Certified Public Accountant. These are "a well-developed imagination tempered by a good store of common sense, a liking for detail and analysis that has been well disciplined by an ability to generalize and draw convincing conclusions, and a continuous supply of idealism that continues to flow, notwithstanding the mundaneness of the accountant's daily contacts and the growth of his earning capacity. Involved in this last quality is intellectual honesty."

PRACTICAL PUBLIC RELATIONS, by Rex F. Harlow and Marvin M. Black. (Harper & Brothers Publishers, New York, 1947. 414 pages and bibliography.)

This is a particularly well-designed analysis of public relations work presented in comprehensive and interesting manner. It separates public relations into main divisions: labor, personnel, stockholders, board of directors, consumer, government, the community. And it discusses the basic problems of each.

The material on the "tools of public relations" is most enlightening with its emphasis on publicity as the most important tool. Since it is estimated that 99% of the public thinks of publicity when the term "public relations" is used, it is easily understood why the public relations worker is anxious to clarify the difference between them. Briefly, "public relations includes all that is thought, said and done to create, cultivate and maintain effective relations between an institution and its public"; whereas publicity is the method and means

of presenting the idea.

SUMMER STRANGER, a Novel by Louise Field Cooper. (Harper & Brothers, New York, 1947. 261 pages. \$2.75.)

Did you ever spend a summer holiday where you did not quite fit in, yet you kept thinking, "This is good for me?" Seventeen-year-old Emily, a poor relation, has such an experience at the seashore colony of Flanders Point. Her own indecision as to her place there is summed up in the conversation of two old-timers at the colony: "Maid?" inquired Mr. Daniels; and the answer, "No, no. Niece or something. Not a niece; cousin. Anyway, no maid."

Emily tried very hard to belong to her aunt's circle, but she seemed unable to say and do the right things to make her one of them. She was ever conscious of her lowly life back home and the business school that waited at the end of summer. It was Stefan, the good-humored fruit man, who saved Emily from "bettering" herself into a regular Flanders Pointer.

The story is lightly written with a penetrating knowledge of everyday people. It is so delightful that the reader nearly misses the sinister undercurrent because Aunt Isobel cared for no one but her own pampered son.

THE TALKING WIRE, by O. J. Stevenson. (Julian Messner, Inc., New York, 1947. 200 pages. \$2.50.)

With gift-buying time in the not-so-far future, this story of Alexander Graham Bell is most apropos. It is told in simple language understood by children and adults. It starts in Edinburgh, Scotland, with "Aleck" an alert, improvising boy, and carries him through a lifetime of invention and service until his death at seventy.

Mr. Bell's life is related here through kindly anecdote of everyday living. We learn of his patience with Perd, the family's little Skye terrier; how he tried teaching the dog to talk so that visitors agreed Perd was "a very intelligent dog." His years of teaching and his struggles with the experiments that resulted in the telephone are warm and close to us in the writer's easy interpretation. You will enjoy reading this book as well as passing it on.