September 1964

In Two Sections: Section 2

An NAA Subject Conference
Techniques of Management Accounting

Getting the Most From Your Standard Cost System

Accounting Applications of Electronic Data Processing

Seminar Conference
Depreciation Policies

Responsibility Accounting
Seminar Conference

NAA Subject Conference
Control and Application of R&D Costs

Company Sponsored and Conducted

NAA - National Association of Accountants
1919 - 1961

Long-Range Profit Planning
This month marks the start for most of us of the new 1964-1965 chapter year. Your national officers and National Board, the standing committees, and the national staff will be working with the chapters to assure the most successful year possible for all of us.

This effort, however, cannot hope to succeed without the wholehearted support of each of you individual members.

May I suggest to each of you that you have an excellent opportunity to improve your capabilities by participating in your chapter's activities, by attending chapter functions, the monthly technical meetings, the sectional meetings—which are keyed to particular areas of interest—plant visitations, conferences, etc. On the national level the monthly BULLETINS and the research reports are available for your perusal. It is through your own efforts in such participation that you will improve and equip yourself to advance in your given profession.

Ours is an educational association dedicated to the individual improvement of its members. It is my fervent hope that this year, 1964-1965, will permit each individual member to feel that he has kept abreast of developments and improved his own standing in the accounting profession. As a by-product of his improvement, his company is also a beneficiary.

May we all strive for these results.

C. A. STILLWAGEN
President
THROUGH THE TWO SECTIONS of the BULLETIN, the Association has striven to pursue its original purposes: (a) To unite through membership in the Association persons interested in accounting; (b) To provide opportunities for members to increase their knowledge of accounting practices and methods, and to increase their individual capabilities; (c) To develop through research, discussion and exchange of information a better understanding of the sources, types, purposes and uses of accounting and related data as applied to all types of economic endeavor; and to make this information available to members; (d) To stimulate acquaintance and fellowship among members.

SECTION 1 is one of the chief vehicles designed to increase members’ knowledge of accounting through the monthly publication of articles on accounting subjects of current interest.

SECTION 2 is not only the Official Bulletin for the promulgation of official Association business: it is a publication of general interest to members in relation to their chapters and the organization as a whole. It also emphasizes the social and fellowship aspects of NAA.

This month, to broaden the news section of the BULLETIN and to better serve members, three innovations have been made.

The first is this column—the Executive Director’s page. Each month in this space we will discuss Association activities with a view to bringing them in better focus for each individual member of NAA.

Secondly, we want to offer an opportunity for members to express themselves on other than strictly technical matters. To accomplish this goal we have established a Letters to the Editor page. (See page 23) This page is designed as a nontechnical forum through which NAA’ers may meet and air their views.

Finally, in the belief that we can’t tell where we are until we know where we have been, we are going to run a series entitled “It Happened . . . Twenty-five Years Ago, Ten Years Ago, etc.” Each of these features will consist of an excerpt from material published in past issues of the NAA BULLETIN and will be compiled with an eye to the significant and most interesting.

These changes, and others to come, are designed to make ours a more effective Association. It is hoped that each member will reap the maximum advantage of these features and of all the other services of the Association—for NAA is based upon the individual member and his continued support is a prerequisite of a vigorous and forward-looking organization.

RAWN BRINKLEY
Executive Director
Conference Schedule
1964


Nov. 5-6—Methods of Appraising Capital Expenditure. Seminar Conference, Barbizon-Plaza Hotel, New York.

Nov. 12-13—Methods of Appraising Capital Expenditure. Seminar Conference, Muehlebach Hotel, Kansas City, Mo.

Nov. 19-20—Accounting Applications of PERT and CPM Procedures. Subject Conference, Statler-Hilton Hotel, Cleveland.


Costs for Decision-Making

A seminar conference featuring a new topic will lead off the technical program for the 1964-65 year. The meeting—"Developing Costs for Decision-Making"—will be held September 24-25 at the Biltmore Hotel in New York.

The two-day conference includes two luncheon speakers and a series of concurrent seminar sessions. On Thursday, Joseph E. McSparran, operations accountant, Armstrong Cork Co., Lancaster, Pa., will deliver a talk on the subject, "Development of Cost Information that Coordinates Planning and Control with Reporting."

Wilmer Wright, president of Wright Associates, New York, is scheduled to make an address on "Costs for Pricing and Related Marketing Decisions" on Friday.

Each registrant will be given a comprehensive outline covering all key points in detail for use as a discussion guide. The outline is designed to stimulate the exchange of ideas and experiences relating to:

- The development of decision-oriented concepts and tools, including direct costing, responsibility accounting, the contribution approach and differential analysis;
- Cost classification and decision-making;
- Developing cost information to serve both planning decisions and operating decisions;
- How decision-oriented concepts and tools serve planning and operating decisions relating to production . . . as well as to marketing;
- Developing costs for special problems of alternative choice, including those relating to capital invest-
ments and replacements, make-or-buy or lease-or-buy decisions, production methods, product pricing and distribution.

General chairman of the conference is William Langenberg, assistant controller, Johnson & Johnson, New Brunswick, N. J.

The conference fee of $75 includes two luncheons, a reception on Thursday evening, and all conference work materials. NAA'ers may still register for the conference by returning registration form on back cover or by calling the Conference Registrar, at PLaza 9-3444 in New York.

**Flexible Budgeting**

Introduced last year and repeated three times by popular demand, the Accounting Techniques conference is scheduled for two new locations this fall. The first city is Boston and the date of the conference October 8-9.

The topic is again “Flexible Budgeting” and an instructional staff drawn from industry, the academic field and the NAA staff, will lecture and lead discussions. These speakers include John B. Bachofer, president of Nelly Don, Inc., Kansas City, Mo.; Dr. Raymond P. Marple, past director of NAA technical services; Dr. James S. Lanham, director of NAA technical services, and Donald F. Stanhope, manager of conference programs and planning at NAA.

Mr. Bachofer is a past national president of NAA from Kansas City Chapter.

This type of conference was designed to provide detailed instruction in the basic fundamentals of an accounting technique. To insure that the maximum educational value is obtained, the meeting is conducted in a classroom style combining lectures, discussions, problem-solving and case study “lab” sessions. In addition, an Accounting Techniques conference is restricted to the first 100 registrants.

Conference speakers will lecture and lead discussions on the objectives, forms, procedure and use of the budgeting process. Cost behavior patterns will be described and analyzed. Other aspects of “Flexible Budgeting” that will be discussed are:

- Departmental Control Budgets
- Summary Budgets
- Analysis of Budget Variations—Control at Work
- Budget Reports

Each registrant will be given reading assignments to complete prior to his arrival. At the conference additional problems and cases will be assigned. Each session will be followed by a case study.

**Contribution Approach**

Due to the great interest shown in the last two conferences on the “relative contribution approach,” a meeting on this topic is being repeated with a different emphasis—“The Contribution Approach to Reporting by Products and Markets.” A subject conference, it will be held at the Penn-Sheraton Hotel in Pittsburgh, October 22-23.

The relative contribution approach is a comparatively new reporting concept which emphasizes the contribution of individual segments of the business to overall results. It differs from conventional accounting by showing that many fixed costs are, without allocation, as assignable to segments of the business as are variable costs.

Participants in this conference will be shown how the contribution approach works, why it should be substituted for the conventional cost allocation approach, how it facilitates responsibility accounting, the significance of business organization and cost classification, how it provides information essential to operating and management decisions.

(Continued on next page)
It Happened . . .

Twenty-Five Years Ago

Report of the National Board Meeting

The final Board meeting for the 1938-39 fiscal year was held on August 25, with Vice President [Victor H.] Stempf presiding.

As Director in Charge of Membership, Mr. Stempf reported a membership of 8,440 at the end of July as compared with 7,492 at the beginning of the membership year, an increase of 948 during the eleven months.

The first meeting of the National Board for the 1939-40 fiscal year was held on September 29, with President [C. Howard] Knapp presiding.

President Knapp presented a petition for a charter for a chapter in New Orleans, La., and it was moved and carried that a charter be granted to the New Orleans Chapter effective September 29, 1939.

From 'Secretary's Corner' . . .

We have recently had some very interesting correspondence with a couple of accountants in Great Britain who are anxious to establish correspondence with members of our Association in regard to industrial accounting problems. The development of our international relationships has always been of great interest to me and I think if we can establish contacts between our American members and those in foreign countries who are interested in the same problems there is a considerable amount of mutual advantage which may be gained.

(Continued from page 6)

planning decisions, and the experience of those who use it.

The conference features four half-day sessions and five addresses. General chairman of this meeting is S. John Guson, chairman, department of accounting, St. Bonaventure University, St. Bonaventure, N. Y.

On Thursday morning two talks on "The Anatomy of Profits" and "Contribution Reporting—Cost Classification and Assignment by Responsibility" will be given. The Thursday afternoon session features an address on "The Contribution Approach to Reporting by Products."

On Friday morning the speaker will discuss the contribution approach in terms of its applicability to market segments in an address entitled "The Contribution Approach to Reporting by Markets." Groups of 16 will meet in separate seminar rooms to discuss the area covered by the speaker.

During the afternoon session, a speaker will discuss "Profit Planning Through Contribution Reporting." At the final session, a panel comprised of the conference guest speakers will answer questions on any phase of the contribution approach.

The conference includes a reception for participants and their wives on Thursday evening. The conference fee is $60.
1964-1965 National Committees

The Association's national committees have been appointed for 1964-65. The committees, which are concerned with policy and administration, act as advisors to NAA's national board of directors and make recommendations for consideration and action by the board.

Reflecting changes in the new Constitution & By-Laws of the Association, the Executive Committee now includes the two immediate past presidents of NAA. The addition of these officials will insure that their experience and counsel will continue to benefit the Association.

Chairmen for NAA's various educational conferences—Seminar, Subject, and Accounting Techniques—will be announced in future issues of Section 2.

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(Continued on page 14)
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TREASURER OF THE YEAR Donna Walters of York Catholic High School is presented her trophy by YORK Chapter’s past president George Cleveland. Each year the chapter recognizes outstanding junior treasurers.

SHREVEPORT members recently enjoyed themselves at the annual cocktail, dinner-dance party. Newly-elected national director Charles W. Greenwood and his wife are in the picture below.

Photoscripts

VISITING UPJOHN company just before a workshop meeting in Kalamazoo, Mich., last May were these chapter officers and staff members. l-r, Harry Russell, NAA staff; W. H. Donaldson, manager, purchasing and data processing; Donald Woodard and Russell Hardy, NAA staff; R. K. Jones, head, cost accounting, and NAA vice president; Remington Warner, NAA vice president and C. M. Benson, Upjohn controller. Messrs. Donaldson, Jones and Benson are all past presidents of the KALAMAZOO Chapter.
NINTH ANNUAL INAUGURAL DINNER of PENNSYLVANIA-NORtheast Chapter featured remarks by both the incoming and outgoing presidents, plus a word from President Merwin P. Cass. Seated, l-r, Clyde W. Chase; Ambrose G. Charnogursky, immediate past president; William T. Schmidt, past president and Mayor of City of Scranton; Mr. Cass; Robert J. Musgrave, newly-elected president; and Raymond R. Matthews. Standing, l-r, Harry J. Harker, Kenneth Dixon, John Cross, Hugh Ridall, Jr., and Carl E. Weimer.

'MY FAIR LADY' stars pose with two NORTH PENN members, l-r, Robert G. Weierbach and Frank J. Bampton. Joan Copeland and Zachary Scott played the leading roles in a Valley Forge Music Fair production of the musical. More than 83 chapter members and guests were on hand.

FOR HIS LONGTIME service to the Association, David B. Peter, right, is presented a Certificate of Service by Bob Day, past president of ALBUQUERQUE Chapter. Now an ELA, Mr. Peter joined NAA in 1919, helped charter the KANSAS CITY Chapter, and was a member of the NEW YORK and DENVER Chapters, before joining the ALBUQUERQUE Chapter. Prior to his retirement in 1963, he was associated with the Atomic Energy Commission in Los Alamos, N. M.

GAVEL IS HANDED OVER to newly-elected OGDEN AREA president Mordell Buckbee by past president Larry Patane.
(Continued from page 12)
Francis P. Kelleher, Massachusetts North Shore
Cary A. Marshall, III, Los Angeles
Mario A. Mazza, San Francisco
William F. McConnell, Columbia
William McLachlan, Greenwich-Stamford
Samuel A. Ridpath, Seattle
Cleveland A. Ross, Jr., East Tennessee
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Paul W. Holt, Bridgeport
Harry N. Kamph, Los Angeles
William Langenberg, Raritan Valley

(Continued on page 15)
VII. The Upsurge of Accounting

Several important milestones in accounting history have each created increasing demands for qualified accounting personnel.

1—Tremendous development in industrial activity in the United States (19th century).
2—Rapid growth of corporate-type businesses, resulting in widespread public ownership through stock purchases on the open market.
3—Expansion of demands on accounting caused by efforts to prepare for World War I.
4—Increase of government influence through taxation and business regulations.
5—Expansion of cost accounting techniques, with shift in emphasis from Balance Sheet to detailed Profit & Loss Statement.
6—Expansion of accounting system procedures caused by government contract negotiation and renegotiation resulting from the greatest war production effort known to mankind (World War II).
7—Mass production, plus new research and development, plus new distribution techniques—demanding faster, more detailed, comprehensive records of production costs, overhead and burden, marketing, product sales analysis, plant facilities expansion in outlets and warehousing—provide new accounting techniques through electronic data processing, and give management faster, better informed, decision-making capabilities.

Consider just one industry common to all of us—automobiles. Pioneers of the "horseless carriage" little dreamed that Americans would travel 733 billion miles a year in 63.5 million cars and 12.5 million trucks and busses. Nearly 11 million workers—1 of every 7 gainfully employed—work in the highway transportation industries.

Imagine the staggering amount of accounting work here, and in such "supplier" industries as steel, rubber, petroleum, electrical accessories, auto finance and insurance, etc. Just one major industry—its demands must be paralleled by accounting techniques able to meet the demands!

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(Continued from page 14)
Russel S. Meinholz, Reading
Remington H. Warner, Milwaukee
William F. Wehrly, Portland
Glen E. Woodson, Canton

1965 ANNUAL CONFERENCE
David F. Strawn, South Florida, Chairman of Operations Committee
Stewart Koepcke, Charlotte, Chairman of Program Committee
City of San Diego
Honors Stillwagen

The election of Colin A. Stillwagen to the presidency of the National Association of Accountants in June was an event of great interest in his home city of San Diego.

After he was elected head of the largest accounting association in the world, Mr. Stillwagen was interviewed by a leading television commentator in the city. As a news item, his election was carried in three metropolitan and several suburban community newspapers. The story was also carried by the City of San Diego Chamber of Commerce news publication.

His company ran a feature article with a wire service photograph in its house organ—Ryan Aeronews. Mr. Stillwagen is vice president—finance and treasurer of the Ryan Aeronautical Co. He has been with the West Coast aircraft company since 1939.

To top it all off, Radio Station KSON cited Mr. Stillwagen as Outstanding Citizen of the Day and Mayor Frank Curran (left) awarded the keys to the City of San Diego to the new NAA president. The ceremony, which took place on July 8, was televised on Channel 8 during prime time.

In the course of his appearances in the press and on television and radio, Mr. Stillwagen had an opportunity to describe NAA and its services. Thanks to the cooperation of San Diego Chapter, the story of NAA was well told.
NAA Emeritus Life Associates

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FRANK BLIND, New York.
FRED H. BRETTHAUER, Indianapolis.
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PAUL W. KEARNEY, Pittsburgh; Harrisburg past president. Stuart Cameron McLeod Society.
RALPH O. LAU, Harrisburg past president. Stuart Cameron McLeod Society.
CHARLES F. MANNION, New York.
MARCUS A. MCGARRY, Newark.
ARTHUR T. MESSOM, Springfield.
LYMAN W. OEHRING, Saginaw Valley.
GASTON J. PRIVAL, New York.
CLESSON A. ROGERS, Chattanooga past president. Stuart Cameron McLeod Society.
MRS. MARION H. ROSIER, Chattahoochee Valley.
MARTIN RUSTER, Los Angeles.
JOSEPH L. SCHNEIDER, Birmingham.
SAMUEL I. SPIELMAN, Baltimore.
RAY A. SPITLER, Atlanta.
EDMUND P. YOUNG, Hartford.

Promotions and New Positions

JAMES R. HELD, Albany, has been elected president of the Supervisory As-

sociation of General Aniline & Film Corp's Rensselaer Plant. . . DONALD S. PECKHAM was promoted to assistant treasurer of Cluett Peabody Co.

DON SHAW, Albuquerque, is now with Valley Welders as office manager.

HARRY T. FEEN and M. ELLIS KING, Atlanta, have formed a partnership for the practice of accountancy under the firm name of Fenn and King, CPA's.

JOHN RATULOWSKI, Beaver Valley, has been appointed supervisor-cost and general accounting, U. S. Steel Corp.

ROBERT W. KIMBALL, Boston, has been promoted to vice president of Bentley College of Accounting & Finance.

JOHN A. HUBENY, CHICAGO, was recently appointed controller of Motorola.

JOSEPH N. THOMPSON, Bridgeport, has been named treasurer of the Bridgeport Hardware Mfg. Corp. . . JOHN F. TRACY is now Oklahoma City-Tulsa District sales manager for the Standard Register Co.

JAMES S. SCHINDLER, Buffalo, has been appointed dean of the School of Business Administration, The State University of New York at Buffalo.

CROWDER FALLS and JIM WILLIAMSON, Charlotte, have been promoted to supervisors with Peat, Marwick Mitchell & Co. . . EARL YANDLE has been named partner in the firm, Temple, Wallace & Yandle.

Two Chattanooga members were re-
REMIN ront H. WARNER, past na-
tional vice president, has been named con- troller of Elkay Man-
ufacturing Co., Broadview, Ill.

LUTHER S. MOORE, Detroit, was re-cently elected treasurer of the De-Sta-Co Cor-p. . . ALFRED J. PROVENCHER has retired as assistant to the general account-ant at Detroit Edison. Mr. Provencher is the first employee of the company to complete 51 years of service.

ED Diggins, East Bergen-Rockland, has been admitted to partnership in the firm of Arthur Andersen & Co.

JOHN E. HARDIN, East Tennessee, has been promoted to business manager at Great Lakes Research Corp.

ROBERT KELLY, Evansville, has been made a partner of Siedman & Siedman.

WILLIAM WALL, Grand Rapids, is now systems & procedures analyst at Michigan Express, Inc.

LEOTA MCKENZIE, Hartford, was elec-ted vice president and treasurer at HAN-SON-WHITNEY. . . BRENNISS G. TYRELL is now president of Whitney Chain Co.

JAMES McMurray, Jacksonville, is now an accountant with Horne's Enterprises, Inc.

KEN ROUNDS, Jamestown, was ap-pointed purchasing agent for the Auto-matic Voting Machine Corp.

I. W. McKEE, Kansas City, was re-cently elected president of The Gas Serv-ice Co. . . PAUL MARQUART was ad-mitted to partnership in Arthur Andersen & Co.

FREDERIC P. BROMER, Lancaster, was ap-pointed administrator-financial controls, Industrial Tubes Div., Radio Corp. of America. . . ANDREW H. VOGEL, III, has been admitted as a partner in the firm of Dorwart, Andrew & Co.

SHERMAN ARMSTRONG, Los Angeles, has joined California Investors as a reg-istered representative. . . DONALD CRONE was named general accounting supervisor at Hardman Tool & Engineering Co. . . JAMES D. DESHEROW is now with Paper Mate Mfg. Co., as staff accountant. . . RICHARD W. ENGELHORN has been elected vice president of the National Storage Co. He will continue to serve as treasurer, controller and a member of the board. . . REX SOUTAR has joined Avery Prod-ucts Corp., as corporate accounting man-ager.

WILLIAM HANEUGHAN, Memphis, has been promoted to hang director for the Dover Corp.

JOHN R. COX, Minneapolis, has been pro-moted to accounting supervisor, flour division, The Pillsbury Co. . . HENRY M. HANSON is now real estate division accountant at Apache Corp.

FRED MECKEL, Morristown, was ap-pointed controller of Newark Rectifier Division of General Instruments.

HOWARD K. ANDREWS, New Haven, has joined the Connor Engineering Corp., as treasurer. . . JOHN SORBO is now quality control supervisor of Henry-Richards Co.

GEORGE J. LEYLEGI AN, Niagara, was named supervisor, budgets, Eastern Chemical Div., Hooker Chemical Corp., succeeding Howard Gibson who was ap-pointed manager of purchasing adminis-
tration in the Corporate Purchasing Dept.

KENNETH A. ERICKSON, North Alabama, was recently transferred to Luling, La., and promoted to chief accountant of Monsanto's plant there. . . . ROBERT L. RAINY has been promoted to cost accounting supervisor for Chemstrand's Decatur Acrylan Plant.

DEAN HEBERT, Northern New York, is now an accountant with Riverside Iron Works, Inc.

WILLIAM T. DUCKLOW, Northern Wisconsin, was recently named district manager in Appleton for Data Processing.

JOHN H. BROWN, North Jersey Shore, was recently named assistant comptroller of Esso Research and Engineering Co.

RAYMOND LOESTER, Norwich, is now controller of Beechmount Dairy, Inc.

Two Oakland County members have been promoted by Chrysler Corp. ROBERT COTNER is now budget supervisor of the Newcastle, Ind. plant, and JESSE RIGBY was named comptroller of Detroit Tank Defense Operations. . . . JOHN W. JOHNSON, JR., has been named assistant to the director of Detroit Edison's tax department.

WILLIAM MESTELLER, Oakland-East Bay, is now controller of Kaiser Aircraft & Electronics.

CARL A. ANDERSON, Peninsula-Palo Alto, was elected corporate secretary of Memorex Corp. . . . ROBERT HENDERSON has joined Associated Construction & Engineering as treasurer.

J. M. HAMLIN JOHNSON, Pennsylvania Northwest past president, was recently promoted to manager of accounting at Stackpole Carbon Co.

Two Philadelphia members were named by Arthur Andersen & Co. EDWARD J. FITZSIMMONS is now manager, tax dept., and FRANK H. REEVES was appointed manager, audit dept. . . . JAMES G. SULIVAN was elected vice president of Walter H. Eagan Co.

LESTER G. BOLES, Pittsburgh, was recently promoted to controller, Shenango. . . . JAMES S. HOWARD has been elected comptroller of Pittsburgh Steel Co. . . . RICHARD P. STARKE was named chief cost analyst in the accounting section, accounting dept., at the West Leechburg Works of Allegheny Ludlum Steel Corp.

Three Phoenix members were recently promoted at Nuclear Corp. WILLIAM SUMMERS is controller of the Valley Sheet Metal Div., DUANE WILHITE succeeded him as assistant to the corporate controller, and MARVIN NASSE was named assistant controller of the Semcor Div. . . . FLOYD SHALLEMBERGER is now chief cost accountant at Arizona Agrochem.

HAMPTON POOLE, Piedmont, has been named assistant treasurer of Virginia Mills.

CHARLES C. WESTON, PHILADELPHIA, is now corporate controller of International Resistance Co.

RAYMOND GONZALES, Puerto Rico, has been admitted as a partner of Price Waterhouse & Co. . . . RAYMOND HERNANDEZ is now manager of Peat, Marwick Mitchell & Co. . . . LLOYD W. MOSHER has been admitted as a partner of Deoite, Plender, Haskins & Sells.

Three Raritan Valley members have been named by Johnson & Johnson, GEORGE D. WILSON is controller, marketing and financial accounting; FRANK STRUP, JR., was named controller, operations, and ROBERT W. SPRENGER is director, financial and administrative services. . . . JOHN SOLBERGER has joined Forrestal Research as assistant to the treasurer.

ROBERT LLEWELLYN, Richmond, was recently promoted to division controller of Control Systems Div., Robertshaw Controls Co.

JAMES H. McGYNN, St. Louis, has been promoted to controller of Hardy Salt Co. . . . PAUL A. SPRENGER was recently re-elected treasurer of the Board of Education of the Riverview Gardens School District.

COSTAS C. NICOLAIDES and MILTON C. CLOW, San Diego, have been promoted to principals in the San Diego office of Haskins & Sells.

RON BUCHANAN, San Fernando Valley, was recently promoted to division controller, Hadbar Div., Purolator Products, Inc.

JOHN MORRIS, South Jersey president, was admitted as a partner in the firm, Lybrand, Ross Bros. & Montgomery. . . . JOE PANCHHELLA was promoted to audit manager at Arthur Andersen & Co.

PAUL DORR, Southwest Los Angeles,
has joined Burke & Co., as chief accountant.

GEORGE H. LESIEUR, Springfield, was recently appointed comptroller of Boxmakers, Inc., of Westfield. . . . WINSLOW C. WENTWORTH, Jr., has been named to assist in the performance of all tax assignments at Western Mass. Electric Co.

HUGH FROST, OAKLAND-EAST BAY past president, was elected vice president of real estate and construction for Safeway Stores, Inc.

Three Toledo members were recently named by Owens-Illinois Glass Co. CURT CARNAHAN is manager of office methods and data processing for the glass container div.; LEE SPRAGLE was named manager, general cost dept., administrative div., and GORDON VENNE was promoted to accounting manager, converting operation, Forest Products Div.

KENNETH R. HOLMES, Wichita, has joined International Bazaar, Inc., as secretary-treasurer. . . . FRAN JABARA was appointed Dean of the College of Business Administration. . . . FORREST G. WILLIAMS has joined Kansas Packing Co., as office manager.

GORDON WOLTERS, Grand Rapids, was recently elected 1st vice president of the Administrative Management Society.

Organization Service

LAWRENCE SNELSON, New York, recently served as co-chairman at an orientation seminar for executives conducted by the American Management Assn. The seminar was called “Making Price Decisions.”

MAJOR KENNETH P. RUMBURG, San Fernando Valley, past president and current national director, recently participated in a U. S. Marine Corps Reserve two-week officers’ course at Camp Pendleton, Calif.

In Memoriam

HERBERT B. BEIGHLEY, 71, Pittsburgh,

Youngstown, 1944. Emeritus Life Associate.

WILL A. BOWEN, JR., 41, Member-at-large, 1955.

ROBERT M. CHAWNER, 40, Oakland County, 1961.

OLEN W. CHRISTOPHERSON, 50, Milwaukee, 1952.

HAROLD H. ECKERT, 80, Newark past president, 1920. Emeritus Life Associate.

LESTER W. FIELD, 70, Syracuse past president, 1919. Emeritus Life Associate.
JOSEPH DI GIORGIO, 38, Johnstown, 1962.

EVERETT S. GRAY, 55, Hampton Roads, 1952.

R. HARTIN, 60, Member-At-Large, 1945.


WALTER E. HEINEMAN, 71, Milwaukee, 1941. Emeritus Life Associate.

JOHN P. HERR, Philadelphia, 1933.
CREIGHTON R. HODGES, JR., 47, Shreveport, 1952.

JAMES W. IRVING, 43, Tulsa, 1962.

EDWARD F. JUNGKANS, 51, Milwaukee, 1945.

FRANCIS P. KIRK, 63, Boston, 1937.


JOHN V. MURRAY, 37, Morrisstown, 1960.

FRANK W. NEVELOS, 50, Hartford, 1956.

FRANK J. PFIEFFER, 72, Louisville past president, 1928. Emeritus Life Associate.

BERNARD E. PRESKA, 61, Albany, 1957.


JAMES H. ROBERTSON, 64, Newark, 1944.

LOUISE SAVAGE, 67, Richmond, 1943.

ROBERT A. SCHRAME, 57, South Bend, 1956.

NORMAN J. SHEA, 68, North Penn, 1931.

WALTER SKERPA, 51, Bridgeport, 1954.


HERBERT THORPE, 64, Newark, 1938.

HAROLD N. TISCH, 53, Newark, 1937.

DAVID B. WALKINGSHAW, 50, Pittsburgh, 1945.


Students Again Offered Bulletins

The NAA Student Bulletin Service is again being offered to students of accounting for use in connection with their classroom work. Under this program, students may obtain copies of the technical section of the NAA Bulletin for the nine months from September to May inclusive at a price of $2.

In addition, copies of "NAA Research Reports" and "NAA Accounting Practice Reports" that may be published during the nine month period will be sent with the NAA Bulletin as part of this program. The Service is available to any student receiving residence instruction in accounting, provided that the request for such service is approved in writing by his instructor.

The Student Bulletin Service was inaugurated in 1959 by the National Board of the Association to help accounting students and at the same time acquaint them with the educational opportunities offered by NAA. With the start of the fall term, members are urged to inform college accounting faculty members and accounting students in their area of this service.

Application forms for the service are available from headquarters. The number of forms desired should be indicated when writing to headquarters.

FGAA Names New President

The Federal Government Accountants Assn. has elected James L. Thompson, Jr., as president for the current fiscal year 1964-65. Mr. Thompson, who is Assistant Director for Administration of the U. S. Coast & Geodetic Survey, succeeds Joseph R. Hock.

Business Outlook: Bullish

Everything's coming up roses as business moves into the second half of the year, according to a recent survey conducted by the National Industrial Conference Board. The study, which covered 207 manufacturers, showed that good first-half business has prompted many firms to be more bullish now than they were at the beginning of the year.

Of those manufacturers surveyed more than 80% believe their 1964 pretax profits will top 1963 levels. The main reasons offered for the general economic optimism were: the bullish trend of most major economic indicators, increased capital spending projections for plant and equipment, the Federal tax cut, the impressive performance of the auto and steel industries, and confidence that the Federal Government will maintain a healthy business climate.

Women CPA's Name Miss Lauer

The American Woman's Society of CPA's has named Miss Margaret Lauer of New Orleans, La., as president for the year 1964-65. Miss Lauer will be installed at the Society's annual meeting in Bal Harbour, Fla., Sept. 30-Oct. 2.

Retired Executives Sought

A volunteer corps of retired business executives to advise small businessmen on their management problems is being developed by the Federal Government.

According to Small Business Administrator Eugene P. Foley, the aim is to
set up a national inventory of counseling talent for small businessmen who can't afford professional consultants. Mr. Foley said there was a need for persons experienced in accounting and finance, among others.

The rationale for using retired executives for this service is based upon two different research studies. One showed that a big cause of small business failures is lack of management skills. The other indicated a trend toward earlier retirement and a desire on the part of people who retire to be of public service.

**Out of Print Bulletins Now Available**

NA(C)A Bulletins published during the years 1919-1946 are now being reprinted by the Johnson Reprint Corp., of New York, which has been granted reprint rights by the Association. Long out of print, these volumes have been in great demand recently.

Volumes 1-10 of the Bulletin covering the years 1919/20-1928/29 will be available this fall. Volumes 11-27 covering the years 1929/30-1945/46 will be made available in the spring of 1965.

NAA members who wish to complete their set of Bulletins or obtain back numbers may purchase the volumes directly from this company. Inquiries concerning prices and orders should be addressed directly to:

Johnson Reprint Corporation
111 Fifth Avenue
New York, N. Y. 10003

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**When Portland & Oakland-East Bay Met**

Portland, Ore., is a long way from the Oakland-East Bay area of California but in the July issue of Section 2 (page 21), they merged into the unlikely geographical combination: Portland-East Bay.

Our apologies go to both the Portland and Oakland-East Bay Chapters—plus the reassurance that neither the geographical areas nor the chapters concerned have affiliated.

"Get that 'Chairman of the Board' look off your face—you're home now!"
Dear NAA'er:

With this issue of SECTION 2 a new feature has been added—a Letters to the Editor page—designed to serve as a forum for the expression and exchange of opinions by members of the Association.

Unlike SECTION 1 of the BULLETIN which publishes letters written by members concerning technical articles or professional subjects and for which credit is given in chapter competition, this page will be reserved strictly for letters of a nontechnical, informal nature. The only "credit" involved here will be the personal satisfaction found in expressing your views and in seeing them in print.

The new department will offer members a chance to comment on the Association, its activities and other matters of general interest to accountants. The object is to establish a dialogue between individual members of the Association and strengthen the ties that bind accountants in the largest accounting association in the world.

Letters should be addressed to:

Robert Randall  
Editor, Section 2  
NAA Bulletin  
505 Park Avenue  
New York, N. Y. 10022
Developing Costs for Decision-Making

Biltmore Hotel, New York
September 24-25, 1964

Seminar Conferences Feature...

Intensive Coverage
Two full days of guided discussion on developing costs for decision-making permits detailed examination of each important aspect of the topic. Because NAA seminar conferences are designed for individuals who are knowledgeable about the conference topic, participants are encouraged to exchange ideas and experiences on mutual problems relating to the basic discussion.

Seminar Group Assignments
To further insure a fruitful exchange of ideas and experiences, registrants with common interests or similar backgrounds are selectively assigned to small seminar groups. Each group — guided by a comprehensive outline and discussion leaders chosen to reflect the group’s interests — spends four three-hour sessions in discussion.

Outstanding Luncheon Speakers
Each of the two general luncheons features a guest speaker. The two speakers will provide valuable technical information directly related to the conference topic.

An Informal Reception
In addition to the outstanding educational program, the conference features a reception on Thursday evening, providing an opportunity for fellowship on an informal basis. Wives of all registrants are cordially invited to attend.

REGISTRATION FORM

Name ____________________________________________
Title ____________________________________________
Division, Plant or Office ____________________________
Company ________________________________________
Street Address ___________________________________
City _______ State _______ Zip Code ________________
Firm’s Principal Product or Service _________________________
Registration Fee: $75
Non Member □
Member □

FOR NAA OFFICE USE: Conference Number: 201-11

Date Received __________________________ Reg. No. ________
Check No. ____________________________ Billed ________
P. C.

Attach check to completed registration form and mail to

Conference Registrar
National Association of Accountants
505 Park Avenue, New York, N. Y. 10022