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Reply to circular letter of August 4th

R. W. Boisselier

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St. Louis, August 18, 1913.

Mr. Hy. A. Niles,
New York.

Dear Sir;—

Enclosed please find a copy of my letter of recent date to Mr. A. P. Richardson, Secretary of the American Association of Public Accountants, which speaks for itself.

If you agree with me, use your influence to help to defeat this proposed change in the By-laws. If not, do at least assist to make the proposed Paragraph F more definite, for as it stands now a practising Public Accountant could not even send out a removal notice, nor give out a business card, nor have his name in the telephone book or city directory classification.

Do not allow a few to put shackles on the many.

I am in favor of reasonable ethics, but not for tyrannical restrictions.

Yours very truly,

R. W. Boisselier.

(Copy)

St. Louis, August 11, 1913.

Mr. A. P. Richardson, Sec'y
American Ass'n of Public Accountants,
55 Liberty Str., New York.

Dear Sir;—

Your circular letter of August 4th, advising the members of certain proposed changes in the By-laws, has been carefully read by me. I see no objection to most of the proposed changes, except that affecting Article VI, Paragraph F, as follows: "A practitioner cannot offer his services for sale or vaunt his own abilities without violating the canons of good taste and professional ethics. No one invested with the dignity and prestige implied by such intimate relations with clients should be permitted to degrade it by mere cupidity. A wholesome regard for such dignity forbids an accountant advertising his talents or skill as a merchant does his wares", to which I most decidedly object.

This change, in my opinion, is an undue interference with the personal liberty of action of the members, and is therefore tyrannical in its effect. Furthermore, it gives a Certified Public Accountant with an established reputation too great advantage over the beginner in that the latter, not as yet being known, is prevented from putting his name before the public, and deprives him of a chance to prove his skill and efficiency. I was one of the pioneer Public Accountants of the west, starting as a practising accountant 23 years ago. I was the first accountant using the term "Public Accountant" in this city, and gained my present reputation among the business community through judicious advertising, principally by occasional circulars, and backing these up by good and efficient work.

I do not approve of branding dignified circular advertising, which is only intended to call the attention of the public to one's existence, as unethical when it is certainly not considered a crime in the eyes of the general public. I therefore protest against this change in Article VI, Paragraph F, and hope that it will be voted down as unAmerican and unworthy of a high minded and progressive Association of Public Accountants.

Yours very truly,

(Signed)

R. W. Boisselier