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Robert H. Montgomery

American Association of Public Accountants

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THE AMERICAN ASSOCIATION OF PUBLIC ACCOUNTANTS.

President's Office.

December 5th, 1912.

Henry A. Niles, Esq.,

111 Broadway,

New York City.

Dear Sir:

At the annual convention of the American Association of Public Accountants held in Chicago last September the President was authorized to appoint a special committee to deal with the question of publicity. This committee has now been appointed and consists of five members. The chairman is Mr. J. E. Sterrett.

The executive committee of this association has decided that in view of the great importance of the work to be undertaken by this special committee and the paucity of funds for the carrying on of such a labor, it is desirable to create a special fund to be devoted to the campaign which the committee on publicity will conduct.

There will be a large amount of money required for printing, postage and other incidental expenses and it is absolutely essential that the committee should have a sufficient amount of money at its disposal to enable it to produce the results which are considered possible.

The amount of the special fund required is estimated at a minimum of \$1000.00.

For the purpose of creating this fund you are requested to assist to the extent of your inclination and ability in the full assurance that the money so appropriated will be expended for the benefit of the profession as a whole and will indirectly bring returns to every accountant in the country.

As an illustration of the work which this committee will be called upon to accomplish, I beg to refer to the paper prepared for the American Association of Public Accountants by Mr. David R. Forgan, one of the leading bankers of Chicago, on the subject of "The Relation between Bankers and Accountants." An excellent discussion of this question has been written by Mr. W. F. Weiss, President of

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the New York State Society of Certified Public Accountants and it is intended to distribute the original paper and the discussion to all the prominent bankers of the country with the idea of impressing upon them the immense advantage to be derived from compulsory certification of borrowers' statements. It is expected that it will be possible to convince a large number of the bankers of the benefits of such a course of action and if this can be done it is not necessary to point out how great a volume of business will be created for the certified public accountant.

As another instance of the work to be undertaken by the committee on publicity I may refer to the intention to circularize the bankers of the country, putting to them certain questions in regard to the advantages of cooperation between accountants and themselves. This undertaking will lead to a considerable amount of "follow-up" work which will probably yield satisfactory results but will necessarily increase the amount of expense.

There are numerous other directions in which the energies of the committee on publicity will be directed and I have every confidence in the ability of that committee to bring about satisfactory results. Accordingly, I draw this matter to your attention and I earnestly request that you give it your serious consideration.

I feel strongly that it is important that we should not lose this opportunity to increase the public appreciation of the services which can be rendered by accountants and I trust that we shall have no difficulty in securing the amount of money required. There will be no difficulty if each member of the association will contribute even a small amount.

Please address your replies and remittances to
A. P. Richardson, Secretary, 55 Liberty Street, New York.

Yours very truly,



President.