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Letter from Committee on Public Affairs, American Institute of Accountants, to Members and Associates Re: Committee Budget and Request for Contributions.

American Institute of Accountants. Bureau of Public Affairs

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AMERICAN INSTITUTE OF ACCOUNTANTS

Bureau of Public Affairs

Committee

HOMER S. PACE, *Chairman*
GEORGE W. ROSSETTER
J. E. STERRETT
E. H. WAGNER
C. OLIVER WELLINGTON

135 CEDAR STREET, NEW YORK

August 29, 1924

TO MEMBERS AND ASSOCIATES:

Your Committee on Public Affairs deems it necessary at this time to present to the membership certain facts with respect to the financial aspects of its work. Results have been accomplished the value of which can be appraised by members and associates, and the cost of accomplishing similar results for the ensuing year can now be estimated with reasonable accuracy.

The results with respect to cost to date are substantially as follows: The Council appropriated, in September, 1923, \$5,000 for the work of the committee. A secretary was employed, and active work was started on January 2, 1924. The printing and circulation of Letter-Bulletin 1 on Arbitration (sent to members, associates, chambers of commerce, trade organizations, newspapers, and business men) and the employment of a secretary, stenographers, and clerks for the conduct of the press bureau work and the correspondence have practically consumed the appropriation of \$5,000.

Your committee deemed it necessary to prepare and circulate Letter-Bulletin 2 on The Crime Tendency promptly because of the urgent and current nature of the crime situation. The official lists of members and associates are being circulated as an incident to Letter-Bulletin 2. At least 100,000 copies of this bulletin and 40,000 copies of the official list (more than 3,000,000 pages of printed matter) will be required to satisfy the demands. The members of the committee present at a meeting personally assumed the financial responsibility for this distribution. If the distribution (which chiefly applies to next year's work) is approved, the cost will be offset against the budget for next year.

The work of distributing Letter-Bulletin 2 is now in progress. Many columns of editorials and news articles with reference to this document are appearing in newspapers published in every part of the country, and most valuable contacts and friendships are being made every day, as a result of this work, with newspapers, trade publications, civic and trade organizations, and influential business men. Exhibits are being prepared for the convention that will show the extreme interest that has been aroused by the work the Institute is doing on this important public question.

It seems to your committee that a reasonable budget for the work of the ensuing year would be as follows:

Salaries:

Paid secretary	\$ 5,000
Assistant to paid secretary (time to be devoted chiefly to press work)	3,600
Three stenographers	4,500
General clerk	900
	<hr/>
	14,000

General:

Printing and postage	16,000
Total	<hr/>
	\$30,000

A country-wide campaign involving contacts with credit men, bankers, trade associations, and civic organizations in every business community in the country is obviously not a small undertaking. Such a campaign on even a moderate scale involves a large amount of correspondence and printing. Systematic work of this kind and continued editorial and news recognition, such as we are now receiving in the New York World, the New York Times, the Philadelphia Public Ledger, the Cleveland Plain Dealer, the St. Louis Globe-Democrat, the Sacramento Bee, and scores of other great newspapers, will bring the results we desire. These columns of favorable comments, which could not be purchased at any price, can be obtained only as a result of a constructive public service—a service that necessarily involves considerable expenditure for staff, printing, and postage.

Thirty thousand dollars is truly a small amount in relation to the results that can be accomplished. Your committee could use productively a larger amount. However, it is the judgment of the members of the committee that we should proceed conservatively and undertake only work that can be maintained as an integral part of the Institute's activities. Two years ago, the Institute considered a five-year program on the basis of an expenditure of \$100,000 a year. This fact is mentioned to bring into relief the conservatism of the proposed budget.

The Institute, your committee is informed, is not in position to finance this work by an appropriation from its general revenues. Therefore, your committee, by this letter, is making a direct appeal to members and associates for personal pledges to carry along the work for the year beginning September 1, 1924.

The average annual cost per member on this basis would be approximately \$15. If the work is to be carried along, many members and associates with well developed practices will have to contribute considerably in excess of the average amount. On the other hand, your committee is anxious to have each member and associate participate in carrying the cost of this work, even if the individual contribution is not more than \$10. Your committee has not approached any individual or any firm for a large contribution, but feels that this work, if it is to be a success, must be financed by the whole-hearted and spontaneous action of the individual members and associates of the Institute.

Briefly, it sums up to this: Do you want the work continued during the next year? If so, what will you personally contribute? The time of payment can be arranged to suit your convenience. This matter should have your immediate and serious consideration. Advise the committee promptly in order that we may have the results tabulated in time to present to the convention.

Truly yours,

COMMITTEE ON PUBLIC AFFAIRS.

HOMER S. PACE, *Chairman*
GEORGE W. ROSSETTER
J. E. STERRETT
E. H. WAGNER
C. OLIVER WELLINGTON

September , 1924

AMERICAN INSTITUTE OF ACCOUNTANTS
135 Cedar Street
New York, N. Y.

GENTLEMEN:

I hereby subscribe \$_____ for the work of the Committee on
Public Affairs for the fiscal year beginning September 1, 1924, and agree to pay
my subscription as follows:

(Name) _____

(Address) _____
