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**Letter from Carl H. Nau, President, Executive Committee,
American Institute of Accountants, to Fellow Members Re:
Submission of Names of Persons Likely to be Interested in
Receiving The Journal of Accountancy.**

Carl H. Nau

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American Institute of Accountants

INCORPORATED UNDER THE LAWS OF THE DISTRICT OF COLUMBIA

OFFICE OF THE PRESIDENT
3334 PROSPECT AVENUE
CLEVELAND, OHIO

July 15, 1921.

Dear Fellow Member:-

On April 15th I addressed a letter to each member of the Institute requesting the submission of names of persons likely to be interested in and who might be benefitted by regularly receiving The Journal of Accountancy.

The response to this request was indeed gratifying. The replies were, moreover, such as to encourage me in the belief that each member of the Institute can help greatly to increase the circulation of The Journal and materially aid in enlarging its sphere of usefulness and extending its influence.

The responses have been so generous that I am persuaded to believe that you also are interested in helping along the good work and that the reason for your failure to respond is probably to be found in the same mental processes which frequently influence my own conduct when in receipt of similar appeals.

Perhaps the request comes at a time very inconvenient for immediate consideration. It is laid aside with other matters not demanding prompt attention. The propitious moment does not arrive for some time. In the meantime other interests crowd themselves to the front and make a more immediate appeal. Result: a good intention is postponed and for it is substituted a reluctance to act upon an impulse which has lost its lure by the too lengthy period of procrastination.

If the foregoing is a correct diagnosis of your case (anyhow for the purpose in hand will you pretend that it is) may I ask you to fill out and send in the enclosed card and help to boost your own property? Better yet - look up my former letter. Fill out and send in both cards.

Every accountant should take The Journal, but prospective subscribers need not be accountants. They should be persons who can derive a benefit from reading it and persons who can be of benefit in extending the influence of our profession.

Yours sincerely,

CARL H. NAU,
President

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POSSIBLE SUBSCRIBERS FOR THE JOURNAL OF ACCOUNTANCY

SENT BY _____

NAME	OCCUPATION	ADDRESS

USE OTHER SIDE OF CARD IF THERE ARE MORE NAMES THAN ARE PROVIDED FOR IN THIS SPACE