

University of Mississippi

eGrove

Haskins and Sells Publications

Deloitte Collection

1922

Personal interest

Anonymous

Follow this and additional works at: https://egrove.olemiss.edu/dl_hs



Part of the [Accounting Commons](#), and the [Taxation Commons](#)

Recommended Citation

Haskins & Sells Bulletin, Vol. 05, no. 08 (1922 august 15), p. 57

This Article is brought to you for free and open access by the Deloitte Collection at eGrove. It has been accepted for inclusion in Haskins and Sells Publications by an authorized administrator of eGrove. For more information, please contact egrove@olemiss.edu.

HASKINS & SELLS

CERTIFIED PUBLIC ACCOUNTANTS

BULLETIN

ATLANTA
BALTIMORE
BOSTON
BUFFALO
CHICAGO
CINCINNATI
CLEVELAND
DALLAS
DENVER
DETROIT
KANSAS CITY
LOS ANGELES
MINNEAPOLIS
NEW ORLEANS
NEW YORK

PHILADELPHIA
PITTSBURGH
PORTLAND
SAINT LOUIS
SALT LAKE CITY
SAN FRANCISCO
SEATTLE
TULSA
WATERTOWN

HAVANA
LONDON
PARIS
SHANGHAI

EXECUTIVE OFFICES
HASKINS & SELLS BUILDING
37 WEST 39TH ST., NEW YORK

Vol. V

NEW YORK, AUGUST 15, 1922

No. 8

Personal Interest

THERE is a city not more than a hundred miles from New York which is unique because it is old-fashioned. Its inhabitants are noted for their deliberateness. They bear the indelible imprint of their forefathers, who were heavy-set, thorough-going, and methodical; plain, but honest; simple, but friendly.

The spirit of their ancestors seems to have come down through the years and continued with these people, even though their city has grown tremendously and has had to absorb its full quota of the foreign element—a problem which every city, large or small, has to meet. There is apparent everywhere, as one goes about the city, a feeling that one is receiving personal service. It is manifest in the lowly boot-black, who shines one's shoes until they look like a mirror, instead of giving them the careless rub or two of the padrone's slave. It stands out in the work of the soda dispenser, who serves one's refreshment as if it were an unusual opportunity for service instead of a task imposed by the economic scheme of existence, meanwhile clamoring for the check and performing gyrations which spill half the contents of the glass over the counter or the customer or anything else which happens

to get in the way. The ticket seller in the theatre refuses to sell one a seat in back of a post, because he knows one would not enjoy the play sitting in back of a post. The clerk in the store modestly shows his goods, leaving the customer to select, instead of resorting to the intensive methods of modern scientific salesmanship which may send the customer away "sold" but vowing never to return.

Every act of service seems to be based on consideration of the one who is served. It gives a comfortable feeling, and stirs emotions which are rarely stirred by the slam-bang tactics of much modern enterprise. The average human being enjoys attention. He is made to feel good by observance of his wishes and the gratification of his desires.

There is a lesson for the accountant who serves the public, in the spirit manifested in this city of old-fashioned folks. Every client is, in the last analysis, a human being. He may have his peculiarities, or even whims and fancies; but the secret of success is to discover the wishes of those whom one is serving, and to see that such wishes are properly met. A personal interest on the part of those who serve is essential to such discovery and fulfilment.