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Prize Essays

FORTY-TWO members of the organization entered the prize competition under which the firm offered, on November 19, 1923, prizes of \$100, \$50, and \$25, respectively, for the three best essays submitted on the subject of "How May We Improve the Quality of Our Service to Clients?" Sixteen practice offices were represented, including London and Paris. New York Thirty-ninth Street office had the largest representation, with eleven contestants.

All essays were read critically by two members of the firm who selected ten for final consideration. Such selections were then read carefully by three additional members of the firm, including one from out of town. The first, second, and third choices of the entire five readers were then weighted. The awards were made to the contestants receiving the three highest ratings.

First prize of \$100 was awarded to Mr. S. B. Stevenson, Thirty-ninth Street office; second prize, of \$50, to Miss J. M. Palen, Broad Street office; third prize, of \$25, to Mr. E. L. Kincaid, Newark office. Honor-

able mention was also given to Messrs. W. A. Dunning, Dallas; J. E. Barnett, Atlanta; C. C. I. Oehler, Broad Street, all three of whom submitted essays equally meritorious.

It is a matter of some surprise that more essays were not submitted. On the other hand, those received were generally of a high order and showed evidence of careful thought. Perhaps what was lacking in quantity was made up in quality. Practical value of the suggestions constituted the principal basis for judging the essays. Many of the papers which were rejected from final consideration, even though lacking in a sufficient number of practical suggestions, contained one or more points of value. Notwithstanding the meager number of essays submitted the value of the suggestions made and the insight thereby afforded into the reactions on the subject of those who entered the competition make the contest well worth while. The future will doubtless throw some light on the matter. The prize winning essays follow.

How May We Improve the Quality of Our Service to Clients?

By S. B. STEVENSON

THE quality of our service to clients depends upon the soundness of the procedure followed in prosecuting the engagement, the informative qualities of the

report, the knowledge, character and exertions of the individuals entrusted with the field work, and the nature and extent of contacts with clients on the part of prin-