

University of Mississippi

eGrove

---

Haskins and Sells Publications

Deloitte Collection

---

1924

## Advertising pays

Anonymous

Follow this and additional works at: [https://egrove.olemiss.edu/dl\\_hs](https://egrove.olemiss.edu/dl_hs)



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

---

### Recommended Citation

Haskins & Sells Bulletin, Vol. 07, no. 06 (1924 June), p. 41

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](mailto:egrove@olemiss.edu).

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

**HASKINS & SELLS**  
CERTIFIED PUBLIC ACCOUNTANTS

# BULLETIN

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

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

HAVANA  
LONDON  
PARIS  
SHANGHAI

VOL. VII

NEW YORK, JUNE, 1924

No. 6

## Advertising Pays

**T**HE public accountant who hawks his wares for the purpose of gain incurs the wrath of his estimable contemporaries whose sense of fitness holds dignity high in the scale of professional attributes.

The better element in the profession frowns on advertising. The newspaper publishers apparently frown on the profession for its so-called straight-laced policy on the advertising question.

The young practitioner whose education has been proper is a victim of mixed emotions when confronted with the practical problem of advertising. It is not to be considered strange that ethics become subordinate to necessity when his only hope of paying his bills is finding use for his services.

Accounting is a profession; not a business. If a person is devoid of professional instincts he has no place in public accounting. The basic instinct is a desire to serve. The true reward of service is satisfaction.

The customary and even ethical notion of professional practice is less altruistic

than the theoretical ideal. Common sense dictates a blending of fair fee with fair service. Undue emphasis on the compensation has upset many a professional career. In *The Lamp* of the Standard Oil Company we read, "Most men who have money earned it after they found that the financial reward was the least important thing about their work."

Somewhere there has been related the story of a florist and landscapè gardener who found out enough about the living conditions and tastes of a casual city-bred customer to sell him a fern which with care would outlast three of the ordinary variety. The customer prospered, enjoyed the fern, and remembered the florist. When he moved to the country and required the services of a landscape gardener the florist was rewarded with a substantial order.

No money-bought advertising can compete with that which springs from genuine service. Advertising pays,—if it is the right kind of advertising.