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12-1-1922

## C. P. A. Bulletin, No. 13, December 1, 1922

National Association of Certified Public Accountants

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# The C. P. A. Bulletin

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No. 13

The National Association of Certified Public Accountants  
WM. DE LAROCHE ANDERSON, Acting Editor

Dec. 1, 1922

## SAFEGUARDING **Banks and Business** THROUGH **The National Standard Practice Certificate**

(See reproduction Pages 4 and 5.)

Mal-practice, by numbers of "State" Certified Public Accountants, who are not members of the National Association of Certified Public Accountants, has caused a very general lack of confidence in the value of the service of all Public Accountants by Banks and Business.

Under these circumstances, the officers of the National Association of Certified Public Accountants have deemed it wise to prepare a certificate (see pages 4 and 5) such as will assure Banks and Business that confidence should not be lacking in accountants of the National Association. This certificate shows that certified membership in the National Association (N. A.) is continually and definitely and principally dependent upon the unquestionable integrity of the professional **PRACTICE** of the members, irrespective of all but a sufficient technical knowledge and skill; irrespective of "State" granted, or other titles, and irrespective of rigid technical examinations.

This Certificate embodies an adaptation, in contractual form, of the Individual Public Responsibility principle, now and heretofore carried on the identification card of each National member. It is obviously desirable under present conditions for each member to have and to display.

**Enrollment for National Co-operative Service**—Upon application for enrollment for Resident Service in National Practice and upon payment of an enrollment and classification fee of \$5, account, Upbuilding and Maintaining National Co-operative Service, each member will be sent, to be filled out and returned, as indicated in C. P. A. Bulletin No. 12, a Service Inventory Form, and a National Standard Practice Certificate, to be signed and to be displayed.

### APPLICATION FOR ENROLLMENT FORM

Members desiring to enroll for Resident Service in National Practice are requested to apply as follows:

From: \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_  
                    Print or type name                      &                      Address

TO: National Association of Certified Public Accountants (Clearing House) 10th street & Pa. Ave.,  
Washington, D. C.

SUBJECT: Enrollment.

I herewith apply for enrollment for Resident Service in National Practice, within the above municipality and vicinity, upon a compensation basis of \$5 per hour (minimum fee), and subject to my acceptance, or rejection for any good reason, if, when and as requests for the services are presented, under regulation by National Officers.

Enclosed find \$5 enrollment fee.

I agree to segregate, value and return my qualifications conservatively and carefully on Service Inventory Form, upon receipt, and, to sign and display the accompanying National Standard Practice Certificate.

Signed \_\_\_\_\_  
Name

# Bankers and Business Men

TAKE NOTICE

## "State" C. P. As. Peddle Certifications?

The following letters, by "State" Certified Public Accountants, in reply to a blind newspaper advertisement,—merely, "C 49 Times"—which contained no indication as to the competency, honesty or skill of the advertiser and simply stated in effect, the desire of an uncertified public accountant to purchase a C. P. A. signature to uncertified financial reports, indicate not the slightest compunction by "State" C. P. As. to engage in such practices.

These letters should be of interest to such of those Bankers who put the "State" C. P. A. on a pedestal and, to the exclusion of all others, require State C. P. A. Statements in an activity which is not licensed or controlled; they should be of interest to those "State" Certified Public Accountants who, self-acclaiming the superiority of State Certifications over others, have been camouflaging malpractices by attacks in the courts, before officials and the public upon an association of public accountants which is pledged individually and collectively to integrity of practice.

These letters should be of interest to the business man whose credit may be made the subject of purchase and sale by others, through the purchase and sale of the medium that values it and last but not least the public generally should have an interest in these letters as showing the quality and value of the medium of information upon which their money may be loaned or invested.

ARTHUR LAZARUS AND COMPANY  
INDUSTRIAL ACCOUNTANTS  
291 BROADWAY  
NEW YORK

TELEPHONE WORTH 8365

M. H. ROTHMAN & CO.  
CERTIFIED PUBLIC ACCOUNTANT  
INDUSTRIAL ENGINEERS  
302 BROADWAY  
NEW YORK

September 18, 1920

August 20, 1920.

C. 49 Times,  
New York City

Dear Sir:

I would be glad to certify your work for you.

I am not only a certified public accountant, but a member of the New York Bar and a Columbia B. S. and M. A. as well.

Very truly yours,

*Arthur Lazarus*

C 49 Times  
New York, N.Y.

Dear Sir:-

Referring to your advertisement in the New York Times of August 19, 1920, kindly telephone us for an appointment, as we feel we can be of service to you.

Very truly yours

*M. H. Rothman & Co*

MHR/LA

661 WEST 179TH STREET  
NEW YORK

ALEXANDER REINFELD  
CERTIFIED PUBLIC ACCOUNTANT  
XXXXXXXXXX 110 W. 34th St.  
NEW YORK

September 19, 1920

Dear Sir:-

In reply to your advertisement, would be glad to go into question of certifying to reports.

I am a practicing accountant with C.P.A. degree from New York State. My professional standing is high, and I have many important connections.

Should you desire an interview, would suggest you first write to

me, and then arrange for a meeting some evening

Yours truly,  
A. W. Reinfeld

28 So Elliott Place  
Brooklyn, N.Y. Sept 19/20

C,  
44 Times office

Dear Sir:  
Kindly favor me with an interview relative to your desired certification of reports and advice.

Yours very truly,  
John C. Stell  
C.P.A. (N.Y.)

September 20th. 1920.

C 49 Times  
New York Times,  
New York City.

Dear Sir:-

Replying to your "Ad" in Sunday's Times, I am interested in your proposition.

Yours truly,  
Alexander Reinfeld

Sea Bluff NY  
Sept 19/20

Dear Sir:-  
Will be pleased to have you make an appointment.

N.Y. State C.P.A.  
since 1910-

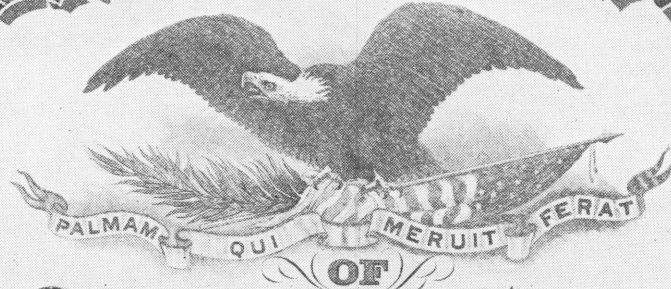
Yours very truly  
John C. Stell

Del; You Cover 641 J-



THE NATIONAL STANDARD PRACTICE CERTIFICATE

National Association



Certified Public Accountants

A

To whom these presents may come: Greetings.

Be it known that \_\_\_\_\_ in consideration of having had conferred upon him all honors, rights and privileges through the Certificate of Full Membership granted under Charter of the National Association of Certified Public Accountants, acknowledges, as a condition thereto, an

B

Individual Public Responsibility

in matters pertaining to the practice of Public Accountancy, and an agreement to surrender the aforementioned Certificate, and all said rights of membership thereunder, to the Board of Governors, upon conviction by said Board, or any duly authorized Body of this Association, of having made or caused to be made a false, misleading or grossly negligent report or accounting.

A

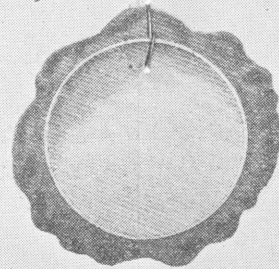
B

In witness whereof, This Certificate No. \_\_\_\_\_ is issued under the Seal of the Corporation at Washington, D. C., this \_\_\_\_\_ day of \_\_\_\_\_ 192

Accepted. Witness my signature this \_\_\_\_\_ day of \_\_\_\_\_, 192

Certified Member No. \_\_\_\_\_

Witness.



Board of Governors.

\_\_\_\_\_  
President.

\_\_\_\_\_  
Treasurer.

\_\_\_\_\_  
Secretary.

COPYRIGHT 1922, NATIONAL ASSOCIATION OF CERTIFIED PUBLIC ACCOUNTANTS

NOTE—False lines, A-B above, will not appear in the full size 12 x 15 certificate. Certificate to be rendered to members will bear members name engrossed there on and must be signed by both the members and the officers, under the seal of the corporation.

Continued from Page 3.

C 49 Times

NEW YORK CITY - 2268 WALTON AVE  
FORDHAM, N.Y. Sept 19, 1920 -  
TEL FORDHAM 5800-

NATHAN SANDLER  
CERTIFIED PUBLIC ACCOUNTANT  
200 FIFTH AVENUE  
NEW YORK  
TELEPHONES 2813 GRAMERCY  
2813

Sept 20, 1920

DEAR SIR:

KINDLY ARRANGE FOR INTERVIEW

CHARLES FROST C.P.A.

MARTIN G. HELLER  
CERTIFIED PUBLIC ACCOUNTANT  
50 UNION SQUARE  
NEW YORK

TELEPHONE 1981 STUYVESANT

C Hq. Times

Dear Sir:-

Please telephone my office and  
arrange an appointment

Yours truly  
Nathan Sandler

233 West 22nd St City

Sept 19th 1920

C 49  
Times

Please phone  
or write for an  
appointment  
Yours truly  
H. A. Grube C.P.A.

ASSOCIATE OF AMERICAN INSTITUTE OF ACCOUNTANTS

HARRY A. GRUBE  
CERTIFIED PUBLIC ACCOUNTANT  
(PENNSYLVANIA)

7811 BAY PARKWAY BROOKLYN, N.Y.

Sir:-  
Please advise as  
to nature of reports. Or arrange  
for an interview  
Very truly  
H. A. Grube

b.

Dear Sir

Replying to your ad. I should  
be glad of an interview.

Yours very truly

F. S. Tipton, C. P. A.  
(NY)

Sept 19, 1920

C, 49 Times

Certified Public Accountant (Conn.) will  
be pleased arrange an interview in regard to ad.  
Line number, address & telephone number

B. ...  
4. H. Rushman,  
607 Monroe St,  
Brooklyn,  
24

## New York State Chapter Elects Officers

The following are the members of the National Association of Certified Public Accountants, who were recently elected at a meeting held at the Waldorf-Astoria, as officers of the New York State Chapter, National Association.

President, Geo. H. Kingsley, Vice-President, Leonard E. Lisner, Treasurer, James A. Harrington, Secretary, Julian Wild.

BOARD OF GOVERNORS, Ira Adler, Turner Anderson Monroe, W. Henry Carr, Louis K. Gunther, Louis I. Kane, Frederic C. Benson, Morris Phillips.

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## Not Yet - But Soon.

It is reported that at a recent meeting of the Board of Examiners of the American Institute various State Boards of Accountancy were told that they must give the papers of applicants for the State C. P. A. designations to the Board of Examiners of the American Institute before they, the State Boards, examined them or marked them, and that they, the State Boards, could not have the individual markings made by the Institute, as the basis for either passing or "flunking" these candidates—that the Institute's markings were to be considered final otherwise "standardization" (Institute Control) would go to the scrap heap.

It is hard to understand why the Institute does not branch out, with subsidiary organizations, to examine doctors, lawyers, dentists, automobile drivers and all the other state citizens who are examined by state agencies under state laws for ratings to practice or operate within the states. It would relieve these state agencies set up for these examinations tremendously, just as it now relieves the State Boards of Accountancy and, on a fifty-fifty basis established for accountants should be very profitable to the Institute. It would, in turn, increase this private corporations ability to go more extensively into the real estate and publishing business. The Institute certainly ought to get into quantity production at the earliest possible moment—it seems silly just to "pick on" accountants.

Under the quantity proposition, it might be objected that state laws, state agencies and state citizens might intervene. This of course would be nonsense—how could they when they were shown the value of "standardization" (Institute Control)? and besides there would be the accountancy precedent—The Accountants generally haven't effectively objected—yet.

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## Excuse, Please.

The Editor apologizes to Mr. L. O. Dailey, President of the Business Service Co., Dallas, Texas, for mis-spelling his name in the C. P. A. Bulletin.

## E. W. Sells

(Haskins and Sells)

### Quits American Institute Council.

From reports coming in as to what happened at the annual meeting of the American Institute of Accountants, recently held at Chicago, it appears that the best efforts of the progressive, up-to-date element within that organization, to bring the light of reason to the dominating clique, went for less than naught.

At the end the "monopolists" were left in more complete control than ever. The well-known "monopolistic" policy, which this hierarchy has been getting away with under the camouflage title of "Standardization", was left completely intact.

It will be remembered that E. W. Sells of Haskins and Sells quite recently, in an open letter, undertook to show this element in the Institute the error of its ways and its failure to live up to or to have met the objects of the Charter of the organization. The net result of this action by Mr. Sells and of the meeting as it appears from the result, is, that Mr. Sells is now no longer a member of the Council of the Institute and, that Mr. Nau the former President, is replaced by Mr. Gore, late of Barrow, Wade & Guthrie, recently heavily penalized in court for gross negligence in practice, who represents fairly the little crowd of men who have hypnotized themselves into a delusion of unassailable qualities, position and power and who run the American Institute. This seems to be all that has come from the Chicago meeting of the Institute—and its considered nearly enough.

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## Greek Meets Greek.

Inasmuch as the principle of Individual Public Responsibility is carried upon the membership cards of both the National Association of Certified Public Accountants and The Institute of Chartered Accountants, and both cards are practically identical, these two organizations should readily come to agreement as to the value or values definitely indicated by these cards to the business man. The Editor of The Chartered Accountant says in his November issue that "three outstanding facts" will sink deeply into the memory of the business man when these cards are presented to him. The Editor of The C. P. A. Bulletin takes most respectful issue with the Editor of The Chartered Accountant upon this point. In our opinion there is just one outstanding fact indicated that will "sink deeply", and that fact is that at last an accountant has presented himself who has personally something of value to lose if he fails to make good, on a true basis and sound standard of practice, in the service he is offering to perform. And this fact, we think, is more valuable than the three facts mentioned by the able editor or more valuable than any three thousand three hundred thirty and three other facts which might be reflected.



## NOTICE TO MEMBERS

**Annual - 1923 - Dues**

INDIVIDUAL PUBLIC RESPONSIBILITY

IDENTIFICATION CARDS

Are Now Ready for Distribution on payment of \$10 to cover 1923 dues. Prompt remittance to E. Long, Treasurer, 47 Franklin National Bank Building, Washington, D. C. will maintain you in continuous good standing. NOTE—1922 Card is void after December 31, 1922.

**1923 - Subscription - 1923****The C. P. A. Bulletin****\$2.**

The Board of governors have decided to re-adjust the subscription price for the Bulletin upon the basis of \$2. per annum. If you have not yet subscribed you should now do so.

**SHOW YOUR BULLETIN**

to

**BUSINESS MEN AND BANKERS**

and convince yourself of its value. Extra copies may be obtained at nominal cost for distribution to them.

**Accountant, Certified; New York;****Expert Bookkeeper; \$5 a day.****Lex. 324 W. 18th.**

This ad. appeared in a New York Sunday paper of November 26, 1922.

There has been no investigation as to what kind of a Certified Accountant this advertiser is. It would appear that he is certified by the State of New York, but that is not the point—the point is—what is Certified Public Accountancy coming to under the old order of things? Is the "State" Certified Public Accountant so blind as not to see "the hand-writing on the wall"? Will he persist through his blindly autocratic do-nothing professional leadership in committing professional suicide?

These are a few of the questions that this "ad" calls up and is the reason that it is offered for the earnest consideration of "State" Certified Public Accountants.