

month, an additional £20 (£70 instead of £50) be authorised for stamps.

V.—*Reported*: That the Committee interviewed Mr. Van Homrigh, of the firm of Van Alexander & Co., Advertising Agents, with reference to the obtaining of advertisements for the Register, and that he was informed that the Committee could come to no decision at present.

Recommended: That for this particular issue of the Register the Council should reconsider its decision to accept advertisements, in view of the doubt as to whether the net amount falling to the credit of the Council after allowing for probable expenses, would make it worth while.

VI.—*Considered*: The Report of the General Purposes Committee.

Recommended: (1) That a clerk for the Accountant be appointed at a salary of £2 5s. per week.

(2) That the articles mentioned in Recommendation IV of the Report be purchased.

(3) That a weekly increase of salary from October 5th of 10s. to Miss R. H. Hodgson and Miss Gladys Upton, and 5s. to Miss King, be granted.

(4) That recommendation III be not approved.

Discussion.

On Item I Miss MACCALLUM drew attention to the increased cost to the Council for travelling expenses owing to the elimination of London members from various Committees, and the substitution of so many from a distance. One lady cost £21, another £11, and another £30 for the month.

On Item II Miss COX DAVIES enquired whether the Council was in such a flourishing condition that it could afford to pay the whole of this £2,500.

THE CHAIRMAN said that the amount now in hand was £6,753 18s. 10d.

On Item V SIR JENNER VERRALL said he was not at the last Council meeting, when the Council approved of the principle of accepting advertisements, but gave no further directions. He gathered that it was left to the Finance Committee to give effect to this decision.

He had made enquiries and had heard from Messrs. Butler & Tanner, the printers of the Register, that they had at last found out that Mr. Van Homrigh, of the firm of Van Alexander & Co., of Craven Street, W.C., was accustomed to obtaining this class of advertisement. He had seen Mr. Van Homrigh and asked him to attend a meeting of the Finance Committee, and he did so, as agreed.

They learnt from him that he would expect to be given a free hand subject to the approval of advertisements by the Council.

The Committee asked Mr. Van Homrigh what they might get per page, and he thought £10 on an issue of 5,000. Out of that the Council would have to pay commission, printing, and cost of paper. It was a question whether the amount left to the credit of the Council would make it worth its while to accept advertisements. Mr. Van Homrigh originally asked a commission of 33½ per cent. on each advertisement secured, but subsequently named 25 per cent.

SIR JENNER VERRALL said he thought it better not to rely on word of mouth, and Mr. Van Homrigh confirmed in writing that he would be prepared to act as canvasser on the basis of a commission of 25 per cent. for advertisements secured and as an alternative made an offer to pay the General Nursing Council £5 per page for the advertisement space in the Register. It remained for the Council to decide whether they would take advertisements under these conditions.

MRS. BEDFORD FENWICK said that as the proposer of the original Resolution she realised that it was rather a come down for the Council to accept advertisements for the State Register, but it never entered her mind that they should be farmed out for the benefit of advertising agents. She strongly objected to any such method. Advertisements should be invited direct from the office. As this had not been done, she moved to rescind the proposal that advertisements should be accepted for the first issue of the Register.

MISS MACCALLUM pointed out that Mr. Van Homrigh was at first prepared to accept a commission of 25 per cent.; now he wanted a minimum of 50 per cent.

THE CHAIRMAN said that the price obtained for advertisements depended on the number of copies issued of the Register.

MISS MACCALLUM said that the Union of which she was secretary printed 5,000 copies of its Annual Report. It was able, without difficulty, to get advertisements which covered the cost of publication.

MISS SEYMOUR YAPP said that she knew something of the price obtained for advertisements in connection with her books. The offer was not a good one, and she agreed it should not be accepted.

DR. GOODALL said that the Council had definitely decided to have advertisements, now the Committee said "No." He would like to know more. Were various advertising agents written to? Had the firm suggested had great experience? He wanted more information and particularly would like to know why this firm was the only one recommended. He proposed that the recommendation be referred back to the Finance Committee to carry out the decision of the Council.

This was seconded by Miss COX DAVIES.

MRS. BEDFORD FENWICK hoped that if the recommendation of the Finance Committee to rescind the decision of the Council was not carried, that the Council would name some price per page, which she suggested should not be less than £25. It should not be left to any firm of advertising agents to exploit the Nursing Register.

MISS SEYMOUR YAPP said that this space was going to be a valuable asset to the Council in the future.

SIR JENNER VERRALL hoped that if the Council decided to have advertisements they would give the Finance Committee some instructions. Last time they had left the whole thing in the air. It was not business.

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