

of keeping each subscriber's and each advertiser's account on a card.

C. H. Mortimer, of the *Canadian Electrical News*, said that he had serious objection to keeping his accounts on separate pieces of paper, and he was decidedly opposed to addressing every paper by hand sent out to subscribers. By this method in the past it had taken him two days to send out his issue, while by machine it now took him but two hours.

J. G. Jackson, of the *Newmarket Era*, explained that if a second circular sent to a delinquent subscriber failed in its purpose his name was cut off from the subscription list.

REPORT OF THE COMMITTEE ON RESOLUTIONS

Mr. Ross presented the following report of the Resolution Committee:

I.

Resolved,—That the members of the Association tender a hearty vote of thanks to the Toronto Board of Trade for the use of their rooms for this meeting; also to the railways for their courtesy in connection with the meeting; also to the Lieutenant-Governor, the Honorable the Attorney General, and other gentlemen who have kindly assisted in the success of the meeting and banquet.

II.

That the Association reiterates its strong feeling that medical advertisements, which—covertly or openly—offer immunity from the results of immorality and all other dubious or indelicate advertising should be refused insertion at any price in publications owned by members of this Association.

III.

That the members of this Association view with apprehension the steadily increasing number of publications entering the field which are apparently intended to serve as a cloak for guessing and other questionable competitions. That we regard all such publications as calculated to demoralize the publishing interests of the country and to bring the business into disrepute. We recommend that no advertisements of this class be accepted save from papers of unquestioned standing, and that the whole subject be referred to the Executive Committee, to take such further action as to them may seem desirable.

IV.

A suggestion having been offered that an endeavor be made to establish some sort of black list of unreliable advertising agents and advertisers, *Resolved*, that the Executive Committee of the Association be instructed to take the matter up during the coming year, and take such action as they see fit.

V.

That this Association has learned with great satisfaction that Mr. J. B. McLean, late Secretary-Treasurer

of the Association has established a publication in the interests of Canadian journalism, and that we trust THE PRINTER AND PUBLISHER, which is a creditable representative of the craft, will receive the hearty co-operation and loyal support of the members of the Association, and journalists generally.

VI.

That the members desire to express their sincere regret at the loss of one who was long an active member of the Association, the late Mr. J. B. Trayes, of Port Hope. In his long and prominent connection with the Association, Mr. Trayes did valuable service to it, and earned the regard and friendship of his fellow members.

VII.

That in the opinion of members of this Association newspaper publishers should make sworn detailed statements of the circulation of their respective publications, and that all attempts at concealing or misrepresenting circulation are dishonorable and should be discountenanced.

VIII.

That the system of newspaper premiums of any kind is pernicious in principle and worse in practice, and that the members of this Association continue to use their influence to secure the adoption of more business-like methods.

IX.

That the Association recognizes with satisfaction the progress that has been made towards pre-payment of newspaper subscriptions, and would recommend that the efforts along that line be continued until the system becomes uniform.

X.

That this Association desires to emphasize its belief that many of the difficulties which are often encountered in dealing with advertising agents are ones which may be overcome by greater firmness in maintaining advertising rates, and would urge upon all its members the desirability of adhering, as much as possible, to the scale of rates for foreign advertising recommended by this Association two years ago.

The Secretary, in the absence of A. C. Campbell, read an interesting paper on "Reporters and Reporting," which will be published in a future issue of PRINTER AND PUBLISHER.

FRIDAY AFTERNOON

The Association convened at 2.15 p.m.

SECRETARY-TREASURER'S REPORT

Mr. President and members of the Association, in presenting the financial statement for the past year I am pleased to be able to tell you that the revenue from members and initiation fees was larger than in any previous year. The receipts from this source amounted to \$452. The expenditure, including