

TORONTO, JUNE 10th, 1892.

To the President and Members of the Ontario Medical Council:

GENTLEMEN,—We believe it would be to the advantage of the Medical Profession throughout the Province, as well as the Council of the College of Physicians and Surgeons, that all transaction of business or otherwise of the College should be published and given to the general profession; that a full stenographic report of the proceedings of the Council should be placed in the hands of every practitioner; that a full report should be given of all territorial meetings, and we make for the *Ontario Medical Journal*, the first copy of which will be issued on or about the 1st of July, 1892, the following offer. The above company will, in consideration of a grant of \$1,500 per annum from the Council, agree to do as follows, viz.:

1. Supply *Ontario Medical Journal* free to every registered medical practitioner in the Province, and, also, to every registered medical student attending college.

2. Will give a full stenographic report of all proceedings of the Ontario Medical Council, and furnish a bound Hansard copy of the proceedings of the Council to each member; report proceedings of all territorial meetings; publish all advertisements of the Council free; secure original articles from prominent members of the College on Council matters, and in every way publish a first-class journal, the columns of which shall at all times be open to the medical profession for the discussion of Council and other matters.

3. The grant to be made yearly at the discretion of the Council.

We remain,

Yours very truly,

THE "ONTARIO MEDICAL JOURNAL" PUB. CO.
(LTD.),

Per W. BEATTIE NESBITT.

Dr. Ruttan—How often is the journal to be issued?

Dr. Bray—Monthly.

Dr. Campbell—I notice in the tabulated statement of expenditure of last year, that the Council paid over \$600 for its printing. The great proportion of this was, no doubt, expended in printing an Announcement which contained the proceedings of the Council.

If by bonusing this proposed journal to the extent of \$600, we get the printed report of our proceedings and our Announcement, and the publication of our advertisements, we certainly will be only expending a trifle, possibly \$100 or so, for extra printing that we have to do, which would

be the printing of letter heads and envelopes; and that is really all the printing I suppose we have, except the Register.

Dr. Geikie—The Company do not say they will print the Announcement.

Dr. Campbell—No. But I say if they are prepared to accept the proposition to print a report of our proceedings and our College Announcement and all the advertisements, and send a copy of the publication to every registered practitioner, it seems to me it would be a very small amount expended by this Council over and above what we do expend now. I do not know that this company would be willing to accept an offer of that kind. I am quite satisfied the Council cannot accept their proposition, for we are not in a position to bonus them to the extent of \$1,500; but if they are willing to accept the proposition involved in Dr. Moore's motion, to do this work for \$600, the Council will be expending but a mere trifle over and above what they expend now; and we will gain the other advantages of which Dr. Moore has spoken. My own impression is that it could be done, for the simple reason that a paper of that kind would draw a large revenue from advertisements; the fact that their journal would go to 2000 physicians in the Province of Ontario would give them a very extensive advertising patronage; from that they would draw quite a revenue; from subscriptions they would draw no revenue except what they might get outside of the Province, (of course they would get a few subscribers) but they would get very large revenues from advertising, because it would be the best advertising medium in the country. I do not know anything about the promoters of the corporation, or what their notions of these things are, but so far as the proposition of Dr. Moore is concerned, it strikes me that there would be no harm in passing it; and if this company are willing to accept it I think the Council will be doing a very good thing.

Dr. Philip—Before a matter involving the expenditure of that amount of money is voted upon by the Council, I would wish to say that in the Finance Committee we simply took their proposition to submit it to the Council without recommending anything, but I think it would be well if we are going into a comparatively large undertaking of this kind to have somebody hold a conversation with the promoters, in order to understand exactly what they are going to do. What they state is a little indefinite. Once their duties are defined and they enter into a written agreement promising to do certain things with the Council, as Dr. Campbell has said, there are certain good features in connection with it which commend it to my mind; but I certainly would not like to undertake a grant of this nature, and to the extent of \$600, without having their duties defined, not only by a circular of this kind, but in