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SOUTH PLACE RELIGIOUS SOCIETY, FINSBURY.

REPORT

OF THE

PUBLISHING COMMITTEE.

In accordance with the resolution passed at the last annual meeting a Special Committee was appointed to consider the best means of securing a wider publicity for the teaching which all members of South Place Religious Society feel to be so valuable, and they now submit the following brief Report.

The result of their deliberations has already been made known, not only by circular, but still more effectually by the actual publication of "Lessons for the Day," and it only remains to state what measure of success has attended the enterprise. In response to the appeal which was made a guarantee fund of £267 was subscribed, of which one-fourth has been paid, and a second instalment of like amount will shortly be called up, the greater part of the first having been expended in preliminary advertising and printing. 5,000 copies of No. 1 were printed, of which about 1,000 were distributed gratuitously by the Committee; the remainder were soon all disposed of, and a second edition was printed, so that complete sets might be made up. In order to prevent the additional expense thus involved, a larger number has been printed than would suffice to meet the immediate weekly demand, which of course leaves a considerable stock on hand, and entails an outlay for which there is no immediate return. About 36,000, however, of the first 13 numbers have been actually sold, and the average weekly sale is about 2,500. This result is by no means discouraging, considering that scarcely anything has been spent in advertising since October, and the comparatively select class who can be expected to purchase such a periodical. There

have been many expressions, both in the press and privately, of the high estimation in which the "Lessons" are held by those under whose notice they have come, and it may fairly be hoped that a further continued effort to make their existence known amongst earnest-minded liberals will make the enterprise self-supporting. The present returns are very nearly sufficient to meet the expense of printing and publishing, and even if no great improvement should be attained during the coming year, your Committee believe that the Subscribers to the Guarantee Fund, or the members at large, will feel that the amount required for author's remuneration is very usefully expended in diffusing generally the intellectual and moral advantages which have hitherto been restricted to South Place.

In addition to the direct moral influence thus exerted, the publicity given to our services can hardly fail to produce a favorable effect on the position of the Society, and it has in fact been already observed that an unusually large number of strangers have visited the Chapel during the last three months.

It is hoped that the measures taken will meet with the approval of the members, and that those who have not yet taken an active part in this most useful portion of the Society's work, will now do so, either by adding their names to the Guarantee Fund, or by exerting themselves (as many have already most usefully done) to promote the circulation of the "Lessons for the Day." The Committee are most anxious not to have to make repeated appeals for subscriptions, and as a weekly sale of 5,000 would make the work self-supporting, they trust that a special effort will be made in this direction during the coming year.

January 23rd, 1883.

Statement of Revenue and Expenditure for first three months ending
December 31st, 1882.

Receipts.		Expenditure.	
	£ s. d.		£ s. d.
To amount of Guarantee Fund called up (5s. in £)	72 8 0	By preliminary expenses:	
" Sales of " Lessons for the Day" by Publisher -	47 18 0	Advertising -	14 10 0
" Sales of " Lessons for the Day" at Chapel -	35 2 9	Printing Posters, Postage, &c.	46 3 3
" Sales of " Lessons for the Day" by Mr. J. Heywood, Manchester -	3 2 11	Printing " Lessons for the Day".	60 13 3
" Sales of " Lessons for the Day" by Town Travellers -	3 16 6	Due to Waterlow & Sons for ditto	79 12 6
" Balance -	90 0 2	Paid to Mr. Conway as per agreement	34 6 6
	44 19 1	Paid to Town Travellers -	25 0 0
	£207 7 3	Postage and sundries -	4 0 0
			3 15 0
			£207 7 3

To number of Pamphlets printed. 60,000
 " Stock of ditto on hand - 19,750
 Sold and distributed - - 40,250

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 To balance
 1848
 To balance

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