

✓ Home (1918) Department.

Miscellaneous

Ordinary SERIES.

G.O. No. 666

DATED 14-9-18

INDEXED

[Despatch Abstract.]

"Business World".

Authorising the Superintendent of Stationery to
arrange for the regular supply of a copy of the
to the Secretary to Government, Revenue (Special) Department
and to the Director of Industries.

PAPERS PUT UP WITH CURRENT No. _____

Papers of the department to which the current belongs.

Number.	Date.	Original (= O) or spare copy (= S.O.)	Remarks. (In this column such of the papers as have been removed for copying, printing, etc., should be marked with a cross.)	Initials of Referencer with date in token of return to Reference department.

Papers of other departments.

Department.	Number	Date.	Original (= O.) or spare copy (= S.O.)	Initials with date of (1) Referencer acknowledging returns of the paper concerned or (2) Despatcher to denote the return of the papers to the department concerned.

BUSINESS WORLD

A MONTHLY JOURNAL FOR BUSINESS MEN,

NOTICE—All communications should be addressed to and all remittances, Cheques, Drafts, Money Orders, Postal Orders, etc. should be made payable to The Business World Publishing Co. & not to individuals.

16 MAY 1918 Devoted to

Trade, Business, Industry and Commerce.

BUSINESS & EDITORIAL OFFICES:

119 & 120, Armenian Street,

P. O. Box No. 235.

13th May 1918

Madras, 13th May 1918

CURRENT NO.

4022 4212

FINANCIAL

The Chief Secretary to the Government of Madras,
Port Saint George, M a d r a s.

Dear Sir,

We have the pleasure to hand you herewith enclosed a copy of our journal the "Business World". As you will find, it is fully devoted to subjects that enter into the economic development and industrial welfare of India. It is the prime object of the journal to stimulate and encourage indigenous industries and to develop Indian foreign trade. The journal has got a wide circulation not only throughout the Madras Presidency but also in every important city in India, Burmah and Ceylon.

2 Now we take this occasion to crave the Government support and patronage and request the Government to subscribe for some copies of our journal and also to take some advertising space in the columns of our journal for all Government advertisements.

3 It is our intention to publish something about the War and the War Loan in our issues and try our best to make the Second War Loan a success. In this connection, we shall be glad if you could allow us the privilege of having the War Loan advertisements in the pages of our journal, commencing from this month's issue. Our journal goes for final striking by the 20th of every month. So, may we request you to send us the copy of the War Loan advertisement by the 20th instant?

4 Thanking you in anticipation and hoping to be favoured with your kind reply,

We beg to remain,
Sir,

Your most obedient servants,
THE "BUSINESS WORLD" PUBLISHING CO.,

Manager.

THE BUSINESS WORLD



4512

1910

The Chief Secretary to the Government of Madras,
Fort St. George, Madras.

We have the pleasure to send you herewith enclosed a copy of our journal, "The Business World". As you will find, this journal is devoted to subjects that enter into the economic development of India. It is the prime object of the journal to attract and encourage Indian enterprise and to develop Indian foreign trade. The journal has not a wide circulation but only those out the Indian community who are in every important city in India, Madras and Bombay.

Now we take this occasion to urge the Government support and patronage and request the Government to subscribe to some copies of our journal and also to have some advertising space in the columns of our journal for all Government advertisements.

It is our intention to publish a second issue of the journal and the first issue is our first and our first to make the second issue a success. In this connection, we shall be glad if you could afford us the privilege of having the first issue of the journal in the name of our journal. Commencing from this month, we shall have for the first time a copy of every issue. So, we request you to send us the copy of the first issue of the journal.

Thanking you for attention and hoping to be favoured with your kind reply,

We are, Sir,
Very truly,
Yours,
THE "BUSINESS WORLD" PUBLISHING CO.,

1910

RATES OF SUBSCRIPTION.

Yearly			Rs. 5/-		10 Shillings or 3 Dollars.
Half-Yearly			Rs. 3/-		6. " „ 1/50 Dollars.
Single Copy			8 As.		1/- " „ 25 Cents.

Subscriptions are strictly payable in advance.

SUBSCRIPTION ORDER FORM

THE BUSINESS WORLD PUBLISHING CO.,

119/120, Armenian Street, MADRAS, (India.)

P. O. BOX NO. 235.

Gentlemen,

Please send the "BUSINESS WORLD" for one year from this date for which is enclosed Rs. 5/- $\frac{10 \text{ Shillings}}{3 \text{ Dollars}}$

(Signed) Name _____

Address _____

Date _____

N.B. --Subscriptions should be made payable to The Business World Publishing Co., and not to individuals.

Home (bus) dept

Memo No 1661-19 18.6.18

A copy of the April issue of the Business World is forwarded to the Director of Industries, Madras, who is requested to state whether the journal will be of use to his dept., and if so to specify his requirements

1782
8.6.18

Recd
13/6/18

13/6/18

The Director Industries.
(with journal)

Reminded
15.7.

DEPARTMENT.

Received



191

Registered

227

1918.

G.C. 127.

Subject.

"Business World"

Requesting to be furnished with a
copy of the -----

ENCLOSURES.

No.

No. G.C.127.

Spare copies

Station Madras., Dated the 17th July 1918. 191

From (Name) C.A. Innes Esq., I.C.S.

(Designation) Director of Industries

To The Secretary to the Government of Madras,
Home (Miscellaneous) Department.

Sir,

Ootacamund.

With reference to Memorandum No.1661-1 Home
(Miscellaneous) Department dated the 13th June 1918, I
have the honour to request that a copy of the "Business
World" may be supplied to my office.

The April issue of the Journal forwarded with
the Government Memorandum is returned herewith.

I have the honour to be,

Sir,

Your most obedient servant,

For Director of Industries.

G.H.
Enclosure:-

Financial Dept

[Ct. 42/2 File] The 'Business World' Publishing Co. memo, 8/2.5.18

[Subject: Requesting Govt. support and patronage and the privilege of having war loan advertisements in the pages of the Journal]

For the As

There are two requests in the current

letter (viz,

para 2 w/c

1) That the Govt. may lend their support and patronage and subscribe for some copies of the Journal and take some advertising space in the columns of the Journal for all Govt. advertisements, and

para 3 w/c

2) That the publisher may be allowed the privilege of having war loan advertisements in the pages of their Journal.

2 The first request is for Home (min) Dept for consideration to consider. A copy of the current may therefore be sent to that Dept for disposal.

3 The second request is for consideration in the Dept.

by 22.5.18

(The second request vide 14022.5.18 with reference to para. 3 of the letter in the current file, the Manager, "Business World" may, if it is submitted, be informed that he

[This budget section for note on the second request]

by 22.5.18

Should apply to the President of the General War Loan Committee for ^{the} advertisement regarding the War Loan. Draft memo. is sub for approval. After issue the case may be transferred to Home (mis) for issue of orders in regard to the ~~the~~ ^{the} ~~request~~ points in the current.

Then 1918
24.5.18. 24578

now; then to H.D.

Fail no 4212-2
27.5.18

Issued as memo 4212-1
24.5.18] super
Home (mis) dept n/o

C.No. 1667 S.H.M.
27.5.18

Adl
28/5



Home (mis) Dept

Regd

The Journal is devoted to Trade, Business, Industry and Commerce. Submitted that the Revenue dept and the Director of Industries may be requested to state whether any patronage ^{should} ~~be~~ ^{be} given to the Journal and if so, how. Advertisements from Govt. depts are as a rule sent only to daily papers (Vide G.O. 608 Pubd 13.7.10) The Editor may be so informed when final order

A (5)



NOTES.

issue in the case

A memo may issue to the Director
The file may be sent to Rev
in the ~~file~~ ~~case~~ meanwhile
30.5.1918
Paid 4.6.18 pending reply A
5/11/18

Draft memo to Dir of Industries
7/6/18

Draft submitted.

14.6.18
Paid 10.6.18
A 11.6.18
Issue of the
Memo. No 1661-18/13.6.18
Rev 11.0.1
13/6/18

Issued

Home (Lis) No 1661-2
14.6.18
Rev. U. O. 1092 G
Ryd
14-6-18

Revenue Dept

To under Secy

Please see p 1 of and the ^{Home Dept} note at
p. 2 anti. The copy of the journal received with
the current has been sent to the Director of
Industries for reference & report (Vide p. 3 of).
As the object of the journal is the economic
development & industrial welfare of India, it
would be of more use to the Director of Industries
than to Revenue Customs & Trade. It is therefore
for orders whether the Home Dept. may be informed
that this Dept. do not require any copy of the journal.



55
18-6-18

55
18/6

Rev. no. 10926

Noted in CR
19-6-18



Home (Min) Dep

May lie over until the receipt of the Director of Industries' reply.

MOR
19-6-18
Paid
20-6-18

Q
21-6-18

Memo no 1661-13

(C. No 2098)
p4 CF

From the Director of Industries of 17-7-18
The Director of Industries asks for one copy for his office. The file may again be sent to Revenue n.o. with copy of the journal, with reference to their note above.

MOR
23-7-18

Q
28-7-18

Home (Min) no. 1661-3
29-7-18

Rev. U.O. 1473 G
Ryd
30-7-18

Rev no.

To R.S.

Sept Rev Sept

The Sample copy of "Business World" may be perused. Since the Subject of Trade is now dealt with in Revenue (Special) that Dept. may be requested to consider the necessity of getting copies of the journal. So far as 'Customs' is concerned there appears to be no need for a copy.

Rev
31-7-18

So far as "Agriculture" is concerned, it does not seem necessary to obtain a copy for ^{this Dept} the ~~Dept~~ or for any of the heads of depts under it. ^{Attention is directed to the 13-5-18} With these remarks the file may be passed on to Rev. (Spl) W.O.

Rev
31-7-18

Rev
28-8-18

Rev (Spl) W.O. *[Signature]*
28-8-18

Rev W.O. W.O. 14736/18-1
3-8-18

Rev (Spl) W.O. 271/18
Recd 5.8.18



Rev (Spl) W.O. 271/18-1

Noted in Ch. 5.8.18

The journal seems to be ^{almost} entirely a compilation from the newspapers & from foot communiques. As however it appears to tap newspapers which we do not ordinarily see, we might subscribe for a copy in addition to the copy required by the Director of Industries. The subscription is Rs 5 per annum.

Home (Ind) W.O.

Rev
28-8-18

Home (mis) Sent

The Director of Industries and the Secretary of Revenue (8pl) Dept. each desire to have a copy. It will be noticed from the notes to G.O. No. 1846, Rev. of 13.5.1918. that H.M. (Financial) disapproved of the proposal to supply a copy of the Journal to the Regt. of Cooperative Societies, on the ground of financial stringency. It is for consideration whether the two officers named above should be furnished with copies. A draft order is subd. sanctioning the supply and if it is approved, subd. that it should be sent to Finance for acceptance.



Home (mis) as 1661-4

6891 CURRENT FINANCIAL
REQD 14.8.18

Wt. 7.8.18
Per. 9.8.18

to 8.18
12/8/18

Final (no)

Financial Dept

For the As

Please see G.O. No. 1846 Rev. of 13.5.18 and the notes with it. The Journal is not, it is stated, of much value and H.M. declined to sanction the supply of a copy to the Regt.

Co-operative Societies, in view of the present financial stringency. It is therefore for order whether the proposal to supply a copy to the Director of Industries and the Secy, Rev (Spl) Deptt will be accepted in this Deptt.

2 The manager of the Journal has also made another request in his letter (mis) to, to take some advertising space in the Columns of the Journal; and with ref^e to the Home (mis) Deptt note at A on page 2 ante a para has to be added to the draft, ~~and copy~~ ^{and copy of the order communicated to the manager.} The attention of Home (mis) Deptt may, it is submitted, be drawn to this.

For, Home (mis) Deptt

16.8.18

C.S.

2.4.17.8.18

C.S.

14.8.20.18

It may accept - subject to circulation to HH in view of his orders in P.O. No. 1876 of 13-5-18

(T)

1876 of 13-5-18

20.8.18

Final no 6891-1
20878.

Home (mis) up

Home (mis) Deptt

Recd 2/8

Des^d subd for orders as to circulation. A draft order will be put up ~~on the~~ ^{have been taken.} after H. M.'s orders. H. M. (Final) has to see also.

See also.

26.8.18

23.8.18

24.8.18

NOTES.

Now that the Dir of Industries works under Rev Spcl & as only that office sees Rev Spcl require copies, it is for that department to obtain orders. If Rev Spcl wishes, the final order may issue in Home (mis)

W. J. 28/8/18

Rev Spcl (us)

Rev Spcl, Dep^{ts}

Submitted for orders as to circulation to H. M. (Industries) & H. M. (Financial). ~~Orders will be put up after the first orders are taken.~~

S. L. 28/8/18

28/8/18

The Hemingway considered the publication of little value & merely wanted to encourage it. Mr Jones would like a copy & I submit he might have one. Judging from his specimen copy the publication would be of use in Rev. Special.

Mr. 4.9.18.

H. M. Rev.

W. J. 5/9

H. M. (Industries) 1661-5 28/8/18

Rev (82) 26.064 2/11/18 Regd. 28.8.18

57

4-9-18 5.9.18

Rev (Sp. L) Sep 4

Submitted the file may now be transferred to Home (Mis) Dept for issue of orders.

Sp final

as
6/9/18

Home (Mis) v.o.

Ln.
794

Rev (Sp. L) v.o. No: 6420. 1/18-1

7.9.18



Hand
10/9/18

Home (Mis) Dept

Reqs

A draft order is subd. for approval.

Ans.
12.9.18.
Pd. 12.9.18

Ca
12-9-18

14/9/18

Home (Mis) DEPARTMENT

Authorizing the Supdt. of St^l to arrange for
the regular supply ^{of paper} to the Secretary of Govt of Revenue
(Spl) Dept and to the Director of Industries. ~~and~~ ~~approach~~

READ AGAIN G.O. No....., dated..... 191 .

” ” ” ” ” 191

READ ALSO:—

C. No. 1661, From the Manager, Business, No. —, dated 13.5 1918.
World

" " " " Memo to the Director 1661-1 813.6. 1918.
 " " " " of Industries

2098 - Friends of Industries 127 8-17.7. 1918.

ORDER.

Mis

No. 666, dated 14. 8., 1918

The Superintendent of Stationery is requested to arrange for the regular supply to the Secretary to the Govt of Madras Revenue (Special) Dept, and to the Director of Industries, Madras, of a copy each of the "Business World", a monthly journal published in Madras.

2 The Govt are unable to accede to the request of the Manager, the Business World Publishing Co., in regard to advertisements from Govt depts, as such advertisements are

Vide note A on p 2 of the notes

are as a rule sent only to daily papers.

Wz
12.9.18
Adk.
12.9.18

CR
13.9.18
Mr 14/9 W

T.

The Superintendent

Master Genl.

The Secretary to Govt

The Director of Industries

Manager, The Business World
Publishing Co.

119-120 Armenian Street, Madras
P.O. Box No. 235

I. 10.

When given for copying

When copied

When examined

When signed

191

READ AGAIN G.O. No.
191

DATED

CURRENT No.

ENCLOSURES TO G. No.

ORDER OF GOVERNMENT

LETTER OF GOVERNMENT

STATEMENT WITH LITTO.

PAPERS NOT FILED UP, BRING WANT FOR DESPATCH
IN ORIGINAL.

N.B.—

A = Copy in full.
B = Not to be copied.
P = Copy abstract only.
Q = Copy heading only.