

Hom (192 /) Department.
(Miscellaneous)

Ordinary SERIES.

G.O. No. 239

DATED 17-2-1921

INDEXED

[Despatch Abstract.]

Advertisements to Newspapers.

Request of the Editor, the Indian Review, to issue instructions to the heads of departments to include his journal in the list of - recorded.

PAPERS PUT UP WITH CURRENT No. _____

Papers of the department to which the current belongs.

Number.	Date.	Original (=O) or spare copy (= S.C.).	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. C.).	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.

Home no

Misc. CN. 573
3.2.21

G. A. NATESAN & CO.,
PUBLISHERS,

THE INDIAN REVIEW,
MADRAS, 3/- 1- 2/

The Chief Secretary to
Government of Madras

Post St. George



3 FEB 1921

Dear Sir,

We find advertisements over the names of the heads of the different departments of your administration appearing in several newspapers. May we commend to your attention the **Indian Review** as a good medium for advertisement as it has an extensive circulation in British India and in some parts of Burma and Ceylon?

Our rates are:—

Full page, 2 columns, single insertion	... Rs. 18
$\frac{1}{2}$ „ or 1 column	... „ 9
$\frac{1}{4}$ „ or $\frac{1}{2}$ column	... „ 5

Quarter page or half a column advertisements will not be accepted unless contracted for three months or more. A cash discount of 12½ per cent. will be allowed if payment for a **full Year** is made in advance and this discount will not be given in case of Advertisements received through Agents.

Rates for special position and for the cover pages can be had on application.

We shall be glad if you will kindly give the necessary instructions to the respective heads of departments to include the **Indian Review** in the list of papers to whom advertisements are regularly sent.

Yours faithfully,

G. A. Natesan & Co.

P.R.

THE VOICE OF THE WORLD'S PRESS.
THE INDIAN REVIEW

A High-class Monthly edited by G. A. Natesan.

[With such a magazine as the Indian Review it is impossible to question the serious interest of our fellow-subjects in the dependency in all matters which affect world progress. The striking feature of such magazines is the detached and impartial spirit which animates the writers of the articles and the ready reproof of any utterance which belittles the high ambition of the Indian nation to deserve the respect of all nations.—The Review of Reviews]. The Indian Review, Annual Subscription Rs. 5.

There is no periodical in India which approaches it for the money.—*Educational Review*.

Always distinguished by high literary quality.—*Oriental Review*.

A store-house of pleasant and instructive reading.—*Tribune*.

A model publication.—*Punjabee*.

Undoubtedly a gem of its kind and no cultured Indian cares to be without it.—*Sanjvartaman, Bombay*.

It deserves to rank with some of the best English and American Reviews.—*Abkari*.

As fresh, typical and informing as ever.—*Parsi*. Full of live articles.—*Capital*.

Indeed, the Magazine for the million.—*Kaisar-i-Hind, Bombay*.

A monthly Magazine of uncommon merit.—*Bombay Guardian*.

Improves each month.—*Rangoon Times*.

There is in the *Indian Review* subject for all readers.—*Indian Textile Journal*.

One of the best of its kind in India.—*Commerce, Calcutta*.

In matter it is voluminous, and in scope wide . . . Shows a wonderful catholicity.—*Calcutta Review*.

Able edited, capitally turned out.—*Ceylon Independent*.

One of the brightest and most readable periodicals in India.—*Advocate of India*.

Extremely interesting and well worth reading.—*Celestial Empire, Shanghai*.

A Magazine every intelligent European should read.—*Simla News*.

Admirably conducted journal.—*India*.

A mine of solid and interesting information on Indian affairs.—*Japan Daily Mail*.

This excellent Magazine, . . . full of good things.—*Bombay Chronicle*.

Has come to occupy a prominent place in the front ranks of Indian periodical literature.—*Madras Mail*.

Occupies a high place among Indian periodicals. It is of value as a temperate exponent of reform in Indian administration.—*United Empire*.

Admirably compiled and carefully edited, and will be welcomed by all who hold that the modern liberal methods of governing Britain beyond the seas are for the best interests of the Empire.—*Anglo-American Gazette*.

Contains also several new features which improve the monthly considerably.—*Times of India*.

It is ably edited by Mr. G. A. Natesan, that distinguished publicist of Southern India.—*Bengalee*.

Mr. Natesan is to be congratulated at the success he has attained in making his "Review" a store-house of pleasant and instructive reading.—*Tribune*.

Sir Sidney Lee writes to Mr. G. A. Natesan, Editor of "The Indian Review."

"I congratulate you on the valuable series of articles on the War which you have published in the "Indian Review." They give an immense amount of useful, interesting and accurate information which must be of great service in helping the Indian public to realise the conditions and the issue of the great conflict."

The annual subscription to the Indian Review is Rs. 5 (Five) or 10s (foreign). Single copy Re. ONE only. including postage.

G. A. NATESAN & CO., Booksellers and Publishers, MADRAS.

Home (Miscellaneous) Department.

Ct.573)

From the Editor, the Indian Review, dated 31-1-21.

W.S.

The Editor of the Indian Review requests that instructions may be issued to heads of departments to include his journal in the list of papers to whom advertisements are sent. The Government do not usually hold out any prospect of giving advertisements to newspapers nor do they generally issue any instructions to heads of departments in the matter.

In the case of Jarida-i-Rozgar, an Urdu paper, heads of departments were specially asked in memo No.2132-1 Public dated 3-7-20 to send all advertisements relating to their departments for publication in the paper. The advertisements issued by heads of departments will generally relate to vacancies removal of office from one place to another etc., and no useful purpose is likely to be served by publishing these in the Indian Review which is only a monthly journal.

For orders whether the Editor may be informed that the Government are unable to comply with his request.

ms.
8.2.21

Lal

11.2.21

for
9.2.21

C.S.

This is merely the ordinary trade of a dealer & needs no reply. The choice of medium is left to heads of Dept. & there is certainly no need for us to interfere with their discretion in the case of the Indian Review

13.2.21

papers put up.

G.O. 365 Home (misc) dated 28.11.16
" 418 " " " 26.4.17
" 597-98 " " " 7.8.18
Memo.2132-1 Public " 30.7.20

page 13 of notes
to G.O. 418
26.4.17

(N)

5

For the U.S.

Chlo. 573 msi

please see the Chief Secretary's note on page 1 ante. The papers may be "recorded". Draft submitted.

ms.
14.2.21
to
14.2.21

Lil
15/2/21

Page 5 of 10
14.2.21

ms.
14.2.21

in a way that may be
a little more as well. The
time of writing is the time
of the day. It is a day
for the writer. The time
of the day is the time
of the day.

in a way that may be
a little more as well. The
time of writing is the time
of the day. It is a day
for the writer. The time
of the day is the time
of the day.

Home (misc.) DEPARTMENT.

~~papers regarding the~~ Request of the Editor, The Indian Review, to issue instructions to the heads of dept. to include his journal in the list of —, recorded.

C. No. 573, From the Editor, The Indian Review, No. - , dated 31-1-1921.

” ” ” ” ” ” 192

” ” ” ” ” ” 192

No. 239, dated 17-2- 1921

mis

Recorded.

14.2.2

24
15/2/21

$$\frac{I_a}{u_2 u}$$

Memorandum No. 2132 -1 dated 3th July 1920
Public Department.

Heads of Departments are requested to -
patronize the Jarida-i-Rozgar an Urdu Newspaper
published at the Jarida-i-Rozgar and Hyderi Press
Royapettah, Madras by sending all advertisements
relating to their departments for publication
in that paper .

R.A.Graham 1-7- 20

To

The Heads of Depts under the C.S.
Depts. of the Sectt for communication to
the Heads under them

(100) 100

Advertisements to newspapers

Advertisements to newspapers
to be sent to the heads of depts
in the list of -

Received

12/7/20

12/7/20

When given for copying _____
 When copied _____
 When examined _____
 When signed _____

192 .

READ AGAIN G.O. No. _____
 192

DATED

CURRENT No.

ENCLOSURES TO C. No.

ORDER OF GOVERNMENT

A A A A A A A

LETTER OF GOVERNMENT.

STATEMENT WITH DITTO.

PAPERS NOT FILED UP, BEING MEANT FOR DESPATCH
 IN ORIGINAL.

N.B.—

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