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(2) Date of repair 7. 9. 45
(3) Initials of the Referencer _____

MADRAS RECORD OFFICE.

Government of Madras.

Public DEPARTMENT.

G.O. No. 15²⁴

Press
-Mis.-

Dated 16. 10.

1878.

Not to be folded or roughly handled

GOVERNMENT OF MADRAS.

PUBLIC DEPARTMENT.

16th October 1878, No. 1524.

Private Advertisements.

Read the following paper :—

No. 38. *Extract from the Proceedings of the Government of India in the Home Department (Public),—under date Simla, the 4th October 1878, No. 1801.*

RESOLUTION.

In Resolution Nos. 390-406, dated the 27th February last, the Governor-General in Council remarked upon the practice, whereby private advertisements were published in Government official gazettes, and on the custom of publishing advertisements and notices of great public importance only in gazettes, although but a very small section of the public have access to official gazettes. Instructions were issued in that Resolution to the effect—

- (1) that the publication of private advertisements in official gazettes should, as far as possible, be discouraged ;
- (2) that under no such circumstances should such private advertisements be admitted to the columns of gazettes at rates more favorable than those charged by newspapers, save in the case of public bodies (such as the Asiatic Society) which may already enjoy the privilege of inserting their advertisements free ;
- (3) that many Government advertisements might, with advantage both to the public and to Government, be published in the newspapers, as well as, or instead of, in the official gazettes, such, for instance, as—
 - (a) Postal or Telegraph Department notices ; Marine Department notices ; State Railway notices ; Currency Department notices ;
 - (b) advertisements regarding transactions in which Government is to be either a buyer or a seller in one of the many Departments, which have cause either to buy or sell goods.

2. The Governor-General in Council, when thus pointing out to local Governments and Administrations, and to public Departments, the expediency of giving wider publicity to advertisements, abstained from laying down any precise definition of the advertisements to which extended publicity should be given, and left the matter to the discretion of the several local and departmental authorities. It appears that, as yet, very imperfect action has been taken on the orders of February last. The Press Commissioner has brought to notice, among other cases, the following :—

- (1) *Punjab Gazette for 4th July 1878.*—An advertisement inviting tenders for the supply of malt liquor to British troops during 1879, at stations reaching from Muttra to Peshawur ; an advertisement of a Pushtoo text-book, which was to be sold at the Punjab Bank, Rupees 20 per copy ; an advertisement of the Cinchona febrifuge, which was to be had at the Botanical Gardens, Calcutta, for Rupees 20 per one lb. tin ;
- (2) a letter from the Head Commissioner of Currency, and from the Financial Department of the Government of India, refusing to sanction expenditure, not heretofore incurred, for advertising the loss of currency notes ;

- (3) a letter from the Home Department of the Government of India, intimating that it was not considered necessary to re-publish, in the public journals, a notification concerning the presentation of memorials to Her Majesty the Queen-Empress;
- (4) *Gazette of India*, dated 8th June 1878.—A notice to mariners regarding a light at Columbo; an invitation to persons who might be willing to take a lease of the Great Coco Island;
- (5) *Assam Gazette*, dated 30th April 1878.—A section of the gazette set apart for advertisements and notices by private Companies and Corporations, containing advertisements of Anglo-Indian Carrying Companies, patent wheel-hoes, rooms to let at Shillong, kerosine oil for sale, a strong teak-wood dog-cart, and a manual of kitchen gardening;
- (6) *Postal Notices*—of unclaimed letters, of alterations in the rates of postage, of the Simla carriage dāk, of the despatch of mail steamers, some of which were sent to newspapers marked as “not advertisements;”
- (7) *Madras (Fort St. George) Gazette*, dated 7th May 1878, containing calls for tenders from the Commissariat Department, from the Harbour works, from the Army Clothing Department, from the Superintending Engineer, Simla Water-works; notices of the cinchona febrifuge, of sandal-wood sales in Coimbatore, of waste land sales on the Nilgiri hills, of famine cloths for sale in Salem, and of vacant clerkships, surveyorships, and school masterships in Government and in private establishments.

3. His Excellency the Governor-General in Council believes it to be very probable that some of these advertisements appeared in public journals as well as in the gazettes; in such cases, there can be no objection to the publication of such notices in the Government gazettes also. It is understood, also, that in remote provinces, like Assam or Nagpore, notices are published in the official Gazette, because there is no local newspaper at all. But, even in such cases, the departure from the principles laid down in the Resolution of February last either affects the newspapers which may happen to circulate in such a province, or else prevents the successful establishment of a local journal. Such local newspapers, though they may have their shortcomings, must, in the end, do much good to the provinces where they may be started.

4. The Governor-General in Council recognises that it can rarely be expedient for a Government department to publish its advertisements in every journal in the country, though, in the case of some postal notices, such publication might be decidedly beneficial. Each Government or Department would naturally select one or more journals, such as circulate most largely among the communities for whose information a notice was intended. Some notices would be published in Vernacular journals, and some in English newspapers. His Excellency the Governor-General in Council is confident that, after this second expression of the views of the Government of India, public servants of all provinces and all departments will do the best to give effect to those views. In some departments, there may at first be some small additional expense; but, in the end, the objects of the public and of the Government will be better served.

5. In order that there may be no doubt about the intentions of the Government of India, the Publisher of the *Gazette of India* will be directed not to publish, without special orders of the Government of India, any notice or advertisement, save those which he is compelled to publish by law, unless the officer sending the notice or advertisement certifies that it has been either published, or sent for publication, in at least one public journal.

Copy of the foregoing Resolution forwarded to—

- (a) all Local Governments and Administrations for such action as may be deemed necessary;

- (b) all Departments of the Government of India for observance, and for communication to the Departments subordinate to them, and with the request that all advertisements intended, by Departments of the Government of India, for publication in the public journals may be sent for such publication to the Press Commissioner ;
- (c) the *Gazette of India* for publication in the Supplement.

(True Extract.)

C. BERNARD,
Offg. Secretary to the Govt. of India.

No. 39. ORDER THEREON, 16th October 1878, No. 1524.

Communicated for information and guidance to the departments of the Secretariat and Heads of Departments, to whom G.O., dated 7th March 1878, No. 398, was sent ; also to the High Court.

(True Extract.)

C. G. MASTER,
Acting Chief Secretary.

To the Hon'ble the Judges of the High Court.
" Revenue Department.
" Military do.
" Public Works do.
" Post Master-General.
" Master Attendant, Madras.
" Accountant-General.
" Superintendent, Government Press.
To all Heads of Departments under Chief Secretary.

Exd. E. C. Shunker.

Oct. of 1878 *Madras.*

PUBLIC.

To THE HONORABLE THE JUDGES OF THE
HIGH COURT,
&c, &c, &c.

Dated October, 16th.

Resd.

Resd.

G.O., 16th October 1878, No. 1524.

OCTOBER.
Nos. 38-39.

Private Advertisements.—Communicating for information and guidance, Resolution of the Government of India regarding the publication in official Gazettes of private advertisements.

Sept 3/10

DEPARTMENT

List showing the distribution of the Proceedings of Government,
dated 15. 11. 78. No. 1524

Revenue Department, for information and for communication to Subordinate Officers	...	...	...	...
Public Works Department	do.	do.	...	...
Military Department	do.	do.	...	...

JUDICIAL.	Honorable the Judges of the High Court, for information and for communication to	...	...	...	...
	Subordinate Officers ...	...	...	...	...
	Inspector-General of Madras Police	do.	do.	...	...
	Inspector-General of Jails	do.	do.	...	...
	Magistrates of the Town Police Court ...	...	...	...	...
	Do. of the Egmore Police Court	...	...	...	...
	Judges of the Madras Court of Small Causes	...	...	...	...
	Advocate-General	...	...	...	...
	Government Solicitor	...	...	...	...
	Administrator-General	...	...	...	...
Coroner of Madras	...	...	...	...	
Inspector-General of Registration	...	...	...	...	

PUBLIC.	Surgeon-General, Indian Medical Department, for information and for communication to	...	...	...	...
	Subordinate Officers ...	...	...	...	...
	Sainitary Commissioner	...	...	...	...
	Health Officer...	...	...	...	...
	Committee for the Examination of Assistants	...	...	...	...
	Private Secretary to His Excellency the Governor...	...	...	...	...
	Government Astronomer	...	...	...	...
	Superintendent, Government Central Museum	...	...	...	...
	Chemical Examiner	...	...	...	...
	Superintendent of Stationery	...	...	...	...
	Supervisor of the Government Press	...	...	...	...
	Protector of Emigrants	...	...	...	...
	Tamil Translator to Government	...	...	...	...
	Teloogoo do. to do.	...	...	...	...
	Malayalim do. to do.	...	...	...	...
	Canarese do. to do.	...	...	...	...
	Hindustani do. to do.	...	...	...	...
	Postmaster-General	...	...	...	...
Superintendent, Electric Telegraphs	...	...	...	...	
Examiner of Medical Accounts	...	...	...	...	

POLITICAL.	Resident in Travancore and Cochin	...	...	...	...
	Government Agent at Chepauk	...	...	...	...
	Government Agent at Tanjore	...	...	...	...
	Political Agent at Poodocottah	...	...	...	...
	Collector in charge of the Special Agent's Department at Cuddalore	...	...	...	...
Officer in charge of the Stipend Pay Office at Vellore	...	...	...	...	

ECCLESIASTICAL.	The Right Reverend the Bishop of Madras	...	...	...	...
	Venerable Archdeacon of Madras	...	...	...	...
	Senior Chaplain of the Church of Scotland	...	...	...	...

MARINE. } Master Attendant, Madras, for information and for communication to Subordinate Officers.

FINANCIAL. } Accountant-General ...
Commissioner of Paper Currency ...

EDUCATIONAL. } Director of Public Instruction ...
Commissioner for the Uncovenanted Civil Service Examinations ...

No. 1807.

Extract from the Proceedings of the Government of India in the Home Department (Public),—under date Simla, the 14th October 1878.

RESOLUTION.

IN Resolution Nos. 390-406, dated the 27th February last, the Governor General in Council remarked upon the practice, whereby private advertisements were published in Government official gazettes, and on the custom of publishing advertisements and notices of great public importance only in gazettes, although but a very small section of the public have access to official gazettes. Instructions were issued in that Resolution to the effect—

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- (2) a letter from the Head Commissioner of Currency, and from the Financial Department of the Government of India, refusing to sanction expenditure, not heretofore incurred, for advertising the loss of currency notes;
- (3) a letter from the Home Department of the Government of India, intimating that it was not considered necessary to re-publish, in the public journals, a notification concerning the presentation of memorials to Her Majesty the Queen-Empress;
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(True Extract.)

Chamard
Offg. Secretary to the Govt. of India.

The Government of Madras.

Order dated, 16th Decr/98 No 152

Order for information & guidance to the
Departments of the Secretariat and Heads of
Departments to whom S.O. 67, March/98, No
398. was sent, also to the High Court.

Revenue Department 51
- Police - 51
- Public Works - 51
- Public Health - 51
- Agriculture - 51
- Forest - 51
- Industries - 51
- Labour - 51
- Education - 51
- Public Instruction - 51
- Public Health - 51
- Agriculture - 51
- Forest - 51
- Industries - 51
- Labour - 51
- Education - 51
- Public Instruction - 51

M. J. P.

16/12/98

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Under 1878
Administration
in 1878 (Amendment)

Henry
the Government
of India. Home
Department

Dated 4th Decr/98
No. 152

16/12/98

Overriding copy to
Revolution of the Govt.

Order regarding the
Public Health

Order in regard to
Public Health

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16/12/98

Chennai
Govt. of 1878 Madras
Public.

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20-7-14.
2-7-16
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28-2-82

O. 16 Feb. 1878, No. 1524.

Nos. 38-39.

Private Advertisements
Communicating for
information & guidance,
the resolution of the
Govt. of India regarding
the publication in the
official gazette of
private advertisements.