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TAMIL NADU ARCHIVES

GOVERNMENT OF TAMIL NADU

Public DEPARTMENT

G.O. No.	77-78	Press.
B.P. No.		Mis.
Dated	15-1-1881	197..

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Not to be folded or roughly handled

All Letters regarding Subscription, Advertisements, &c., to be addressed to
"THE MANAGER, Pioneer Press, Allahabad."

The Pioneer Press,

MANAGER'S OFFICE,

To

Allahabad, 4th January 1881.
*Chief Secretary to Government
of Madras
Fort St. George*

DEAR SIR,

I beg to inform you that your Subscription to The Pioneer will expire on the 31st January, and, pending your instructions to the contrary, the Paper will be forwarded as usual.

In intimating the above, I would ask your kind attention to the following notice recently introduced into the standing business Advertisement of the Press:—

"Great laxity in the interpretation of the term 'in advance' being observed by a large number of Subscribers, whose remittances are made at periods entirely at variance with the intention of the expression when the terms of Subscription were framed, notice is now given that the Subscription at the lower rates is payable *strictly in advance*. The utmost 'grace' allowable in future to Subscribers who continue their Subscription from term to term will be, in the case of *Annual* Subscribers, *two months*; *Half-yearly* Subscribers, *one month*; *Quarterly* Subscribers, *a fortnight*; *Monthly* Subscribers, *a week*. After the expiration of these periods, the *higher rate* will be charged for the full term of Subscription, and Bills will be issued accordingly, which must be settled before the absolute expiration of the term for which the higher rate has been agreed to and charged. Timely notice will be given to every Subscriber of the approaching lapse of the term for which his Subscription was originally registered; and in the absence of any intimation that he desires to discontinue his Subscription, it will be assumed that he elects to remain on the register for a further term. All *new* Subscribers must pay in advance."

I am, yours faithfully,

Manager & Superintendent.

NOTE.—All Remittances to be made payable to the MANAGER, Pioneer Press.

To your Subscription and Postage to
The Pioneer from 1st January 1881
to 31st January 1882 Rupees 48

N. B.—When remitting, kindly quote No. 188 and take the precaution to register your letter.

IMPORTANT TO ADVERTISERS.

"AFTER examining the postal records of the Allahabad Division for the month of JUNE 1880, I find that the *average number*, PER ISSUE, of *Pioneers* despatched by the RAILWAY MAIL SERVICE was **THREE THOUSAND TWO HUNDRED AND NINETY-FIVE**. The average for June, though showing an APPRECIABLE INCREASE over that taken in the same month of 1879, *or any previous year*, may be accepted as a fair approximation to the average for the first-half of the current year."

(Sd.) PHILIP SHERIDAN,
Inspector-General, Railway Mail Service of India.

The Manager of the *Pioneer* begs to explain that the above return is exclusive both of *Pioneers* circulated in Allahabad and also those sold by Agents at---

CALCUTTA,	AGRA,	DINAPORE,	SAHARUNPORE,	BHUSAWUL,
BOMBAY,	CANNPORE,	GHAZIABAD,	ETAWAH,	and
LAHORE,	JUBBULPORE,	ALIGARH,	TUNDLA,	
LUCKNOW,	UMBALLA,	BAREILLY,	MOKAMEH,	other places.

It will be thus seen that the "*Pioneer*" maintains its advantages as an advertising medium; a circulation having been established which is by far the highest ever yet reached by an Indian newspaper.

The "PIONEER"—Daily Newspaper, published at Allahabad.

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27-76

Mem. 1881-15-1-10

15th Jan 1881. No 35

1. A transfer receipt
for Rs. 400 forty
eight will be
sent to the Manager
& Supt., Pioneer
Press.

2. A stamped receipt
for the money
should be furnished
by the Supt.

1881

Public. (1881) DEPARTMENT
R.D. / Newspapers/

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From

Manager & Supt.
Pioneer Press
Allahabad

No.

Dated

Recd.

7th January 81

No.

58.

SUBJECT.

States that Subcom
to the "Pioneer" will be sent
on the 31st Jan: 81. & for
payment acct. in adv.
for Subscription from 1st
July '81 to 31st Jan: 82

to the Manager & Supt.
Pioneer Press

With acct.

77-78