

(No. 10.)



1877.

SESSION I.

T A S M A N I A.

LEGISLATIVE COUNCIL.

ADVERTISING IN NEWSPAPERS:

PAPERS RELATING TO ACCEPTANCE OF TENDERS.

Laid upon the Table by Mr. Crowther, and ordered by the Council to be printed,
January 24, 1877.



Hobart Town, 2nd October, 1876.

SIR,

WE have the honor to call your attention to the fact that the *Tasmanian Tribune* is one of the best mediums in the Colony to make the various wants of the Government known.

The *Tribune* has the largest circulation of any newspaper in Tasmania; which, if necessary, we are prepared to prove by exposing our books to a responsible officer appointed by the Government.

We would suggest to the Executive the adoption of the system in vogue in Victoria; viz., that any Newspaper which has been in existence six months have a proportion of the Government advertisements in accordance with its value as a commercial medium.

This, we think, would meet the wants of the Colony, by circulating the requirements of the Government through much wider channels, as well as doing away with the stigma of a "subsidised press."

We have, &c.

(Signed) LOUIS HENN & Co.

The Hon. the Colonial Secretary.

Launceston, 12th December, 1876.

To the Chairman of the Board of Tenders, Hobart Town.

SIR,

WE, the undersigned, hereby offer to publish in the *Launceston Examiner* and *Cornwall Chronicle* newspapers, under the terms and conditions of your advertisement dated 1st December, 1876, and published in the *Hobart Town Gazette* of 5th December, 1876, the advertisements of the Colonial Government during the period from the 1st January, 1877, to the 31st December, 1878, at the following rates; viz.—

Ordinary Advertisements, at Two Shillings per inch, or fraction of an inch, each insertion.

Claims to Grants of Land, at One Pound for three insertions of each claim.

Claims for Certificates of Titles and Grants under the Real Property Act, at One Pound for three insertions of each claim; extra insertions at same rate.

The foregoing prices to cover the charge for Advertisements appearing in both the *Launceston Examiner* and *Cornwall Chronicle*.

AIKENHEAD & JUST

In the event of the above Tender being accepted, I, Matthews Tyson, of Launceston, engage to become security for its due performance.

MATT. TYSON.

Tribune Office, 15th December, 1876.

To the Chairman of the Board of Tenders, Hobart Town.

SIR,

WE, Louis Henn and Company, of *Tribune Office*, Hobart Town, hereby offer to furnish, under the terms and conditions of your Advertisement, dated the first day of December, and published in the *Hobart Town Gazette* of the fifth day of December last past, the under-mentioned Supplies in

such quantities as may be required during the period from the 1st of January, 1877, to the 31st of December, 1879 :—

For General Advertising, at One shilling per inch for each insertion in *Tasmanian Tribune*.
Advertising Claims to Grants of Land in three successive numbers of *Tribune*, for the sum of Seven shillings and sixpence for each separate claim.

Advertising Claims of Certificate of Titles to Grants under the Real Property Act, three insertions each claim, for the sum of Seven shillings and sixpence.

LOUIS HENN & Co.

In the event of the above Tender being accepted, I, Richard James Lucas, Trafalgar-place, Hobart Town, engage to become security for its due performance.

R. J. LUCAS.

Hobart Town, 15th December, 1876.

SIR,
WE, the undersigned, hereby tender for the insertion of Government Advertisements solely in the *Mercury* for one year, commencing from 1st January, 1877, at the following rates :—

For the first inch, and every succeeding inch or fractional part of an inch, at the rate of 6d. (Sixpence) per inch each insertion.

For Claims to Grants of Land, to be inserted in three successive issues of the above newspaper, 12s. (Twelve Shillings) each claim.

For Certificates of Titles and Grants under "The Real Property Act," to be inserted in three issues of the *Mercury* during the course of one month, 3s. (Three Shillings) each insertion; for extra insertions of the same, 3s. (Three Shillings) each.

In the event of the above Tender being accepted, we shall be prepared to give the security required:

We are, &c.

(Signed) DAVIES BROS., Proprietors *Mercury*, Hobart Town.

To the Chairman of the Board of Tenders,
Hobart Town.

BEFORE considering this Tender the Board desire information as to the words "solely in the *Mercury*." Is it to prevent the Government advertising in any other Hobart newspaper? Mr. Huxtable will enquire.

C. M.
16. 12. 76.

MEMO. dated 16th December, 1876, from Colonial Storekeeper to Messrs. Davies Bros., requesting information for the Board as to the definite meaning to be given to the word "solely" in Messrs. Davies Bros. Tender for Advertising.

The Mercury Office, Macquarie-st., Hobart Town, 16th Dec., 1876.

SIR,

In reply to your communication of this date, asking for an explanation of the words "solely in the *Mercury*," we must call your attention to the advertisement calling for the Tenders for the insertion of Government Advertisements in a Hobart Town and Launceston newspaper, &c.

Our Tender is submitted in accordance with this advertisement. We presume a tender gives one the sole right of doing certain work; otherwise there would be no necessity for asking for tenders.

Should this explanation not be sufficiently intelligible, we shall be glad to make ourselves more explicit.

We have, &c.

(Signed) DAVIES BROS.

The Chairman of the Board of Tenders.

At a meeting of the Board held in the Colonial Treasury on Monday, the 18th December, 1876, the following Resolution was adopted:—

That the Tender of Messrs. Davies for advertising in the *Mercury*, being the lowest, be accepted; but the Government reserves to itself the right of adopting additional publicity in such special cases as may be deemed necessary.

Office of Stores, Hobart Town, 18th December, 1876.

GENTLEMEN,

I BEG to inform you that your Tender for advertising in the *Mercury* from 1st January to 31st December, 1877, will be accepted, subject to the reservation by the Government of the right of advertising in other newspapers in cases in which additional publicity may be deemed necessary.

I have, &c.

(Signed) C. H. HUXTABLE, pro Chairman of the Board.

Messrs. DAVIES BROS., *Mercury Office*.

The *Mercury* Office, Macquarie-street, Hobart Town, 21st December, 1876.

SIR,

WE are in receipt of yours of the 18th instant accepting, conditionally, our Tender for the Government advertising for the year 1877.

With regard to the reservations made by the Government we should like clearly to understand our position.

The Government are aware that, notwithstanding the existence of a Tender held by us for advertising in Hobart Town, that the same advertisements appear contemporaneously in another Hobart Town Paper, and this of course is to our detriment; for when a tenderer agrees to perform certain work, it is surely expected that he shall have all the advantages appertaining to the tender.

Should the Government continue to act in the same manner in 1877 as in the past four months there is no necessity for a Contract; and we should most certainly decline to accept a reduced rate where similar advantages are given to non-tenderers who may, for aught we know, receive full rates.

We shall feel obliged if you will let us know clearly what are the classes of advertisements which require additional publicity.

We have, &c.

(Signed) DAVIES BROS.

To the Chairman of the Board of Tenders.

Stores Department, 30th December, 1876.

GENTLEMEN,

I AM to acknowledge the receipt of your letter of the 21st instant in reference to your Tender for advertising during the year 1877.

I have now to request that you will be good enough to intimate to me with as little delay as possible whether it is your intention to abide by your Tender of the 15th instant, or whether you desire to withdraw the same, as the Government decline to pledge themselves to advertise solely in the *Mercury* or in any other newspaper when in their opinion the interests of the Public Service require increased publicity.

I have, &c.

(Signed) C. H. HUXTABLE.

2nd January, 1877.

At a meeting of the Board, the Collector of Customs and the Government Printer considered that the Tender of the *Mercury*, being the lowest, should be accepted; and the Honorable Minister of Lands and Works and the Honorable the Colonial Treasurer, considering that the Tender of the *Mercury* being accompanied with a condition that the Government would not be justified in regard to public interests in acceding to, decline to accept it.

(Signed) CHARLES MEREDITH.
2. 1. 77.

The Mercury Office, Macquarie-street, Hobart Town, 2nd January, 1877.

SIR,

WE have, in answer to yours of the 30th ultimo, to say that nothing in our previous letter warranted the supposition that we had any intention of not abiding by our Tender.

We hold ourselves bound by it, and intend carrying it out in terms of the advertisement in answer to which our Tender was sent in.

We have, &c.,

(Signed) DAVIES BROS.

The Chairman of the Board of Tenders.

Colonial Treasury, Hobart Town, 4th January, 1877.

MEMO.

CONSEQUENT on the non-agreement of the Members of the Board of Stores in the matter of Tenders for advertising, the Government accept the Tender of the *Tribune* because it is unfettered by conditions; and, in order to meet the wants of the Colony by circulating the requirements of the Government through a wider channel than heretofore, purpose to advertise in the *Mercury* at the following rates—Ordinary Advertising at per inch One shilling, Claims to Grants, Seven shillings and sixpence, Certificates of Titles, Seven shillings and sixpence.

CHARLES MEREDITH, *Colonial Treasurer.*

The Colonial Storekeeper.

Office of Stores, Hobart Town, 5th January, 1877.

GENTLEMEN,

YOUR Tender to secure the right of insertion of all Public Advertisements solely in the *Mercury* not being considered by the Government conducive to the public interests, I have to inform you that, in order to meet the wants of the Colony by circulating the requirements of the Government through a wider channel than heretofore, the Government propose to advertise in the *Mercury* at the rates of the Contract entered into for the current year with the *Tribune* newspaper, viz.—

Ordinary Advertising, at One shilling per inch.

Claims to Grants, Seven shillings and sixpence for three insertions of each claim.

Claims under the "Real Property Act," at Seven shillings and sixpence for three insertions of each claim.

I have, &c.

(Signed) C. H. HUXTABLE, *Colonial Storekeeper.*

*Messrs. DAVIES BROS., Mercury Office,
Hobart Town.*

The Mercury Office, Macquarie-street, 11th January, 1877.

SIR,

WE have to acknowledge your letter of the 5th inst., advising us of the acceptance by the Government of Tender from the *Tribune* newspaper for advertising for the Government for the current year at the rate of One Shilling per inch, and offering us the same advertisements at the contract rates.

We cannot reconcile this letter with yours of the 18th December last, notifying the acceptance by the Government of our Tender for advertising for the year 1877, and which as notified in ours of the 2nd January "we held ourselves bound by," &c.

Under these circumstances we protest against the Government accepting a Contract from another paper at twice the rates at which we had contracted with the Government to perform the work.

We think in common fairness we have a right to expect some explanation of this extraordinary proceeding on the part of the Government, after first agreeing to accept our Tender and receiving from us a promise that the Contract would be carried out by us.

We have, &c.

(Signed) DAVIES BROS.

Mr. C. H. HUXTABLE, Colonial Storekeeper.

Office of Stores, Hobart Town, 12th January, 1877.

GENTLEMEN,

I HAVE to acknowledge the receipt of your letter dated yesterday, requesting an explanation respecting the Contract for Advertising; and in reply have to state that I am unable to give you any additional information beyond that which has already been furnished to you in previous correspondence.

I have, &c.

(Signed) C. H. HUXTABLE, *Colonial Storekeeper.*

Messrs. DAVIES BROS., Mercury Office.