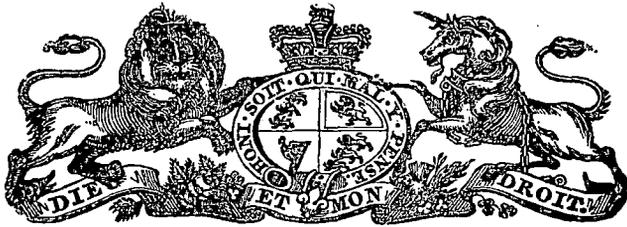


(No. 95.)



1890.

PARLIAMENT OF TASMANIA.

GOVERNMENT ADVERTISEMENTS :

CORRESPONDENCE.

Presented to both Houses of Parliament by His Excellency's Command.



OFFICE OF STORES.

Hobart, 9th May, 1890.

TENDERS will be received at this Office until noon on Tuesday, the 27th instant, for publishing Government Advertisements for three years from 1st July, 1890.

The Advertisements to be inserted consecutively, set close, and in the customary type of the newspaper; the words "Government Advertisements" with Royal Arms to be printed at the head of the column, without charge. Tenders to state the rate of charge for the following work; viz.—

For General Advertising, at per inch each insertion.

For Tabular Advertising, at per inch each insertion. Fractions under half inch to be charged as half inch; over half inch to be charged as one inch.

Two copies of every newspaper to be furnished to the Office of Stores; and one copy of each newspaper containing an advertisement respecting Crown Lands, to the Minister of Lands and Works.

For advertising Claims to Grants of Land in three successive numbers of the newspaper, as required by Act of Council, 3 Victoria, No. 6; the claims to be copied from the *Hobart Gazette*, at per claim.

Two copies of every newspaper in which a Claim may be advertised must be furnished to the Clerk of the Supreme Court, Hobart.

For advertising Claims for Certificates of Title and Grants under the Real Property (Torrens) Act, for one insertion in each of three successive weeks, at per claim, claims to be copied from the *Hobart Gazette*; also the charge for any extra insertion that may be required.

One copy of each newspaper in which Claims for Certificates, &c. are advertised to be furnished to the Recorder of Titles.

No extra charge to be made for the newspapers furnished as above.

Joint Tenders which if accepted would involve the necessity of publishing the same advertisements in more than one newspaper, will not be entertained.

No advertisement to be inserted in any newspaper by copying from the *Gazette* or other newspaper without due written authority.

A bond of £100 with one surety will be required for the due fulfilment of the Contract.

The Government reserves the right of inserting advertisements in other than Contract newspapers, and will not be bound to insert all Government advertisements in any Contract newspaper.

B. STAFFORD BIRD, *Chairman of the Board of Tenders.*

" Tasmanian News,"
63, Murray-street, Hobart, 22nd May, 1890.

SIR,

My tender for the Government advertisements will expire on the 30th ultimo, but I should be glad to continue to receive them at our advertised scale of charges.

I have the honor to be,
Sir,

Your obedient Servant,

SARA I. GILL, *Proprietress of*
the " Tasmanian News."

The Honorable the Treasurer, Hobart.

Treasury, 23rd May, 1890.

MADAM,

IN the absence of Mr. Bird, I have the honor to acknowledge the receipt of your letter of 22nd instant, stating that your "tender for the Government advertisements will expire on the 30th ultimo." Will you be good enough to look at page 848 of Tuesday's *Gazette*, 20th May, in which you will see Tenders for Advertising are invited for the 27th instant. If you desire to tender, perhaps you will be good enough to peruse the notice, and in the event of a tender being received from you by the Board, it will be duly considered with any others.

I have, &c.

J. E. PACKER, *Under Treasurer.*

Mrs. S. I. GILL, "*Tasmanian News*," Hobart.

"*Tasmanian News*" Office, 24th May, 1890.

SIR,

I HAVE to acknowledge yours of the 23rd instant, and, in reply, beg to inform you that I do not intend submitting a tender for the insertion of the Government advertisements in the "*Tasmanian News*," but will be most happy to give publicity to the same at our usual scale of charges—viz., 2s. 6d. per inch, or tabular matter, 5s.

I have, &c.

SARA I. GILL, *Proprietress.*

J. E. PACKER, *Esq.*, *Under Treasurer.*

THIS should be brought under Mr. Bird's notice as soon as he returns. From what I learn there are not likely to be any tenders sent in.

J. E. PACKER.
25. 5. 90.

The Colonial Storekeeper.

BROUGHT under notice of Board of Tenders, and by them remitted to the Hon. the Treasurer.

C. H. HUXTABLE, *Colonial Storekeeper.*
30th May, 1890.

Treasury, 24th May, 1890.

MADAM,

I HAVE the honor to acknowledge the receipt of your letter of this day's date, in which you state that it is not your intention to submit a tender for the insertion of the Government advertisements, but will be most happy to give publicity to them at your usual scale of charges, and, in reply, to inform you that your letter will be laid before the Treasurer on his return to Tasmania.

I have, &c.

JOHN E. PACKER, *Under Treasurer.*

Mrs. S. I. GILL, "*Tasmanian News*," Hobart.

*The "Mercury" and "Tasmanian Mail" Offices,
Macquarie-street, Hobart, 26th May, 1890.*

SIR,

Re Government Advertisements.

I SHALL be glad to receive the Government advertisements for insertion in our papers at our usual scale rates.

I am, &c.

C. E. DAVIES.

Hon. B. S. BIRD, *Treasurer.*

MEETING OF THE BOARD.

Treasury, 29th May, 1890.

Present—The Commissioner of Taxes, F. W. Mitchell, Esq.

Extract.

No tenders for advertising were received, and a letter from Mrs. S. I. Gill on the subject was remitted to the Honorable the Treasurer.

"The Daily Telegraph" and "Colonist" Office,
Patterson-street, Launceston, 27th May, 1890.

MEMO. FOR THE HON. THE TREASURER, HOBART.

DEAR SIR,

I NOTICE you are again calling for tender's for advertising, but inasmuch as the regulations are so framed that the successful tenderer will possess no advantage over other newspapers, and new conditions having been introduced, I do not consider it worth my while sending in a tender. I write this, however, to intimate to you that I shall be prepared to insert Government advertisements in the "Daily Telegraph" and "Colonist" upon the same terms as I am at present receiving.

Yours truly,
JAS. BRICKHILL.

THE Colonial Storekeeper.

J. E. PACKER.
28. 5. 90.

Colonial Storekeeper.

1. Will you ascertain from Mrs. Gill whether she means that she will "continue" to charge the Government the rates we have been paying, or that she will "begin" to charge other, viz., the advertised rates, with no concessions on these at all?

2. Will you ask Mr. Davies to furnish you with a copy of his "usual scale rates" for advertising in "Mercury" which he intends to charge the Government in future?

3. Will you ask Mr. Button whether he is willing to continue inserting Government advertisements at the same rates as those he has been receiving for the last three years?

B. S. BIRD.
19. 6. 90.

21st June.

DEAR SIR,

WILL you have the goodness to inform me by return of post whether you are willing to continue inserting Government advertisements in the "Examiner" and "Tasmanian" newspapers at the same rates as those you have been receiving for the last three years?

I am, &c.

C. H. HUXTABLE, Colonial Storekeeper.

H. BUTTON, Esq., "Examiner" Office, Launceston.

21st June.

WILL Mr. Davies have the goodness to furnish the Colonial Storekeeper with a copy of the usual scale rates which he intends to charge in future for publishing Government advertisements in the "Mercury" and "Tasmanian Mail" under the following heads—viz., General Advertising, Claims to Grants of Land under Act 3 Vict. No. 6, Claims for Certificates and Grants under the Real Property Act?

C. H. HUXTABLE, Colonial Storekeeper.

C. E. DAVIES, Esq., "Mercury" Office.

"Mercury" and "Tasmanian" Mail Offices, Macquarie-street, Hobart,
23rd June, 1890.

SIR,

Re Advertising.

OUR usual scale rates are 3s. (three shillings) per inch or fractional part of an inch each insertion for "Mercury" and "Tasmanian Mail." General Advertising, 3s.; Claims to Grants, average about 3 inches, would be 9s. per insertion; Claims for Certificates, about the same.

Yours truly,

C. E. DAVIES.

The Colonial Storekeeper, Hobart.

24th June.

REFERRING to Mrs. Gill's letter to the Under Treasurer, dated 24th May, stating her terms for publishing Government advertisements in the "Tasmanian News" in respect to General Advertising, will Mrs. Gill be good enough to state her prices for publishing Claims to Grants of Land under Act 3 Vict. No. 6, and Claims for Certificates and Grants under Real Property Act for three insertions of each claim, at per claim?

C. H. HUXTABLE, *Colonial Storekeeper.*MRS. S. I. GILL, "*Tasmanian News*" Office.

"*Tasmanian News*," 63, *Murray-street, Hobart,*
25th June, 1890.

SIR,

IN reply to your Memorandum of yesterday's date, I beg to inform you that the charge for advertising Claims to Grants and Claims for Certificates will be as heretofore—20s. for 3 insertions of each claim.

I am, yours faithfully,

SARA I. GILL.

C. H. HUXTABLE, *Esq., Colonial Storekeeper.*

FORWARDED to the Hon. the Treasurer. This letter was received after the Treasurer's decision of the 26th instant. It offers terms for advertising Claims to Grants and for Certificates somewhat different from those previously tendered, which were by measurement at 2s. 6d. per inch each insertion. The Recorder of Titles will know, probably, which of the two offers is preferable.

C. H. HUXTABLE, *Colonial Storekeeper.*
30. 6. 90.

THE Hon. the Attorney-General, with a view to the Recorder of Titles expressing opinion on the altered terms.

J. E. PACKER, *for Treasurer.*
30. 6. 90.

REFERRED to the Recorder of Titles.

F. STOPS, *Secretary.*
30. 6. 90.

THE altered terms, viz., 20s. as heretofore for 3 insertions, are, I consider, favourable.

JAMES WHYTE, *Recorder of Titles*
1. 7. 90.

RETURNED to the Under Treasurer.

F. STOPS.
1 July, 1890.

THE Hon. the Attorney-General.

B. S. BIRD.
2. 7. 90.

WILL you intimate to all Departments that require to advertise, that for the present, after the 30th instant, when advertising contracts expire, all advertisements relating to the south of the Island are to be sent to the "Tasmanian News," unless there is apparent necessity to employ the "Mercury" in any case; and that all advertisements relating to the north of the Island should be sent to the "Examiner," unless there be special reasons for inserting them in the "Telegraph." Intimate also that it is no longer obligatory to insert the same advertisement in two papers, except in the case of such as by law are required to be published in more than one paper. Where advertisements must by law appear in two papers at the same time, the "Tasmanian News" and the "Launceston Examiner" may be employed; and it is hoped for economy's sake that no advertisement will be inserted in a southern paper which can be sufficiently made public by a northern paper; and, in like manner, that none will be inserted in a northern paper which can be sufficiently made public by a southern paper.

B. STAFFORD BIRD.
26. 6. 90.

Colonial Storekeeper.

CIRCULAR.

Treasury, Hobart, 27th June, 1890.

It is hereby notified that for the present, after the 30th instant, when advertising agreements expire, advertisements relating to the south of the Island are to be sent to the "Tasmanian News," Hobart, except when in any case there may be an apparent necessity to employ the "Mercury"; and that all advertisements relating to the north of the Island are to be sent to the "Launceston Examiner," unless there be a special reason for inserting any advertisement in the "Daily Telegraph." It is no longer obligatory to insert the same advertisement in two newspapers, except in the case of such as by law are required to be published in more than one newspaper. Advertisements that must by law appear in two newspapers at the same time should be inserted in the "Tasmanian News" and "Launceston Examiner." It is to be hoped, for the sake of economy, that no advertisement will be inserted in a southern newspaper that may be sufficiently made public by a northern paper, and in like manner that no advertisement will be inserted in a northern newspaper that may be sufficiently made public by a southern paper.

B. STAFFORD BIRD, *Treasurer.*

*The "Mercury" and "Tasmanian Mail" Offices,
Macquarie-street, Hobart, 1st July, 1890.*

SIR,

I HAVE received a notice from the Recorder of Titles that the advertisements from his Department were not to be inserted in the "Mercury" in future; and, under such circumstances, as this is not Government money, but paid by the public directly, I shall be glad to know why you have been pleased to alter the previous instructions to insert these advertisements in each paper alternate quarters? This quarter should, by your former proposal, find the advertisements in the "Mercury." True, the term has run out; but, as no tender has been sent in for Government advertising, I naturally ask why a preference should be given to the evening paper? It cannot be on the grounds of economy, as the Government does not pay for the advertising. True, there is a difference of 6*d.* per inch in our advertised scale of charges; but even this, when looked into, means nothing: for, considering that our advertisements are set in brier, and the "News" in bourgeois, it would be found, on comparison, that in the end our charges are less. Take the advertisement in to-day's "News" and "Mercury"—the "Fisheries advertisement." In the "News" this occupies 17 inches, at 2*s.* 6*d.* = £2 2*s.* 6*d.*, and in the "Mercury" 14 inches, at 3*s.* = £2 2*s.*: so that, in the aggregate, very little difference is made.

I have always contended that all newspapers should have the Government advertisements. We contribute largely to the revenue; and our readers should all have the same advantages from Government—to say nothing of what we do in Parliamentary reporting. I hope, on further reflection, you will see the desirableness and fairness of withdrawing your "Circular to Heads of Departments," and allow matters to go on as they were before. The extra cost to the Government is too trifling to make so much of.

Yours obediently,

C. E. DAVIES.

*Hon. B. S. BIRD, Treasurer.**Treasury, 2nd July, 1890.*

SIR,

IN reply to your letter, I desire to say that the "News" has been selected for the publication of the particular advertisements you refer to because it is sixpence less per inch than in your paper. But it is very probable that the wider circulation of your journal will secure for it a number of advertisements which will not go to the "News."

I cannot agree with your contention that all newspapers should have the Government advertisements. I hope none will appear in two papers when the necessary publicity can be secured by one.

I have, &c.

B. STAFFORD BIRD, *Treasurer.*C. E. DAVIES, *Esq., "Mercury" Office, Hobart.*

*"The Daily Telegraph" and "Colonist" Office,
Patterson-street, Launceston, 1st July, 1890.*

MEMO. FOR THE HON. B. S. BIRD, TREASURER, HOBART.

DEAR SIR,

I WAS somewhat surprised this morning at receiving a letter from Mr. Jas. Whyte, Recorder of Titles, intimating that you had notified that all advertisements in his department were to appear in the "Examiner," and I have since learnt that a circular has been issued to heads of departments

to a similar effect. With reference to the Recorder's notices, these were published alternately in the two papers, each having them for a quarter. What reason there is for altering this arrangement, which has existed for many years, I know not. It is unjust to me, and false economy, for our issue is quite double that of the "Examiner," and we consequently give better value in advertising. If you are desirous of economising, why not make use of both papers by dividing the advertising between them? This would be fair, and would give far more publicity than you would otherwise get.

I have, &c.

JAS. BRICKHILL.

Treasury, 2nd July, 1890.

SIR,

IN reply to your letter *re* advertisements, I desire to say that, having been dissatisfied with the system of joint tendering, which resulted in the Government having had to publish advertisements in both northern papers, I am only too glad, now that you have refused to tender, to cut down expenditure by sending advertisements which can give sufficient publicity in one paper to one paper only. There may be times when one paper will be more suitable than another for certain advertisements, and when that is so the most suitable will be selected.

I have, &c.

J. BRICKHILL, *Esq.*,
"The Daily Telegraph" Office, Launceston.

B. STAFFORD BIRD, *Treasurer.*

The "Mercury" and "Tasmanian Mail" Offices,
Macquarie-street, Hobart, 3rd July, 1890.

SIR,

I AM favoured with yours of 2nd instant, in reply to mine of the previous day.

In acknowledging this you have quite overlooked the fact that the reason assigned for selecting the "Tasmanian News" for the Recorder's advertisements is not a valid one, for if you will refer to any practical man you will find that the difference in charging of the two papers, considering the distinction between the larger and smaller type, as pointed out to you in my first letter, is, if anything, in favour of the "Mercury." You have therefore decided on wrong premises, and if your decision is not grounded on other reasons, I feel you must, in justice, resort to the arrangement that has so long been in force at your own suggestion. I hope you will therefore instruct Mr. Whyte to continue these advertisements this quarter in the "Mercury," and let the "News" take up their turn next quarter.

Regarding your other remarks, as to advertisements requiring wider circulation being sent to the "Mercury" and not to the "News," it is difficult to reconcile this statement with the instructions you have been pleased to issue to the heads of departments.

I am, &c.

Hon. B. S. BIRD, *Treasurer.*

C. E. DAVIES.

I have inserted the Recorder's advertisements in Friday's "Mercury" as usual, in the belief that you will carry out the original arrangement. It might be instructive to measure these advertisements in both papers.

Treasury, 4th July, 1890.

SIR,

IN reply to your letter of 3rd July, I desire to say that the "Tasmanian News" charge for the Recorder's advertisements is not at per inch, but at a price per claim for three insertions, which is less than your charge at three shillings per inch would be. I shall therefore continue to have them inserted in the "News," and would further inform you that the unauthorised advertisements which you admit having inserted in this day's "Mercury" will not be paid for.

I do not know how you have become acquainted with my instructions to heads of departments, but I do know that there is nothing in them irreconcilable with my statement to you as to certain advertisements that might be sent to the "Mercury"; and further, I must say that your suggestion of their irreconcilableness is as uncalled for as your possession of the knowledge of what these instructions were is unaccountable.

I have, &c.

B. STAFFORD BIRD, *Treasurer.*

C. E. DAVIES, *Esq.*, "Mercury" Office, Hobart.

The "Mercury" and "Tasmanian Mail" Offices,
Murray-street, Hobart, 4th July, 1890.

SIR,

IN connection with your letter of this date, you will not be greatly surprised at my pertinacity in again importuning you on the anomalous position taken up in regard to the Government advertisements.

It has already been clearly pointed out to you that there is no real difference between the advertising charges of the two Hobart papers *in the aggregate*. After having advanced the reason that there was a difference of 6*d.* per inch in favour of the "News," and finding this position untenable, you now say that the Recorder's advertisements are charged at so much per claim of three insertions, which, I understand, is £1, and which you say would be less than our charges. On examination it will be found that this makes your position worse, for instead of paying 2*s.* 6*d.* per inch you would be actually paying 3*s.*, so that this will exceed the rates of the "Mercury," if estimated per scale.

Perhaps this will put another light on the subject.

I am, &c.

C. E. DAVIES.

Hon. B. S. BIRD, *Treasurer*.

WILL you inform me what was the total amount paid to the "Mercury" during the last quarter for the Recorder's advertisements which they inserted that quarter? also state the number of insertions there were in all, and the average price per claim for three insertions; also state whether at 3*s.* per inch the cost would have been more or less than the sum paid; and also state what the same advertisements would have cost if inserted in the "News" at 20*s.* for each claim, with three insertions.

B. S. BIRD.
10. 7. 90.

Colonial Storekeeper.

THE total amount paid for publishing the Recorder of Titles' advertisements in the "Mercury" was £28 13*s.* 4*d.* for the quarter ended 31st March, 1890, at the rate of 20*s.* for three insertions of each claim.

Twenty-eight claims were advertised thrice.
One claim was published twice.

If the "Mercury" had been paid for these advertisements, which measured in all 238 inches, at 3*s.* per inch, the cost would have been £35 14*s.*

The same advertisements, if inserted in the "Tasmanian News" at 20*s.* per claim, would have cost £28 13*s.* 4*d.* (the same as the "Mercury"). If inserted by measurement at 2*s.* 6*d.* per inch, they would have cost about £29 15*s.*

C. H. HUXTABLE, *Colonial Storekeeper*.
15. 7. 90.

The Hon. the Treasurer.

Treasury, 18th July, 1890.

SIR,

I HAVE the honor to reply to your letter of the 4th instant, and to point out to you that you are incorrect when you say that "in the aggregate" there is no real difference between a payment of twenty shillings per claim for three insertions of the Recorder of Titles' advertisements and a payment of three shillings per inch in the type you use. The fact is, that, at twenty shillings per claim, you were paid for the last quarter's advertisements you inserted in the "Mercury" the sum of £28 13*s.* 4*d.*, whereas if the same advertisements had been paid for at three shillings per inch you would have received (£35 14*s.*) thirty-five pounds fourteen shillings.

I think you will now be satisfied that I am right in saying that it is more economical to insert those advertisements in the "News" at twenty shillings per claim than to pay you three shillings per inch.

I have, &c.

C. E. DAVIES, *Esq.*, Hobart.

B. STAFFORD BIRD, *Treasurer*.

"The Daily Telegraph" and "Colonist" Office,
Patterson-street, Launceston, 4th July, 1890.

MEMO. FOR THE HON. B. S. BIRD, TREASURER, HOBART.

DEAR SIR,

I BEG to acknowledge receipt of your favour of 2nd instant, in reply to mine of 1st. I have no objection to urge against your cutting down expenditure by not inserting advertisements in both northern papers at the same time. But what I object to is this: you make the terms upon which tenders are called of such a nature that the successful tenderer would possess no advantage, and when no tenders are received you unduly favour one paper by giving it the whole of the advertisements. Had you decided upon dividing the advertising between the two papers in Launceston you would still have cut down expenditure and have acted justly. The Recorder's notices were inserted alternate quarters in both papers during the last six years: why should this be altered, unless you wish to favour the "Examiner"? I trust you will recognise the justice of my objection, and give instructions for a fair division of the Government advertising. The system of dividing the advertising is recognised by most public bodies, and is in general use both here and in the other colonies; and as far greater publicity is obtained by so doing, it is really the most economical plan. What I suggest, therefore, is, that if an advertisement is to have, say four insertions, that two should be given to each paper. With regard to the Recorder's notices, there is no saving in altering the arrangement that has worked so satisfactorily in the past. I again respectfully ask that you will reconsider this question, and alter the resolution by adopting the suggestions I have made.

I have, &c.

JAMES BRICKHILL.

KINDLY inform whether as an advertising medium for such advertisements as go from your department, the "Examiner" or the "Telegraph" is considered the best.

B. S. BIRD,
10. 7. 90.

The Hon. Minister of Lands.

ONE is equally as good as the other. It is almost absolutely necessary with advertisements from this department to advertise alternately in all papers (which is the practice followed), so as to obtain the best results with tenders, &c.

ALFRED T. PILLINGER,
11. 7. 90.

"The Daily Telegraph" and "Colonist" Office,
Patterson-street, Launceston, July 15, 1890.

MEMO. FOR THE HON. B. S. BIRD, TREASURER, HOBART.

DEAR SIR,

ON 4th instant I addressed a letter to you in reply to yours of 2nd, and as I have not received any acknowledgment of same, I write to ask if it came to hand? I cannot let the matter drop, and supposing the letter to have reached you in due course, must respectfully ask for your reply thereto.

I am, &c.

JAMES BRICKHILL.

Treasury, 15th July, 1890.

SIR,

IN reply to your letter of 4th instant, I can only further say that it is every way probable that certain classes of advertisements—Public Works for example—will be inserted in your paper as often as in the "Examiner." And as to other advertisements, it is very probable that you will find that there will be a much more equal division of them between the two papers than you expect.

I have, &c.

B. STAFFORD BIRD, *Treasurer.*

JAS. BRICKHILL, *Esq., "The Daily Telegraph," Launceston.*

Launceston, 17th July, 1890.

DEAR SIR,

YOUR favour of the 15th instant, in reply to mine of 4th, came to hand this morning. I cannot see how it is at all probable that certain classes of advertisements will be inserted in the "Daily Telegraph" as often as in the "Examiner," or that "it is very probable that I will find that there will be a much more equal division of them between the two papers than I expect," while the circular issued by you under date 27th June stands. You therein instructed heads of departments "that all advertisements relating to the north of the Island are to be sent to the 'Launceston Examiner,' unless there be a special reason for inserting any advertisement in the 'Daily

'Telegraph;' and that 'Advertisements that must, by law, appear in two newspapers at the same time, should be inserted in the 'Tasmanian News' and 'Launceston Examiner.'" Will you, in justice to me, withdraw that circular, and either give instructions that the advertisements shall be fairly divided between us, or leave it to the option of Heads of Departments which paper they use? I have as much right to the advertisements as the "Examiner,"—nay, more, for my circulation is quite double theirs; and, looked at in an economical light, the "Daily Telegraph" gives greater value for the same money. I simply ask you to act fairly and justly between the two papers; and I trust that no further correspondence will be needed to induce you to do that which you must acknowledge is right.

I have, &c.

The Hon. B. S. BIRD, Treasurer, Hobart.

JAS. BRICKHILL.

18th July, 1890.

SIR,

IN reply to your letter of the 17th instant, I have the honour to say that I do not concur in your opinion that, in justice to you, I should withdraw the circular referred to. I do not recognise "the right" of any paper to any Government advertisement, except so far as in certain Acts it is prescribed that specified notices shall appear in one or more papers. I do not agree with you that you "have as much right to the advertisements as the 'Examiner,'" for if I did, I should be compelled to admit the right of a third or fourth paper, if such were started in Launceston, as having equal right to advertisements with you, who came into the field as an advertising journal after the "Examiner" had long been in possession of the field. If your journal is so much better an advertising medium on the score of wider circulation as you claim it to be, then that would be one of the special reasons referred to in the circular which would call for the insertion in your paper of such advertisements as required the wider circulation. I do not know what you mean by saying that you give "greater value for the same money" than the "Examiner" does, unless it be on the score of wider circulation; and if that be what you mean, the Department will be judges of that, and will, according to the tenor of my circular, regard that as a sufficient reason for advertising in your journal.

I have, &c.

B. STAFFORD BIRD, Treasurer.

JAS. BRICKHILL, Esq., "The Daily Telegraph," Launceston.

"The Daily Telegraph" and "Colonist" Office,
Patterson-street, Launceston, 19th July, 1890.

MEMO. FOR THE HON. B. S. BIRD, TREASURER, HOBART.

DEAR SIR,

YOUR favour of yesterday's date is to hand, and I thank you for your prompt reply to mine of the previous day. I regret, however, that you have permitted your sense of what is right and just to be blurred by other influences, and that you decline to grant what I ask. As I observe that action has been taken in the House upon the question, I trust that the Members will deal with the question in a fair and impartial manner, and that the simple act of justice refused by you will be granted by them.

I am, &c.

JAMES BRICKHILL.

The "Mercury" and "Tasmanian Mail" Offices,
Macquarie-street, Hobart, 22nd July, 1890.

SIR,

YOURS of the 18th instant, in reply to mine of 4th instant, is somewhat disingenuous.

In mine, I stated "It has already been clearly pointed out to you that there is no real difference between the advertising charges of the two Hobart papers in the aggregate."

I did not refer to any one set of advertisements, such as "Recorder's," alone, but to *all Government advertisements inserted in the two papers during the past twelve months*. If you will kindly cause comparison to be made, you will find my statement is fully borne out by facts.

I am, &c.

C. E. DAVIES,
per G. T. TAYLOR.

Hon. B. STAFFORD BIRD, Treasurer.

Treasury, 24th July, 1890.

SIR,

IN reply to your letter of the 22nd instant, I have the honour to make one or two observations.

I fail to see where I have been disingenuous in pointing out to you that the Recorder's advertisements in your paper cost more than in the "News," for you yourself distinctly said in a former

letter that I had made my position worse by asserting that the charge of the "News" for those very advertisements was less than in your paper; and you even went so far as to say that if I examined into the matter I would find that the "News" charges would be equal to three shillings per inch. I felt that you were totally wrong, and so very naturally, and properly, and "ingenuously," I quoted figures to prove my position correct. My proof was evidently so surprising to you that you ceased to argue, and proceeded to accuse me of disingenuousness; and you fall back on a former statement of yours, that "in the aggregate" there is no real difference between the charges of the two papers. Well, I have shown you that there is a very real difference in favour of the "News" in the charges for the Recorder's advertisements in the two papers; and I may now further inform you that taking all the advertisements that appeared in both "Mercury" and "News" during one month of last quarter, the aggregate measurement in the two papers was exactly the same, viz., 190 inches, so that the aggregate cost at sixpence (6d.) per inch more in your paper would be (£4 15s.) four pounds fifteen shillings more in your paper than in the "News." I hope you will now be convinced that "in the aggregate" there is a difference in the charges in the two southern papers.

I have, &c.

C. E. DAVIES, *Esq.*, Hobart.

B. STAFFORD BIRD, *Treasurer*.

*The "Mercury" and "Tasmanian Mail" Offices,
Macquarie-street, Hobart, 4th August, 1890.*

SIR,

I HAVE the honor to revert to yours of the 18th July, in acknowledgment of mine of the 4th July, and in doing so regret your disinclination to accept my contention that in paying the "Tasmanian News" 20s. per claim for the "Recorder's" advertisements their rates are exceeded—costing quite 3s. per inch.

What was paid formerly has nothing to do with the present case; but, as you have decided to pay at the rate of 3s. per inch, as shown, one naturally asks why should one paper be preferred to another? I have not hitherto thought it worth while to refer to the disinterestedness of the Government in their desire to economise in a matter which has nothing whatever to do with the Treasury, as these advertisements are paid by the applicants to the "Recorder." And on both these grounds I consider the "Mercury" should have a *share* of those advertisements, as only one paper is required by law to be used.

On the general question of advertising, I have only urged that in the aggregate there was little difference in the scale of charges of the southern papers, and you have very considerably verified my statement, or tried to do, by showing in yours of the 24th ultimo that £4 15s. was the difference for the month of June. I am not in a position to say whether the same advertisements were inserted in each paper, and whether your comparison is arrived at by analysis of the space occupied by each advertisement; otherwise, your estimate of cost would be no criterion, and valueless as a guide. I have no wish to compare the relative value of the papers from any point of view, or the comparative cost of producing a morning and an evening paper, as it would be an insult to your intelligence to refer to matters of which you must be thoroughly cognizant. It is very evident that such trifling matters were never intended to be considered.

It is my duty, though, to point out that, despite your objections, I must insist that the public should have every opportunity of knowing the Government business, as it affects them, also the public notices issued, and all matters pertaining to the government of the country. Thus, to give full publicity, advantage should be taken of all the newspapers, and no question of economy should deprive the public of what they are entitled to have. I do not urge the fact that all the papers contribute largely to the Revenue through the Customs, Post and Telegraph Departments, except to show that they are all entitled to consideration. So far as the "Mercury" is concerned, it does seem extraordinary that the leading paper of the Colony should be specially ignored by you on such a plausible pretence as "economy."

Though prepared to accord the Government credit for endeavouring to reduce any unnecessary outlay, I fail to see how such a cheeseparing style as that at present resorted to by you could result in any benefit or appreciable saving. It will certainly cause great annoyance to different sections of the community, who will be inconvenienced and deprived of information they naturally expect to have.

It seems very strange for any Ministry to take such an undignified position, and apparently with the object and delusive hope of resenting the criticisms of some papers which have from time to time been made upon the political actions of your Government. And, then, to enter the plea of economy is really very ingenious. It must always be a subject of regret when the public business of the Colony, in matters of detail, is allowed to be influenced in this way, or subjected to the whims or political bias of this or any other Administration.

I have, &c.

Hon. B. S. BIRD, *Treasurer*.

C. E. DAVIES.

Treasury, 6th August, 1890.

SIR,

IN reply to your letter of the 4th August, I regret your unwillingness to be convinced that in paying the rates of the "Tasmanian News" we are not paying three shillings per inch. You have heretofore urged that "in the aggregate" your charges were not higher than those of the "News." I have clearly shown that they are, and on that score there is no more to be said. I am not aware that by the course the Government are now pursuing the public will be deprived of any necessary opportunity of knowing what the Government business is through advertisements. Your contention is that they should have "every" opportunity, by which, if you mean that advertisements ought to appear in all papers, then I decidedly differ from you. The Government are the judges in regard to their business, as private firms are in regard to their business, as to what paper it is best to advertise in, and I am not aware that the public has suffered, or is likely to suffer, by reason of any withholding of advertisements from your paper that has yet occurred or is likely to occur. There are certain kinds of advertisements that, as a matter of course, will be inserted in your journal, and in that case I do not see what you have to complain of if certain other advertisements are inserted more economically in another. That is simply your misfortune, caused by your own higher charges.

Your insinuation that political resentment is the cause of certain advertisements being given to another paper in preference to yours would border on insult if it was not so intensely amusing in its absurdity. For no journal has been a more pronounced and bitter opponent to the present Ministry than the journal which you unreasonably think is favoured for political reasons by getting a bigger share of advertisements than your own. Why, the criticisms of the "Mercury" have been but as milk and water as compared with the fire and brimstone of the "News." Where the political bias of the present Ministry in favour of that journal was likely to come in only such prejudiced eyes as yours are likely to see.

This correspondence must now close. It will all be laid on the Table of the House to-day, and if any one chooses to take up the cudgels for you in the House, I shall be quite as prepared with my voice as I have been with my pen to defend the course I have taken.

I have, &c.

B. STAFFORD BIRD, *Treasurer.*C. E. DAVIES, *Esq., "Mercury" Office, Hobart.*

MEASUREMENTS of Advertisements inserted in "Mercury" and "Tasmanian News" during one Month.

1890.		"Mercury."	"News."
		Inches.	Inches.
April 2.	Tasmanian Government Railways	6	7
2.	Government Notice	4	4
2.	Ditto.....	7	7
1.	Office of Stores	3	4
2.	Rifle Regiment <i>re</i> Truck	2	3
8.	Public Works Tenders	18	19
4.	Office of Stores—Wheat	4	5
4.	Ditto—Grinding	8	9
8.	Tasmanian Government Railways—Tenders, Cottages	3	3
9.	Vaccination	3	3
10.	Lands Branch—Sale	50	40
10.	Licensing Bench, Franklin.....	3	3
14.	Garrison Band	2	1
15.	Public Works Tenders	20	21
15.	Rental and Grazing	2	2
19.	Education—State Schools	2	2
19.	S. T. Artillery.....	2	2
21.	Public Works Tenders	19	19
22.	Expenses of Elections—Buckingham	7	8
24.	Ditto—Macquarie	7	9
28.	Public Works Tenders	14	15
28.	Tasmanian Government Railways—Fares	4	4
<i>Inches</i>		190	190

C. H. HUXTABLE, *Colonial Storekeeper.*
21. 7. 90.

(In continuation of Paper No. 95, 1890.)

Office of Stores, Hobart, 5th September, 1890.

SIR,

IN reply to your enquiry whether any correspondence exists in connection with the publication of Government Advertisements from the 30th June last, in addition to the documents furnished to you previously, I have the honor to enclose herewith three papers; viz.—

1. Mr. H. Button to the Colonial Storekeeper, dated 23rd June, 1890.
2. Copy of telegram from Colonial Storekeeper to Mr. H. Button, dated 25th June.
3. Telegram from Mr. Button to Colonial Storekeeper, dated 25th June.

No reply to the Colonial Storekeeper's letter of the 21st June having been received from Mr. Button, he was wired to on the 25th June for an answer, to which application he replied in the telegram, "that he had written on the 23rd June."

It was then remembered that a day or two previously the Post Office had claimed fourpence on a letter lying there insufficiently stamped. The letter was then obtained, and it was found to be Mr. Button's letter of the 23rd June (the missing document now forwarded).

I regret that the inadvertence of not attaching these papers to the documents originally furnished has caused inconvenience to yourself and to Members of the House of Assembly.

I have the honor to be,

Sir,

Your obedient Servant,

C. H. HUXTABLE, *Colonial Storekeeper.*

The Honorable the Treasurer.

"*Examiner and Tasmanian*" Office, Launceston, 23rd June, 1890.

DEAR SIR,

I HAVE yours of 21st June this morning. In reply, I beg to advise that I am prepared to accept the advertised scale rate of advertisements in both the "*Examiner*" and the "*Tasmanian*." That rate is 2s. per inch each insertion.

Yours truly,

HENRY BUTTON,
per HEDLEY BUTTON.

Colonial Storekeeper, Hobart.

TELEGRAM.

PLEASE reply to my Memo. of twenty-first instant for the information of the Hon. the Treasurer, written by his order. N.B.—There are three kinds of advertisements,—General, at per inch; Claims to Grants, Supreme Court, and under Torrens' Act, at per claim for three insertions. Reply by wire, free if possible, to save time.

C. H. HUXTABLE, *Colonial Storekeeper.*
25. 6. 90.

H. BUTTON, *Esq.*, "*Examiner*" Office, Launceston.

TELEGRAM.

I REPLIED to your letter on 23rd instant. Now repeat that all advertisements, including Supreme Court Notices and Lands Titles Claims, at Two Shillings per inch each insertion.

H. BUTTON, "*Examiner*" Office.
25. 6. 90.

