Chapter - 4

History of Indian Advertising

It is almost impossible to trace the accurate birth year or centenary of advertising as seen in its present form. However, it is certain that it has a history of about 5,000 years. Indus Valley Civilisations gave solid proof of advertising in its crudest form between 3,000 and 1,530 B.C. The earliest form of advertising were mostly used for religious purposes and advertising was in the form of propaganda. To preach the teachings of Buddha, Emperor Ashok of Kalinga set up rock and pillar edicts all over the Indian territory between 563 and 232 B.C. These rock and pillar edicts can be deemed as the forerunners of poster advertising of today. Thus, it was outdoor advertising that came to light with the purpose of sale display in market places and the visual communications were wall paintings in the cave temples of Ajanta, Sanchi and Amraoti.

Advertising was not adopted for business purpose till the advent of British rule in India. The reasons were: India was the unique example of household industrial activities. At the time of British entry, India was based on Village Economy where the relation between the producers and consumers were direct. The local markets were weekly and the producers used to display their wares, shout to draw customers and gave samples to promote their trade. The skills of Indian artisans in the
areas of textile—silk and cotton, metal works, were well accepted and there was no need of any special effort of advertising.

British settlement and ruling from 1600 onwards brought about certain changes. Advertising efforts were required to popularise British goods, particularly the luxury items and it was done through print medium. Although the first printing press was brought by Portuguese in 1556 which was used exclusively for printing Christian literature.

It was in 1780, that the first Indian newspaper was started namely, 'Bengal Gazette' in Calcutta by James Augustus Hicky.

Hicky's Bengal Gazette was first opened the door of the commercial life of Calcutta. The merchants of Calcutta strongly felt the need of advertising their products during this time. Luxurious items like silk from China, elegant carriages or diamonds, rubies, emerald and other precious stones had a ready market among the wealthy European inhabitants of Calcutta. The traders who brought them, wanted a medium through which they could spread the information of their arrival in a short time to get large number of buyers.

At that time, there were a number of auction rooms in Calcutta, where sales were organised almost regularly. 'Old Play House' was an auction centre where private persons and even the Government used to organise auctions. During that time,
Saturday, January the 2dth, 17804.

The 17th Five Battalions of the Ennemies Infantry coming from Jagerndorf, attacked our works at Pajsek, and Mafaro, but by the brave resistance and skillfulness of M. Sykary, Colonel of the Guzler Regiment, they were obliged to retire after a cannonading of three hours. Our Artillery under the command of Captain Baron Machezine, distinguished themselves greatly in this action. We had only one Man and Horse wounded, but the enemy had many, the exact number cannot be ascertained.

At the same time M. Gréz, a Prussian Colonel posted at Frankenstein, came and attacked our Captain Scauli, when a detachment of Cavalry was posted in the out skirts of Reckingen, Heimengreder, and Reisbrunnen, but although considerably stronger, and supported by a Battalion of Infantry, some Cannon, and a few Horses, was equalled with the loss of some killed and wounded.

The same Day the two Patrols met near Riesfals, and the D.P.A. H tres in Maj. Poillette division, and Captain Dragorne, and a non-commissioned Officer, with as many Horses, and one not met with the least loss. Lieutenant Field Marshal Count Wormser, during one months residence in the environs of Heilsbronn and Wiesbaden, having confirmed all his forces, and put the King of Prussia, with all his forces at Sillyo in motion, retired on the 16th, to his dispositions in Holstein, without the least molestation in his retreat, or being pursued by the Enemy. He nevertheless took care to furnish those important Ports Rocketts Riviers and Lewin with sufficient number of Troops, thus being a Key to Holstein by the way of Glatz.

Lieut. Col Vandermech by command of Major Gen. Count Kinsky, went with a small detachment against Warthe, with intent to burn the Bridge on the Neisse, but was obliged to give it up, being overpowered; however he made his retreat with great judgment and honour.

We are informed by other advices from Holstein, that in the 15th of this month, the Enemy with six Battalions of Infantry, six Pairs of Cannon, and seven Gunners of Holstein, penetrated as far as the district of Brunsby, and there posted themselves after sending a small detachment which they found time and are since encamped under the wall of the Town.

The 15th, General Wormser with two Battalions and some Horses, march to meet the Enemy near Brunswick, and he judged there were 15,000 men. At the same time General Warten with three Battalions,
Williamson seems to have established a near monopoly of such auctions and he published advertisement from the very first issue of Bengal Gazette. He wanted to sale a large number of valuable items and as a real estate agent, he often offered 'pucka built' large and elegant houses in Calcutta and garden houses around the town for sale. One such 'elegant pucka built' house he claimed was once occupied by the Governor-General sometimes ago."

By studying the advertised goods in Hicky's Gazette gives an idea of the articles which had great demand among the European in Calcutta. This was such insertion by auctioneer Mess. William and Taylor:

"Beg leave to acquaint the Ladies and Gentlemen of the settlement that besides their stock of European goods, the greatest part of which were imported by the last ship, they have purchased a fresh assortment of China Goods,..... consisting of Tea in whole chests, ditto in boxes.... sugarcandy in tubes, finest satin shoes, table sets of China... Breakfast sets of best stone China.... Dishes of 5 in a set, plates flat and soup to match the Dishes &c . &c."  

Articles from China was very popular and much in demand. Whenever a cargo ship arrived from China, the goods were advertised through Hicky's Gazette. Sometimes the intending buyers were allowed to have a look before the actual sale.
China's Silk was an important item for sale. Auctioneers like Joseph Baretto seldom failed to mention that their offers included 'China cargo consisting of a choice collection of silks and various other articles.' Williamson's notices for auctions were interesting. In the auction proposed to be held on 23 February, 1780, he offered a huge consignment from England consisting of 'hams, mince, meat, fish sauce, meat sauce, finest salad oil, liquor, whisky, hats and swords, hunting saddle, silk stocking, piano, guitars and other musical instruments, mehagony furniture', etc. It revealed that Europeans of Calcutta had not given up their European habits and lifestyle even at such a distant place. Though the dress materials and foods of China and Western continent were not comfortable in the climatic condition of Calcutta, but they were eagerly waited for those items.

The merchants of Calcutta announced through Hicky's Bengal Gazette about the arrival of every ship that brought luxury items. An advertisement in the Bengal Gazette of 1 July 1780, announced the arrival of the ship, 'Duke of Kingston' which carried, among other things, a very 'elegant charriot'. This evidently attracted Mrs. Hastings' attention. This ad was couched in quaint language, as follows:

\[
\text{Just Imported.} \\
\text{A very elegant crane Neck Coach made entirely in the present taste, with a genteel Rutland Roof. The pannels painted a}
\]


Catcifte, March 6, 1780.

BROUGHT last month by a Person or Persons unknown, out of a Private Gentleman's House near the Eplantana, a very elegant Pair of Candle Shades. Whoever will refute the same, or cause them to be returned as belonging to the Present, will receive a reward.

N. B. The Shades have your Marks.

At Mr. Part's Virtualizing Y. 1.

This Day will be sold by Public Auction, on account of the Com'r of Mr. Williamson, Lend Musph, &c. Salt Beef and Provision, Rice, Doll, Gos, and Tallow Candles, Mustard- and Cocoa-nut Oil, empty Casks, Staves, Iron Hoops and Cooper's Tools.

Conditions of Sale.
The Purchasers to bind themselves under the Penalty of 25 per Cent. to be forfeited in case they do not pay for and clear out their respective Lots within ten days from the time of sale, as well as to make good all deficiencies and expenses that may arise by a re-sale.

Completed, March 5th, 1780.

A Share of the Calcutta Theatre, belonging to the Estate of Lieutenant Col. John Fortman, deceased.

A set of Hindustan Tent, belonging to the Estate of Lieut. Col. Alexander Dow, deceased.

Conditions of Sale.
The Purchaser to bind themselves under the Penalty of 25 per Cent. to be forfeited in case they do not pay for and clear out their respective Lots within ten days from the time of sale, as well as to make good all deficiencies and expenses that may arise by a re-sale.

Completed, March 5th, 1780.

A beautiful Pair of Candle Shades, formerly in Mrs. Hammer, about two feet high, just arrived. A Hunter, 22 ft. 3/4 by 7 feet Beam, with a Height of 6 feet, lying under a Shed at Mr. Miller's Farm, near the Hospital.

An elegant English Carriage rocket, Chariot, with four handsome Carriage Horses.

A neat Country built Chariot.

STOLEN,

April 17, 1780.

A very elegant Silver-mounted Pitchel, the Barrels plated, Marked and Inscribed.

A fine Cornwallian Sword, in Gold, with the Cypher of C. L. and the Impression of a Head.

A Regimental Sword, Pattern of the 2nd Regiment, with a Red Morocco Handle.

A Do. Do. with a light blue Silk Belt, Silver mountings.

A Do. Do.

A Metal Watch, with a Silver Case, Maker Edward Perry, No. 13,17.

A Silver mounted Hanger, Green Handle.

Three Pair of Europe Pumps, One Do. Do. Shoe.

Two Shirts.

Whoever will give Information of any or all of the above Articles, to the effect that they may be recovered and the Offender brought to Justice, shall receive a Reward of Fifty Pounds in specie, payable to Mr. Hickey by the Printing-Office, or by the Carrier of the above Articles, and will be出手d to the Party, and the same Reward shall be given.

Mar, 17, 1780.

F. DUNCAN, Esq. desires to acquaint the Public, that he has for Sale by Public Auction, the following Articles, viz: Diamonds, Rubies, and other Precious Stones.

Pearls of various Sorts.

An Organ with 12 Bells which performs several of Handel's Concertos with various Accompaniments.

High Scented Ottoman of Roses.

A Pair of Silver-mounted Hangers.

Two Pairs of elegant Silver Earrings.

An Earring, Charms and Jet.

An Officer's Mark, lined with Gold.

A Pair of Europe Pump Shoes.

A Pair of Blinking Glasses, known by the Name of Fane, formerly the property of Mr. Bruen, Warranted to be perfectly new.

A dark Brown Saddle Horse, of a high calt, about fourteen hands high, just arrived.

A fourteen Oar'd Pinnace built in London, lying at Mrs. Rod's Quay.

A new Pens, 22 lb. 3/4 by 7 feet Beam, having under a Shed at Mr. Miller's Farm, near the Hospital.

Mr. DUNCAN, Esq. desires to acquaint the Public, that he has for Sale by public Way, a large Quantity of Plate, Books, and various Merchandises, to be sold at Public Auction next the 28th Instant, and the same will be auctioned, by Mr. Williamson, for further Particulars, to be had at his Shop.

Mr. WILLIAMSON.

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Mr. Williamson.
pleasing Laylock colour, with a handsome gold spring mosaic lined with a superfine cloth, and trimmed with the best cufoy lace ......

Also a very elegant charriot of the newest fashion, painted Devonshire Brown with a rich Gold Spangled Border and Ornamented with Flowers very highly finished. Venetial Blinds all around and lived' with superfine light colour'd cloth, the Carriage Crane Necked and Harness all plated with silver.

Mrs Hastings seems to have been interested in this fashionable coach and the Governor-General visited the advertiser to inspect it. But he was disappointed. He wrote to his wife: "I have seen "the most elegant charriot". It is ill-shaped, has a patch..., and a crack all across. I judge it to be old and vamped; and besides I do not like it."

But though Hastings found fault with it, the coach was soon sold for, after three or four advertisements, it was never offered for sale.

Hicky's Gazette was also utilised by all those who started new ventures in the settlement. As the number of European increased the need to introduce certain aspects of European civilisation became absolutely necessary. Mrs. Hodges, for instance, realised the difficulty of the European parents living at Calcutta and accordingly informed them through Hicky's newspaper that,

"She has opened a Boarding school for young Ladies and children
Yesterday about eleven o'clock a very great Fire broke out near the Bow Bazar, which alarmed and terrified the inhabitants near that place in such a manner, that they ran with their infants in their Arms, towards the Great Tank near the Court House, where they sat them down for safety.

Much about the same time another Fire broke out near the Herring-bury, which caused several Straw Houses, with the Chutes and Furniture of several poor People. During the time of this dreadful Configuration, eleven or twelve carrying by the necessity of the Affair, were detected carrying off some of the property of these poor sufferers.

We are this day been informed that the Fire which broke out yesterday in the Bow Bazar, burned from a cause the Bow Bazar road till fire to a wall number of Straw Houses, in continued burning rugged. The small extension of the fire has not been any great diversity. The inhabitants, being covered with much dust, were at great expense to get away to the Safe within four hours after the fire broke out. In consequence of the Fire in the Bow Bazar, the post office was closed, and no Post was delivered until it came to Major de Galle's road, and the Water flowing feels from the Eastern Quarter, several large flocks of fire were carried away towards the John Bazar, where it began again and continued burning down every House as far as Colman. And to complete the distresses of the Parisians, it fell for the little out houses in the Garde a lillo to his Bungalo, and consumed the whole with the Furniture contained therein.

Wednesday last a palfrey Boast over of opposite Chand-Paul Gaut, with fifteen Passengers on board, out of which there were five drowned.

We are informed that there has been sixteen Men, women and Children, burnt to death in the late fire.

By private Letters, we are informed that Gibraltar was garrisoned by the French and Spaniards. Sir Charles Hardy, had been the French Fleet, but there had been no engagement. The English had demanded alliance from the Dutch and Russians, Lord Mount Stewart was garrisoned by Ambassador to Kutha. The Island of St. Vincent's was taken by the French.

JOHN JONES.

BEGS leave to inform the Ladies and Gentlemen, that he intends leaving this place for China in the course of next few days, to obtain the remaining Seafire, with an addendum of goods, and letter himself from the knowledge and experience he has had in the retail business, that he will be able to bring such articles, as will give entire satisfaction to those who are pleased to favor him with their Orders.

All persons who have any demands on the said John Jones, are requested to lodge them, in account, in order that they may be discharged.

March 22, 1780. Let it be reported that the late and
near the Armenian Church, where they are instructed in Reading, writing, arithmatic and various sorts of needle work. Similarly, a dancing master found the situation favourable for starting his profession, So he inserted the following ad:

"Mr. Belvere, the Dancing Master, begs leave to acquaint the Ladies and Gentlemen of this settlement and the public in general that he proposes opening a dancing school for instructing the Ladies and Gentlemen the whole day till then in the evening, two nights in the week except viz. Wednesday and Saturday, and on those two nights he will not give any lesson privately to his students as he proposes having two public Balls with music and illumination, agreeable to the Regulations of Europe."

Hicky's Gazette became a 'vehicle' of announcements within a short period. The employment opportunities were advertised under the heading 'Wanted'. 'Stolen' notices were often issued to caution the people from purchasing those things from the markets. The Bengal Gazette was utilised by the people who had lost certain things requested the finder to return the article to the proper address. After arriving in Calcutta the young European advertised for themselves announcing their specialities and qualifications to attract the employer.

Hicky published the ships arriving at Calcutta and the names of the ships and their Captains along with the list of the
NOTICE IS HEREBY GIVEN, that all persons that may be carrying on the following Articles, viz. MEDITERRANEAN WINE, Old Jamaica rum, Fish, Sardines, Salted Fish; Indian Cinnamon, Nutmeg, Mace, Cloves, and other spices, are required to come on board the vessel, where a till of the same may be seen, and conditions agree.

Orphan Society.

The Managers of the ORPHAN SOCIETY do hereby give notice, to the Civil and Military authorities in this City, that it is their desire to become Subscribers to the ORPHAN FUND, and will be immediately admitted, and of course their Children be entitled to a participation of the benefits thereof. The Managers hope, that the Gentlemen in the Medical Line, whose Warrants are dated due to the 1st of August, 1785, will not object to paying their Subscription from that period, with the same chearfulness which has been shewn by the majority of the Subscribers. It is now expected that any Gentleman should subscribe prior to the date of his Warrant.

By Order of the Managers of the ORPHAN SOCIETY.

HENRY A.C.,
Assistant to the Management.

Calcutta, January 4, 1785.

MESSRS. JOSEPH PRICE, CUDBERT THORNHILL, and DAVID CUMING, of Calcutta, in Bengal, Merchants, and who constantly reside there, having entered into a Partnership, for the transacting of Business on Commission, on an extensive and general Plan, and upon the most reasonable Terms, they beg leave to inform their Friends, and others, as well in Europe as in India, thereof, and that they will be happy to receive their Commands. To those who know them, they hope it is unnecessary to say anything by way of recommending their House. To those with whom they have not the Honour of being acquainted, they flatter themselves that their long Residence in India, the Knowledge which they have acquired from many Years experience in the foreign and inland Trade of India, and the Opinions of such as have had Concerns with them heretofore will prove sufficiently that they are equal to the task they undertake, and deserving of any confidence and trust which may be placed in them; to which they will only add, that the strictest Attention shall be at all times paid to the Direction and Interests of their Confinuents.

PRICE, THORNHILL, and CUMING.

Calcutta, Dec. 3, 1784.

REMITTANCES, The Period to which Messrs. HARRISON, PATRICK, & Co. could effect money for Remittances, at an uncased exchange, being expired, they beg leave to inform the public, that they can only grant Bills in future upon those who have Life in London; at their usual exchange of 4l. 10s. 8d. per Cent. for the current year, for Nine Months after sight.

Calcutta, Nov. 8, 1784.

To be disposed of at the LIBRARY, the choice and scarce Collection of BOOKS, in various Languages, lately belonging to the Rev. Mr. DUMAS.

The Books will be sold for SELL in a day or two.

AT A PRIVATE SEMINARY, No. 44, Amritaloo Street; where Children are tenderly treated, and expensively taught Reading and Writing English Grammatically, and Arithmetic, and the true Method of Book-Keeping, by double entry.

For further particulars please to apply to Mr. John Anderson, at the Library.

Messrs. CHARLES, and JOHN THOMAS CHILD, of Calcutta, Merchants, transact Commission Business on the usual terms of other principal houses in the shed town. Such persons with whole concerns they may be hoarded, will experience the strictest punctuality and attention.

Calcutta, Dec. 28, 1784.

For Sale by Mr. SCOTT.

GOOD MADEIRA, at 400 Sic. Rup. per Pipe, or 15 Sic. Rup. per Dozen, for ready money, or Company's Paper, at the current discount.

N. B. A Pair of very handsome burnished gold framed Looking Glasses. The Plates 18 by 30 inches.

To be SOLD by PRIVATE CONTRACT.

THE GOOD BRIG AURORA, now lying abreast of Mr. Price's Gaet, lately arrived from Pulo, quite new, burthen about 1100 bags, more or less. Any person, or persons, that may be in want of such a vessel, are desired to enquire of Capt. Reeves, a board the said vessel, where a lift of wine may be seen, and conditions agreed upon.

Calcutta Gazette, January 6, 1785.
passengers so that the readers could know about the arrival of their relatives, friends and guests. This was of immense value to the people since in that time, nobody could guess the exact time of either the arrival or departure of a ship. For the benefit of those who used the Hooghly river as a means of communication or undertook pleasure trips, Hicky mentioned the timing of the high water in the river. He also published the prices of different commodities, both consumer goods and commercial crops, of the different markets of Calcutta. From the very first issue of his paper, he received advertisements from different business organisations and their number gradually increased to an enviable extent. Hicky earned a handsome amount from advertisements and enjoyed the advantages of publishing the first newspaper in the Commercial capital of British India.

During this period, when the newspapers and periodicals had a limited circulation, the advertisements provided substantial means of support to the proprietors. Such was the eagerness of the proprietors to court the favour of the advertisers that they were even prepared to adjust the get up of their papers to suit the advertiser's need. Thus to cite an instance, in February 1787 the Calcutta Gazette was given the size of a "Large Folio" in place of its original shorter size which was 'unfavourable for advertisements.'

With this background many of the earliest papers had an
J. I. out in the Fail of Man-.mfeid, 
y Cage. Wiif.m Frafer, a Ciiisr of 
Tools, addre.Ted to Mr. William Ro-
iut ...

Printed by DANIEL STUART, No, 37, Larkin's Lane,

Calcutta Gazette, January 27, 1785

...a Gentleman, he 
will be obliged to his Attorney tu apply for 

...t Arrack in Lcag-ures.

... Gin in

1

... Madeira in Bottles.

... Conftantly the so!hewing Articlet, and divert 

...the Agency-Office.

...BONDS 

fo SALE, 

... For 

...To be Left, the SERAMPORE T.l 

...be Lef, the SERAMPORE TA 

...on Freight, or Paf-

... Tumblr, 

...any of solid private securi-

...at Serampore, lately belonging ul 

...at Serampore, lately brought to the Agency-

...vessels freighted in order to di-

... Ack was, id. the current rupee, or pe} 

...Apply at the Agency-Office,

...of Remittances now in negocii.

...having lately been brought to the Agency-

...and every 

...the Agency-Office.

...A Tavern. 

...to be, the SERAMPORE TA 

...to be Left, the SERAMPORE TA 

...t of solid private securi-

...bills on London, (unqueftionable) maybe!

...at Serampore.

...willing to fend Freight to

...Bencoolen, and ports adjacent, or 

...lar, with for Remittance,

...but are at a loss where to apply. They 

...in negociation by applying by Letter, or in Per 

...the Agency-Office.

...DISCOUNT and REMITTANCE OFFICE.

...COMPANY'S Bonds, 

...ing the Europe market.

...and a variety of solid private securi-

...haveing lately been brought to the Agency-

...and Remittances to that Coall,' may be 

...at the Agency-Office, in Cal-

...the Agency Office.

...at Serampore, lately belonging ul 

...A E R T T, 

...THE large GOLAS, and GODOWN 

...at Serampore, lately belonging ul 

...for Piece Goods, liquors. &c. Enquire on the Premises, 

...be Lef, the SERAMPORE T.

...in Magnituaf 

...to Serampore, lately belonging ul 

...Brick Godowns for Piece Goods, liquors. &c. Enquire on the Premises &

...at Serampore. Alfo, ...anufary Godowns at Serampore.

...and perfons of good charader nee.

...urgent repair, a most valuable boa-

...a large country veelf. Enquire at the Ag-

...Apply at the Agency-Office,

...A LONG BOAT FOR SALE, 

...BOMBAY-Teek built, inmew new, and 

...perfect repair, a most valuable boa-

...in small lots, by 

...the convenience of the purchafers, 

...will be sold in very small lots, by 

...at Serampore.

...owing to fend Freight ti

...persons of good charader nee.

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...and a variety of solid private securi-

...and Remittances to that Coall,' may be 

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...Brick Godowns for Piece Goods, liquors. &c. Enquire on the Premises, 

...Apply at the Agency-Office,
alternative or additional title indicative of the eagerness to court favour of the advertisers. For example, the full title of the Bengal Gazette (of Hicky) was the "Bengal Gazette or Calcutta General Advertiser", of the India Gazette, the "India Gazette or Calcutta Public Advertiser" of the "Calcutta Gazette", the "Calcutta Gazette or Oriental Advertiser".

Under this state of affairs i.e., limited circulation of papers and periodicals, the proprietors were heavily banking for financial support from the advertisements and continued throughout the period. In an editorial article in April, 4, 1846 the Calcutta Star wrote, "as matters at present stand, no daily paper in India could possibly pay its own expenses even, much less make a profit, unless it were for its advertisements."

No information is available as to the income of any of the proprietors from the advertisements in those days. First specific information on this relates to the Calcutta Journal of James Silk Buckingham. In June 1822, the total receipt for this paper amounted to Rs 14,538/- out of which Rs 3,419/- or roughly one fourth, was the revenue from advertisements.

In 1833, the Bengal Harkaru had a daily circulation of 726 copies. It is presumed that at least 26 copies distributed out of gratis or exchange and rest 700 copies were sold. The annual subscription of the Bengal Harkaru was then, it paid in
The Honorable the Governor-General and Council have been pleased to appoint James Stark, Esq. Surgeon to the Dacca District, in the room of the late James Hunter, Esq.

By letters from Bombay, we are informed of the death of Lieut. John Stewart, of the 11th regiment, on this establishment, who went to that station, on leave of absence, for the recovery of his health. He was a good officer, a warm friend, and much esteemed when living; and his death sincerely regretted.

DEATHS.

Last week at Dacca, James Hunter, Esq., Surgeon to that district.

The 2Cth, Mrs. Goodlad, justly regretted, by all who knew her, for many amiable qualities.

ARRIVALS.

March 18, Snow Triton, Captain Ketwell, Madras, rice, ballast. — 19, Snow Princez de Azia, Captain Perris, Madras, sundries. — 20, Ketch Hele E. de Kad. — 21, Snow Prencez de Azia. — 22, Ketch Helo E. de Kad.

In consequence of the regulations established in the late Act of Parliament, and more especially the 42nd Clause thereof, which prohibits the receipt of presents, the Honorable the Governor-General and Council have been pleased to reserve, that the custom of receiving the common Nuzzir of ceremony from the natives shall be discontinued for the future, unless instructions to the contrary should be received from the Company, and the Governor-General takes this method of informing the natives and foreign Vakeels, that he will not in future receive any Nuzzir whatever. The Governor-General hopes, that no person will consider his resolution upon this subject as the least mark of disrespect to those offering or sending any Nuzzir.

NEW SUBSCRIPTION CONCERTS.

Mess. Ladd and Stone, in their respectful Compliments to Gentlemen who have done the honour to countenance the Subscription, acquaint them, that the First Concert will be held on Tuesday the 29th Instant, by Mr. Bondfield, at the Old Court House (by permission) at the Hour of Twelve, the well known Phelcharras the late Governor General.

TO BE SOLD, by Public Sale, Tuesday the 29th Instant, by M. Bondfield, at the Old Court House, the property of the late Governor General.
advance, Rs 64/-,\textsuperscript{13} and thus the total minimum annual subscription would be Rs. 44,800/- and the annual total income from advertisement was around Rs 18,000/-\textsuperscript{14}

Proprietors of papers and periodicals could hardly derive any income out of Government advertisements. The proprietor of the Calcutta Gazette, published the advertisements free of charge as would be evident from a notice in the Calcutta Gazette - "The Honorable the Governor General in Council have been pleased to exempt the Gazette printed by Mr. Francis Gladwin from the charges of postage, he having engaged to publish therein all advertisements, and orders of this Government gratis."\textsuperscript{15}

However, this concession for free postage was withdrawn after October 31, 1787.\textsuperscript{16} But the Calcutta Gazette continued to publish Government advertisements and Notifications. These made it an object of attraction from the viewpoint of utility and fetched huge quantum of advertisements from private parties and Commercial Houses, till June 1815. After June 1815 the Government set up its own Gazette - the Government Gazette, which would henceforth publish all "Advertisements and other Papers connected with the Public Service."\textsuperscript{17} This caused sharp decline in private advertisements also and could sustain a precarious existence till the end of September 1818. Then it passed off into the hands of James Silk Buckingham who purchased its copyright.\textsuperscript{18}
Like subscription, payment for advertisements were also left in arrear, as was mentioned in the Bengal Harkara December 15, 1825. "On the part of the Press the India Gazette, the John Bull, the Columbian Press Gazette and ourselves have fully resolved on .............supplying the paper..... to those only who pay their subscription in advance. But there is another very important department of printing business in which the Proprietors have a still deeper interest in bringing about the change contemplated; we allude to the insertion of Advertisements........... We trust therefore that Proprietors of all the papers named will unite with us in adopting a similar rule (that the charge for Advertisements are paid in advance)....."19

Weight restrictions under the rules of Newspaper Postage, was a serious handicap for the proprietors in allotting unlimited space for advertisements. To meet the handicap James Silk Buckingham used to print copies of the Calcutta Journal for the Mofussil subscribers on China paper (both lighter and cheaper than English paper) so that the advertisement sheets (also printed on China paper) could be enclosed with these within the limit of the restricted weight.20 (Calcutta Journal, January 5, 1821, P-52). But the country subscribers disliked this Mofussil edition on China paper.21 So Buckingham made separate arrangements for the Town and Country subscribers. He published separate sheets with advertisements titled as the
"New Daily Registrar and General Advertiser" for the Town Subscribers. He thus detailed out the new arrangement - "As the New Daily Register and General Advertiser now issued from our Press, will include at the lowest rate, all advertisements intended for Town Circulation only... the pages of the regular paper will be reserved for such only as are intended for country circulation, and these will be printed after the English method, in small types and running lines, so as to compress the greatest quantity of information into the smallest possible space...." The town subscribers covered upto Chandernagore and Chinsurah and were distributed by the hurcarahs or delivery peons employed by the proprietors and hence there was no restriction on weight in respect of town copies.

In the same way the Bengal Harkaru also had a Daily Advertiser containing advertisements for Town Circulation "1000 copies gratuitously distributed throughout Calcutta and its suburbs" (besides being transmitted to the Town subscribers with the regular paper). The Scotman in the East published advertisements separately from the regular paper - on the fourth or the Advertisement Sheet which was gratuitously circulated in Calcutta and its environs (besides being transmitted to the Town subscribers).

The Bengal Chronicle undertook an interesting experiment for an English paper (under European management) to run the paper
without any revenue from advertisement (Bengal Chronicle, October 2, 1827): "Our readers cannot fail to have observed that we have for some months past almost entirely relinquished the space formerly occupied with Advertisement and have frequently issued extra sheets...... The loss of profit on Advertisements which we decline interesting, the expense of extra sheets...... all warrant our appealing to our subscribers.... We trust that our subscribers will not object to the monthly charge for subscription being increased from three to four Rupees per month from 1st January next."  

Possibly, the experiment did not succeed and we find again the Bengal Chronicle to announce its rate of advertisement charges in its columns in October, 6, 1829.  

During those days, the rates for advertisement were seldom notified for general information. Hicky's Bengal Gazette was full of advertisements but the advertisement charges were never published. Such was the case with the Calcutta Gazette. The charges, it appears, were settled up privately by negotiation between the printer and the parties seeking publication of advertisements. There were rare exceptions to this general practice and one such exceptional case was the Calcutta Evening Post. In 1792 it published the charges for advertisement in its columns at six annas per line after discount to "constant customers."
Later, we first get regular notices of advertisement charges in the Calcutta Journal, the John Bull, then in the Bengal Harkaru and the India Gazette. Thereafter notice for advertisement charges became a regular practice for all. But concessional or underselling rates were allowed only after private negotiation which was a common practice. Possible for this, the Calcutta Journal in the notice for advertisement charges, cautioned that "No deviation will be made for these established rates." 28 (Calcutta Journal, July 4, 1821, Advertisement Sheet).

Sometime public allegations were made on this point viz. in the Bengal Harkaru August, 19, 1826, "We know... that the Bull inserts contract advertisements (at) two-thirds less than the usual rate per month established in Calcutta among Newspaper Proprietors; we see that he fills up his paper with them, when it ought in justice to his general readers, be allotted to other and more entertaining matter." 29

Proprietors of newspapers and periodicals faced constant pressure for gratuities insertion of notices, or domestic occurrences, advertisements from the religious or philanthropic organisations, and result of Lottery drawings which was then organised by private organisations. Such demand had its origin in the practice encouraged by the proprietors themselves, who allowed and even to encouraged such insertions to earn popularity for their papers. Thus, for example in 1829, we find in the Calcutta Journal: "Advertisement of a public nature
in which neither the profit of individuals nor of corporate bodies are concerned, will be considered as articles of public intelligence, and if transmitted to the office for the purpose will be inserted.......free of charge".  

With the passage of time, demand for free insertion of advertisements posed a heavy burden on the proprietors. Ultimately, for the sake of their own interest, the proprietors in a joint meeting took decisions - (a) not to offer under-selling rate for advertisements, (b) not to publish gratuitious advertisements, and (c) not to insert result of Lottery Drawings. This was published in the form of notice in the India Gazette in 1837; August, 22.

"At a meeting of the Proprietors and Managers of the Daily Press of Calcutta held at the Harkaru office, on the 14th May, 1833. There were present the Representative of the Bengal Harkaru, India Gazette, John Bull and Calcutta Courier newspaper. "It was resolved that from 1st July all advertisements, of whatever kind, without any exception shall be subject to charge at the usual rates.

In order that the public may be aware of the number and nature of the notices that have been hitherto inserted gratuitiously, and for which the usual charge will henceforth be made, the following classification is subjoined:

"1. All notices of public meetings, of lectures and Sermons,
Collections and Sales, whether on behalf of philanthropic Societies or of any other character.

"2. The authenticated resolutions of public meetings.
   N.B. The proceedings of public meetings and of learned and benevolent Societies will continue to be reported as articles of news.

"3. All complimentary communications between Commanders of vessels and passengers, and all notices respecting the departure of ships not included in the ordinary advertisements.

"4. Concerts, and all public amusements, entertainments, and subscriptions of whatever nature.
   N.B. Theatrical advertisements for several years past been paid for by an arrangement with the Managers of the Chowringhee Theatre, which continue in force.

"5. Schemes and Drawings of the Calcutta Government and other Public or Private Lotteries.

"6. Marriages, Births and Deaths.
   N.B. These notices will be subject to a specific charge of one rupee for the simple announcement of the fact, an if extended beyond that, the usual rate per line will be charged "Rates of Advertising in the India Gazette (and also other papers settled in the meeting) :"
A section of the readership disliked the decision of the newspaper proprietors as many letters to the editor were published in the contemporary papers, in protest. In reply editorials came out, in support of the joint decision of the proprietors. Finally, due to the hostile sentiment of the readership, the proprietors introduced a modification to their joint decision. Thus the India Gazette announced in September, 28, 1833 "on the subject of the publication of domestic occurences we may now state that the course we mean to pursue..... The importance which the readers of newspapers attach to them, has induced us to come to the determination of publishing them without any charge whatever, conceiving ourselves bound in such a matter to consult the wishes of those from whom we receive support."^32

The Calcutta Courier of September 28, 1833 also came out with an editorial on identical live. Without any public announcement to this effect, the Bengal Harkaru and the John Bull which was transformed into the English man, also appear to have followed suit."^33
The question of gratuitous insertion and underselling rates for advertisements again came up for discussion in the columns of newspapers around forties. Thus we get it in the Bengal Harkaru, March 31, 1846. (extracted in the Calcutta Star).......
"...... We should cease to be called on to advertise gratuitously for any purpose whatever, seeing that every advertisement not paid for, is so much money taken out of our pockets, even exclusive of the wages of compositors etc., which were always a fair argument against the practice......
it is not merely, however, to charitable advertisements, that the local press is called on to give gratuitous insertion. We have all been inserting for some years past the Post Office Notifications as to the Steamers etc. for nothing, and we have now one before us of 'Tenders for Conveyance of Mails between Hooghly and Benares' occupying nearly three pages of manuscript, or nearly half a column, in type, which we are modestly expected to give space free of charge. We think this is rather to bad, and have decided for our own part, not to publish, in future, an advertisement of any kind that is not paid for."34

Immediately others came out with editorials supporting the Bengal Harkaru, which was seen in Calcutta Star, April 4, 1846.35

Gradually the conception of limiting the space under advertisements to a fixed proportion of the total space in the
paper was gaining ground. A reflection of this conception in
the announcement of the Friends of India, October 1, 1846
that the "utmost limit we can afford for advertisements is
three pages out of sixteen."36

The native English papers were, however, not much concerned
in all these disputes and discussions. Because, these papers
were not greatly dependent on the revenue from
advertisements. The Bengal Herald (here we are concerned
with it as long as it was under the native management and
proprietorship) had announced its rates for advertisements on
May 30, 1829, and from that date itself, came out the
advertisement sheet - the Bengal Herald Advertiser - forming
the last part of an issue. But the Reformer, the Enquirer
and the Bengal Spectator did not announce any advertisement
rate nor did they insert any advertisement. Some of the
papers subsequently introduced their respective advertisement
rates and derived revenue from this source. Such were the
Oriental Magazine, the Literary Chronicle, the oriental
Observer, the Four Anna magazine, the Hindu Intelligencer and
the Hindoo Patriot. Regarding many others, we are not
certain as there is no copy extant or accessible.

The Missionary periodicals - not all, but some were contender
for advertisers' indulgence. The Calcutta Christian Advocate
(November, 1841) in a long article dwelt on this topic and
bewailed that advertisements which were a "Great" source of
profit" had never yet "flowed to the religious periodicals of this century." It also invited for advertisements "such as are not opposed to our views on religions and morals." Which was found in an article of Calcutta Christian Advocate, September, 1845.

Of the Missionary periodicals which used to accept advertisements, the Calcutta Christian Intelligencer, the Calcutta Christian Observer and the Oriental Baptist preserved their columns of advertisements as classified by the Calcutta Christian Advocate. But the range of advertisement for the Calcutta Christian Advocate itself was quite extensive, from Soda Water and Lemonade, Coach Builders and Repairers, Shoes and Herness Markets and so on.

During the period papers were set up solely or mainly with the object of publishing advertisements. Such papers were the Calcutta Exchange Gazette and Daily Advertiser (1818), the Calcutta Gazette and Commercial Advertiser (1828), the Commercial and Shipping Gazette (1850) and the Calcutta Exchange Gazette (1818). An extract from the Friend of India dated December 2, 1852 would reveal as to the nature of content of the most reputed daily, the Calcutta Exchange Gazette: "The Calcutta Exchange Gazette ... To those who understand the Asiatic Metropolis, it is the most suggestive of journals .... all Calcutta is daguerreotyped
in those blurred columns. The trade of a great and
flourishing capital is well expressed in column after column
of shipping advertisements, recording the departure of
vessels for every port in the world ...... Columns of
'notifications' for the Administrator General tell of the
fleeting character of Indian Society, and of the large
proportion of men who die alone and almost friendless ......
But the main feature of the Calcutta advertising sheet is,
without question, luxury. Officialities, deaths, estates, and
even commerce do not fill half the space occupied by articles
of luxury. Everything pleasant to the eye, the taste and the
fancy finds there a place, and Sydney Smith's celebrated list
of taxable articles would scarcely include all which are in
demand in Calcutta. There are thirteen separate notices of
liquor, from 'Mumm's celebrated champagne, sparkling and
still' patronized by members of council, and the 'celebrated
Crown Sherry' which has been celebrated ever since the
Gazette started, to the humbler 'superior wines' which 'merit
attention', but which does not perhaps equally merit
drinking. Hamilton and Co. are again on the stage with -
'Cashmere shawls', 'Emerald, pearl and ruby jewellery' all
selected by a 'gentleman in the Punjab' are likely to find an
easier sale. Another half dozen selections are filled with
the milliner's advertisements, over which ladies linger far
longer than their husbands feel to be safe, and the absence
of which at Madras is said to be one reason why military
officers of that Presidency become full colonels before they are sixty .......
There was no paper in Madras Presidency exclusively for advertisements like Calcutta. So the Madras tradesmen tried to set up one and that occasioned an editorial in the Friend of India.

In 1790, "The Courier" was published in Bombay, with advertisements in Indian languages, namely, Marathi, Gujarati, Konkani, Urdu and Kannada. Though the first newspaper in Indian language was started in 1833, it took pretty longer time to advertise in Indian languages. This trend continued till the end of the 19th century. There was no advertising agency but the newspapers utilised the services of space sellers. The first Indian advertising agency was started in 1907 at Bombay and another in 1909. These agencies used to procure advertisements and get them published in the newspapers. Up to the outbreak of World War I (1914-1918) most of the advertising was planned and placed by the foreign manufacturers. During the First World War, the newspaper circulation increased considerably as people were interested in war affairs. During post-war period Indian market was flooded with foreign goods and there was a spurt in newspaper advertising resulting allotment of more and more space for advertising.

After the First World War, the Indian agencies flopped because of the severe competition from foreign agencies,
CALCUTTA:—FRIDAY, JUNE 7, 1878.

MUSICALE.

The honor to inform the Public of proposals holding a series of
CONCERTS,

on, similar to those held last year, ad
Gentlemen Amateurs and professionals added, as to be paid in advance.

1 a Gentleman, ... Rs. 10
ad a Gentleman, ... Rs. 20
sent by post to the residence of the Concert can be made to Herr Mack.

Distinguished Patronage of
ASHLEY EDEN, C.S.I.,
OVR. OF BENGAL
LOBO & CO.,
& BAND SUPPLIERS,
attended to. Also giving private lessons in Dancing.

3D CONCERT
AT
ASSISI INSTITUTE,
the 17th instant, the Calcutta Girls School.

for girls, Serampore. Apply for Newpark-street.

NOTICE:

Two residing in a lovely hill climate, sera pupils for the Hooleys Col-union. Apply to "Pitir," tickells, East Berar.

HOLL, 2, Lulworth Villas, St. Bournmouth, Hants, conducted suitable homes for Indian Children. References to John Dyer, Esq., Jonno, Cudul.

be cost of Cornwall, would be to a small number of children from

THE "STANDARD" LEVER WATCH.

In London Hall-marked Silver Hunting Case, 4 Plate, Capped, Lever Movement, English Escapement, Compensating Balance. White Enamelled Dial, Half Seconds

HAMILTON & CO.'S
SPECIALITIES IN WATCHES.
Guaranteed for two years.

HUNTING CASE.

Keyless Hunter ... Rs. 100

LADIES' GOLD GENENVA WATCHES.

Elegant Enamelled Watches, with cases exquisitely enamelled in colours, in a great variety of styles and pretty designs, with highly finished Jewelled Movements.

LADIES' GOLD ENGLISH LEVERS.
From Rs. 275.

CASE.

Keyless Hunter ... Rs. 150

WINES; SPIRITS, &c.

JUST LANDED
GENUINE MUSCAT HULWAI,
In 2b. thun. per tin, Rs. 2-8.

GENUINE RUSSIAN CIGARETTES,
Brand " La Ferme."
Rs. 3, 4. and 5. in boxes of 100, packed in foil, in parcel of 25, to preserve them from damp or insects.

Good full flavoured Cheersoots.
Havana shape, No. 3, in boxes of 500 ... Rs. 3
Cavies, in boxes of 100 ... Rs. 2

BURMA CHEESEOTNS,
Nos. 1 and 2, at Rs. 1-4 and 1 per 100, respective.

FINEST ASSORTED CRYSTALLIZED DESSERT FRUITS.
Rs. 30 per dozen.

FRUITS IN SYRUP AND JUICE
Large bottles ... Rs. 35 per do.
Small ... ... ... 24

FRUITS IN NOYEAU AND BRANDY
Large bottle ... Rs. 27 per do.
Small ... ... ... 24
Single bottles at dozen rates.

FRENCH PRUNES,
Per jar, Rs. 3.

CHINA PRESERVES.
Specially put up for us.
Ginger in Syrup ... per jar ... Rs.
Crystallized Ginger ... per tin ... Rs.
Chow-Chow ... ... ... per jar ...
Comquots ... ... ... ...

The purity of all supplies guaranteed.

G. T. KELLNER & CO.,
PURVEYORS, &c.
mostly British and American. The Indian agencies had a tough time but learnt the importance of agency business as a rich source of employment and earning. So they went out to try outdoor advertising medium, as newspaper ad was controlled by foreign agencies. Meanwhile there was business slump which very badly affected the businessmen as a result of the Great Depression of 1929-33. However, the first full-fledged Indian advertising agency sprang up in 1931. Increasing competition demanded thorough improvement in the quality of advertising work and services. To improve art work and copy illustration, Indian agencies used to send their employees abroad for special training. The All India Radio was established in 1936. In 1939, The Indian and Eastern Newspapers Society was founded to protect and promote the legitimate interests of the newspapers. They dealt collectively with the government, agencies and the advertisers. In 1941, Indian Languages Newspapers Association was formed to deal with the specific problems of Indian language newspapers. In fact, 1930's can be considered as the period of consolidation in the history of Indian advertising. The 'Swadashi' movement gave special thrust to popularise Indian goods against the imported stuff. During the Second World War (1939-1945) and before independence, there was fillip for advertising. Because of political hegemony between the great powers, India became the main supplier of industrial goods to the middle and far
east. War encouraged good many industries and these industries required new markets which were possible through advertising. The war time advertising was more of a reminder type. Foreign advertising was reduced as there were substantial cut in import caused by war conditions. It affected even the advertising as import of newsprint was reduced resulting in reduction of page and space. This intensified competition and the result was the much expected improvement in quality. By the end of Second World War, the political and economic scene underwent a sweeping change. Scarcity conditions gave much impetus to the growth and flourish of light and small industries. In 1945, Association of Advertising Agencies of India (A.A.A.I.) was formed to raise the standard of advertising and incorporated regulation of advertising practices through code of conduct. With the independence in 1947, the immediate tasks were to meet floor shortage followed by the special problems of partition of India. The newly formed Government took necessary steps to meet the challenge and boost Indian agriculture and industry. In 1948, Audit Bureau of Circulations of India (A.B.C.I.) was formed on the lines of A.B.C. of America. In 1952, The Indian Society of Advertisers was formed to promote the interests of advertisers so as to upgrade the standard of Indian advertising. The Television services were introduced in India on 15th September, 1959 at Delhi. Similarly, Advertisers Club of Bombay was started in 1955 and today all the metropolitan
cities have such clubs or association.

Therefore, during the post Five Year Plan era from 1951, advertising industry came up in a big way. Today, annual turn over of Advertising Industry is estimated to be 1,1650 million rupees. The industry is well-bloomed in all its branches, namely advertisers, advertising media, advertising agencies, consumers and the government too.
Some Old Interesting Ads.

In, 1880, there was an advertisement "FOR LADIES"

FOR LADIES
EAST INDIAN RAILWAY
1st and 2nd Class Ladies Reserved Compartments.

These will be furnished in future on the Up and Down Chord Line. Mail Trains only.

Ladies Reserved compartments will, however, be provided on other trains at any station on receipt of 24 hours' previous notice.

BRADFORD LESLIE
Agent
Calcutta, August 31st, 1880.
Friday, September 3, 1880.

Regarding this advertisement a report was published in The Statesman, May 29, 1886. It said that the Eastern Bengal State Railway "have now provided separate accommodation for ladies in both first and second class carriages on the Darjeeling and Dacca mail trains." Regarding the East Indian Railway, the paper reported on July 24, 1888, that orders had been issued "that an entire carriage" reserved for native females shall in future be attached to all the passenger and mail trains running over the line."
ITALIAN OPERA.

WEDNESDAY, 5th DECEMBER,

L'ELIZIR D'AMORE.

Performances to begin punctually at 9 p.m.

STAR THEATRE.

Wednesday, 5th December, at 9 p.m.,
That highly admired brilliantly comic Society Play and

SADHABAR AIKADASHY,
NEFMCHAND BABOOG C. GHOSH.

ROARS OF LAUGHTER!
Sparkling Wit and Comic Hit ! !
SONGS.
G. C. GHOSH, Manager.

THE NATIONAL CIRCUS.

NO. 13-2, CORNWALLIS-STREET,
OPPOSITE SULADHARUJ BRAHMO SOMAJ.

Open every Saturday night, at 9 p.m.,
AND
SUNDAY AFTERNOON, AT 4 P.M.

Hindoo Males and Females.

Box, Rs. 8; 1st, Rs. 2; 2nd, Rs. 1; 3rd, As. 5;
4th, As. 4. Children and Females, half-price.

SPECIAL NIGHT, THURSDAY,

DUKE OF CONNAUGHT'S DAY.
Admission in all classes—Half-price.

December 5, 1883
BLONDIN !
BLONDIN !!
BLONDIN !!!

By special and kind permission of
Raja Rajendra Mullick, Bahadoor,
Who has liberally lent the use of his villa
TIVOLI,
On the corner of Ballygunge and Circular Road,
THE CELEBRATED
N. Z.

BLONDIN
Will perform on the Tight Rope,
FOR FOUR DAYS ONLY,
Viz.—on the 29th, 30th, and 31st of January;
1884.

ADMISSION in the compound, 8 annas.

N.B.—Reserved seats on the balcony of the mansion
by tickets only—ONE RUPEE.

The performance will commence each day at FOUR
o'clock P.M.

A first-rate band will attend, and perform,
4 till 5.45.

Refreshments by J. Hard, of Hard's Hotel.

"The Band of the Warwickshire Regiment
will play from 3.45 p.m. till 5 p.m."

GOD SAVE THE QUEEN.

January 29, 1884
FOUR-HORSE HARNESS.

In all styles, brass and plated Crests and Arms Cut; Ladies' and Gentlemen's Boot in all styles. Agents for the Waterproof "K" Boot, Tennis Shoes, etc. etc.

Send for price lists to

CUTHBERTSON & HARPER,
10, GOVERNMENT-PLACE, CALCUTTA.

March 1, 1885
MUNRO DON & COMPANY,
COACH BUILDERS,
Under the patronage of the DUKE AND DUCHESS OF CONNAUGHT
2, CHOWRINGHEE ROAD, CALCUTTA.
ONE PRIZE MEDAL AND TWO CERTIFICATES AWARDED AT THE
CALCUTTA INTERNATIONAL EXHIBITION.

May 10, 1885
Zenana Photography.

WE HAVE A SEPARATE ENTRANCE TO OUR Studio for Zenana Ladies.

F. KAPP AND COMPANY, PHOTOGRAPHERS,

29, CHOWRINGHEE, Next to the Museum, CALCUTTA.

N.B.—No extra charge for attending at constituents' own residence.

September 12, 1890
STEUART & COMPANY,
CALCUTTA.

COACH BUILDERS
TO
H. E. THE VICEROY.

Established ONE HUNDRED Years.

STEUART & COMPANY,
8, OLD COURT HOUSE CORNER.
CALCUTTA.

November 11, 1890
Established 1775.

STEUART & CO.

CARRIAGE BUILDERS,

BY SPECIAL APPOINTMENT TO

His Excellency the Right Honourable Lord Ripon, Viceroy and Governor-General of India, G.M.S.I., &c.,
The Earl of Lytton, the Earl of Northbrook, the late Earl of Mayo,
His Honor the Lieutenant-Governor of Bengal,
His Honor the Lieutenant-Governor of the Punjab,

is Majesty the King of Siam, the Nepal Government, and many of the Princes and Chiefs of India.

May 10, 1885
HURRICANE LANTERNS
GUARANTEED STORM PROOF.
The best and most reliable Lanterns in
India are the

DITMAR'S
Domestic
Storm
Lanterns.
Rs. 3-4 each.
With new improvements for lighting without removing the globe.

ESOOFALLY HIPTOLLA & CO.
13, RADHA BAZAAR & CHOWRINGHEE
CALCUTTA.

12 cm x 10 cm, August, 1895

ICE CREAM MADE IN FIVE MINUTES.

Imperial Ice Cream Freezers, Rs. 4 each.

Ice Cream Powders. (Sufficient to make one Pint): As. 5 per packet.

These Machines will make the most delicious Ice Creams. The powders are made in the following flavours—Strawberry, Vanilla, Lemon, Cherry, etc., etc.

The following are a few unsolicited Testimonials:

M. E. L., Dinapore, writes:—Kindly send an Imperial Freezer. My neighbour has one which I have used and find that it can make splendid Ice, so I am determined to have one myself.

E. T., Bareilly, writes:—I write to say we have tried the Ice Cream Machine and found great success, and made the Ice in a few minutes.

T. D., Baroda, writes:—I am very pleased to inform you that the Imperial Ice Freezer I purchased from you has given me very great satisfaction. I wonder you can sell it so cheap. All my friends have examined it and are much pleased with it. I think no home should be without one, and I shall take the greatest pleasure in recommending it.

F. L., Secunderabad, writes:—I have very much pleasure in stating that we have found the Imperial Ice Cream Freezer all that could be desired. The Ice Cream powder is also excellent for making Ice Creams.

SOLE AGENTS

NASH & ANDREW, Government Place, Calcutta.

12 cm x 8.5 cm, March, 1895
Plantol
SAVON DE TOILETTE
Bouquet Floral
Bouquet Naturel
Un Hommage à la Beauté Féminine

Une Offrande
Est fait de matières extraites de FRUITS ET FLEURS et est EXEMPT DE GRAISSE ANIMALE

LEVER BROTHERS LIMITED, Port Sunlight, ANGLETERRE

Agence: O. ATHERTON & CO., 14, Clive Street, Calcutta.

11.5 cm × 17.5 cm, April, 1905 * 20
**PEARS’ TRANSPARENT SOAP.**
For the Complexion. For the Hands. For the Arms. For the Neck. For the Face. For the Bath.

Mr. LANGTRY writes:—"I have pleasure in stating that I have used Pea’s Soap for some time, and prefer it to any other.

13 cm x 14.5 cm, October, 1888

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**Always**
A safe and soothing remedy for cuts, burns, or skin troubles. Protects, relieves, and heals. Take internally for coughs and sore throats.

**Vaseline Petroleum Jelly**

5.2 cm x 9.5 cm, June, 1925

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**Yardley’s Old English Lavender Soap**
IT6 delicious fresh fragrance adds a note of simple beauty to the toilet of the woman who appreciates these little refinements, which add so much to the joy of existence. Of extra fine quality, the mild lather sooths the skin, gently cleanses and refines it, and leaves the natural beauty of the complexion. Used by the leaders of taste and fashion throughout the world.


9.7 cm x 12 cm, June, 1925
NEW GOODS & NOVELTIES.

NEW & SMART
FRENCH
SAILOR
Burnt Straw,
Trimmed Velvet.
Rs. 3-15.

GIRLS’
CREAM
FANCY
STRAW,
Trimmed with
ribbon band and
bow. A neat style,
Rs. 1-8.

NEW AND NATTY
FRENCH
SAILOR.
In Burnt Straw,
trimmed Black or
Colored Ribbon
and quite
Rs. 4-4.

NEW
FRENCH
SAILOR,
Burnt, Red, Navy
or Black straw,
trimmed velvet,
Rs. 2-4.

WHITEAWAY, LAIDLAW & CO.

CHILDREN’S BOOTS & SHOES ALL SIZES
Wh teaway, Laidlaw & Co.
CALCUTTA.

133 cm x 33.5 cm, March, 1890 * 10

WHITEAWAY, LAIDLAW & CO.

12 cm x 29 cm, September, 1905
FOR A QUICK AND PROFITABLE RETURN ON CAPITAL OUTLAY

Buy a

FIAT TAXICAB

As approved by the Commissioner of Police, Calcutta.

PETROL CONSUMPTION; 24-30 MILES PER GALLON.

Full particulars and Specifications sent with pleasure.

A. MILTON & Co., Ltd.

FIAT Specialists and Sole Agents:

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Telephones: 25 and 471 Two lines

17.5 cm x 30 cm. November, 1921
THE

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FOR

COMFORT, SIMPLICITY

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SPECIAL - - - SIX
BIG - - - SIX

IMMEDIATE DELIVERY.

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Japanese Jinrickshaws, very light, strong and easy running:
Diameter of wheels, 42 ins, width of track, 2 ft. 11 ins, Upholstered in brown and black leather, and complete, with cushion, hood apron, and 2 lamps.

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Price Rs. 160 Rs. 170 Rs. 180 each.

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The new "WOLSELEY" Fifteen constitutes a real triumph of modern motor design. Its speed, flexibility, and hill-climbing power are a revelation, whilst the scope of power in reserve makes it a delight to handle. Although nominally of 15-6 h.p., the engine is guaranteed to develop over 40 B.H.P. on the bench. Two types of car body are fitted as under:

The "WOLSELEY" Fifteen Touring-Car.

The "WOLSELEY" Fifteen Saloon (illustrated above)

(An all-enclosed carriage, seating four inside)

Both types are fitted with Electric Starting and Lighting Set, spare wheel and tyre, speedometer, clock, electric horn, bulb horn, dashboard lamp, luggage Grille, etc.

Wolseley Motors, Limited.
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(Proprietors: VICKERS, LIMITED.)

Sandhurst Bridge Road, Chaupatty, BOMBAY.

16.5 cm x 18 cm, October, 1920 * 46
LADIES' SWIFT POPULAR,
20 Guinea Machine For Rs. 200.
The largest Stock of Cycles from Rs. 200 to Rs. 1,000.
ACCESSORIES OF ALL KINDS IN STOCK.
REPAIRS VERY MODERATE, DEFY COMPEITION.
A CUSTOMER writes: I have used the Swift on very rough roads, have done over 30,000 miles, and find the bearings etc., just as good as when I had the machine from you.

Calcutta Cycle Co.,
3B, DALHOUSIE SQUARE,
CALCUTTA.

12 cm × 22.4 cm, October, 1900 * 12
Health & Beauty

"Cyclax" Violet Ray Bath Salts

Produce Slenderness, Health, and Beauty

These wonderful Salts act through the pores of the skin and gently but surely reduce superfluous tissue until the slim girlish figure is regained. There's no need to diet or to take distasteful drugs.

Those who suffer from rheumatism, etc., will find relief from pain in one bath and joy in life by continuing the treatment.

These Salts are absolutely non-injurious and only remove superfluous flesh. Every woman should use a little "Cyclax" Salts in the bath to soften and perfume the water. A "Cyclax" little is an aid to beauty, stimulating the blood and producing radiant, glowing health.

"Cyclax" (Mrs. Hemming), 13 and 14, New Bond Street, LONDON, W. 1

Price Rs. 7 per bottle, sufficient for 12 baths.

VICKERS, WILSON & Co.
24, Chowringhee, Calcutta.
References: History of Indian Advertising


2. Bengal Gazette, Issue No.1, 1781.

3. Ibid.

4. Ibid.

5. Bengal Gazette, 1 July, 1780.


8. Bengal Gazette, Issue No.12, 1780.

9. Calcutta Gazette, February 1, 1787.


13. Different rates of subscription for the Bengal Harkaru at that time, according to notice in the Bengal Harkaru dated July 3, 1833, were: Rs.8/- per mensem, Rs.20/- per quarter, Rs.64/- per annum.

15. Calcutta Gazette, March 10, 1785.


21. Ibid.


23. Advertisement in the Bengal Harkaru, July 20, 1824.


25. Bengal Chronicle, October 2, 1827.

26. Ibid, October 6, 1829.

27. Advertisement in the Calcutta Chronicle, April 24, 1792.
29. Bengal Harkaru, August 19, 1826.
31. India Gazette, August 22, 1833.
32. India Gazette, September 28, 1833.
33. Calcutta Courier, September 28, 1833.
34. Bengal Harkaru, extracted in the Calcutta Star, March 31, 1846.
35. Calcutta Star, April 4, 1846.
36. Friend of India, October 1, 1846, p.625.
38. Ibid., September, 1845, p.446.
39. Ibid., April 12, 1845, p.163.
40. Ibid., February 2, 1850, p.49.
41. Ibid., December 1, 1849, p.561.
42. Friend of India, December 2, 1852, pp. 772-73.