

Reference No: S3/1/51; **Date:** 26/11/53

Circular 24/1953:- Use of Irish in Government Advertising

A Dhuine Uasail,

I am directed by the Minister for Finance to inform you that the Government, having reviewed the use of Irish in Government advertising, is anxious that the use of Irish in such advertising should be extended. I am accordingly, to request you to give favourable consideration to increasing, as far as possible, the use of Irish in advertising by your Department without, however, increasing the overall amount and cost of advertising in both Irish and English. Where possible and suitable, advertisements in Irish only might be published in some at least at the provincial newspapers which circulate largely in the Gaeltacht. It may also be feasible to alternate Irish advertisements with English where there is a series of advertisements for the same purpose, particularly if any of the advertisements in the series are repetitive or largely so. Apart from issuing advertisements in Irish only, it should be possible in some cases to combine Irish with English in the one advertisement. Even in advertisements which are mainly in English, occasional Irish phrases could be used where repetition or emphasis is necessary.

Mise, le meas,

C.S. Almond.