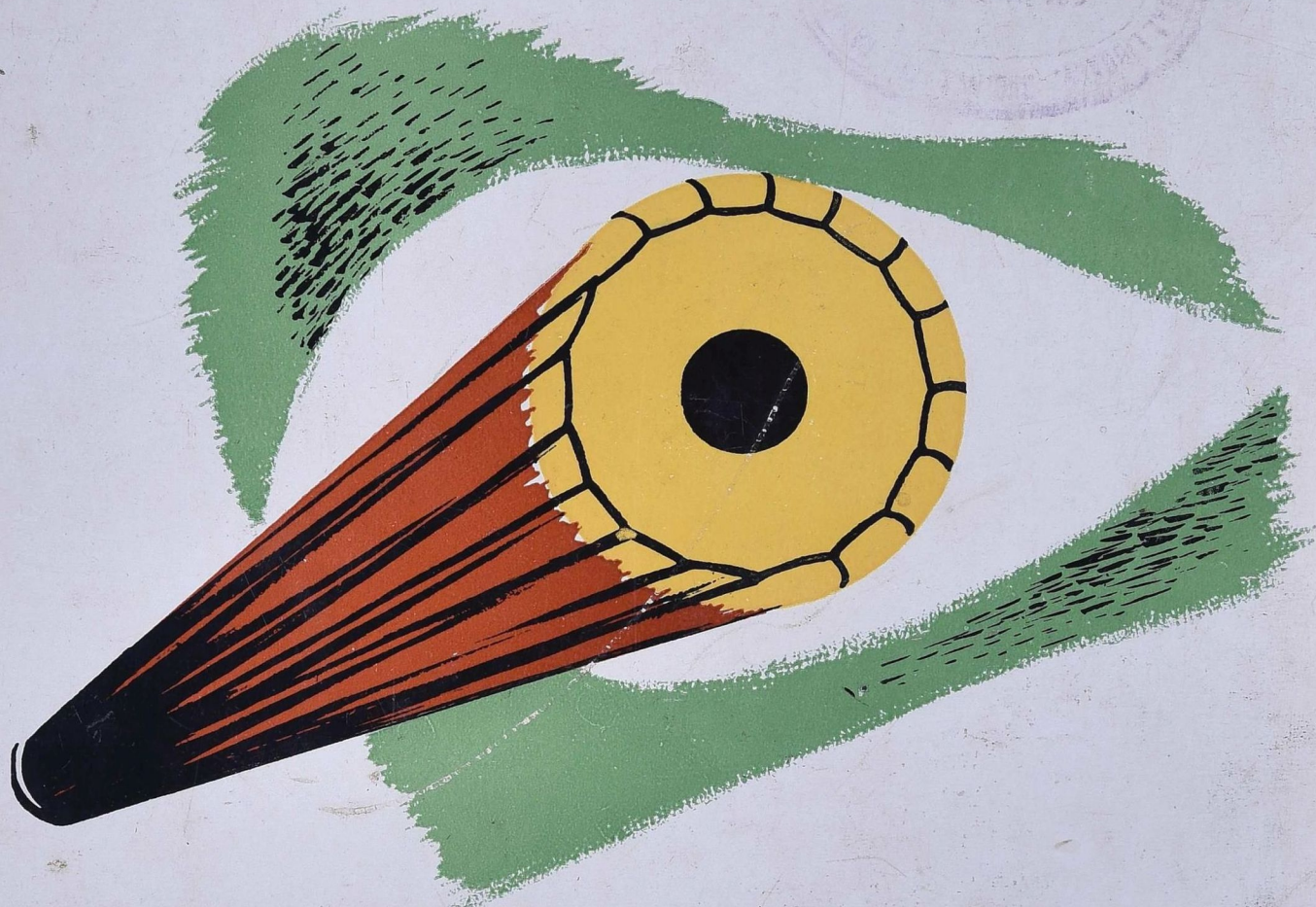


INDIAN



PUBLICITY
1961



E.2392

1710/1

1711/1

1712/1

1713/1

1714/1

1715/1

1716/1

1717/1

1718/1

1719/1

1720/1

INDIAN
PUBLICITY
1961

EDITOR

L. R. Nair

DESIGN & LAYOUT

S. C. Paul & P. T. Mahajan

PRODUCTION

R. H. Bhanot

PHOTOS

T. C. Jain

With a
foreword by

Dr. B. V. Keskar
Minister,
Information & Broadcasting,
Govt. of India.

I
N
D
I
A
N



Publicity

1961

DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY
MINISTRY OF INFORMATION AND BROADCASTING
GOVERNMENT OF INDIA

contents

	Page
PREFACE	7
INTRODUCTION	9—10
POSTERS	11— 22
FOLDERS	23— 38
CALENDARS	39— 46
PRESS ADVERTISEMENTS	47— 60
CHILDREN'S BOOKS	61— 64
BOOK PRODUCTION—INDIAN LANGUAGES	65— 72
ART BOOKS	73
ILLUSTRATED BOOKS	74
BOOK PRODUCTION—ENGLISH	75— 78
PERIODICALS	79— 88
HOUSE JOURNALS	89— 92
ART MAGAZINES AND ANNUALS	93— 97
BEST BOUND BOOKS	98
PUBLICITY BOOKLETS	99—102
DIARIES	103—104
DEVNAGARI TYPE	105
POINT OF SALES	106—109
DAILY NEWSPAPERS	110—111
PACKAGING	112—113
LABELS	114

The following abbreviations are used—

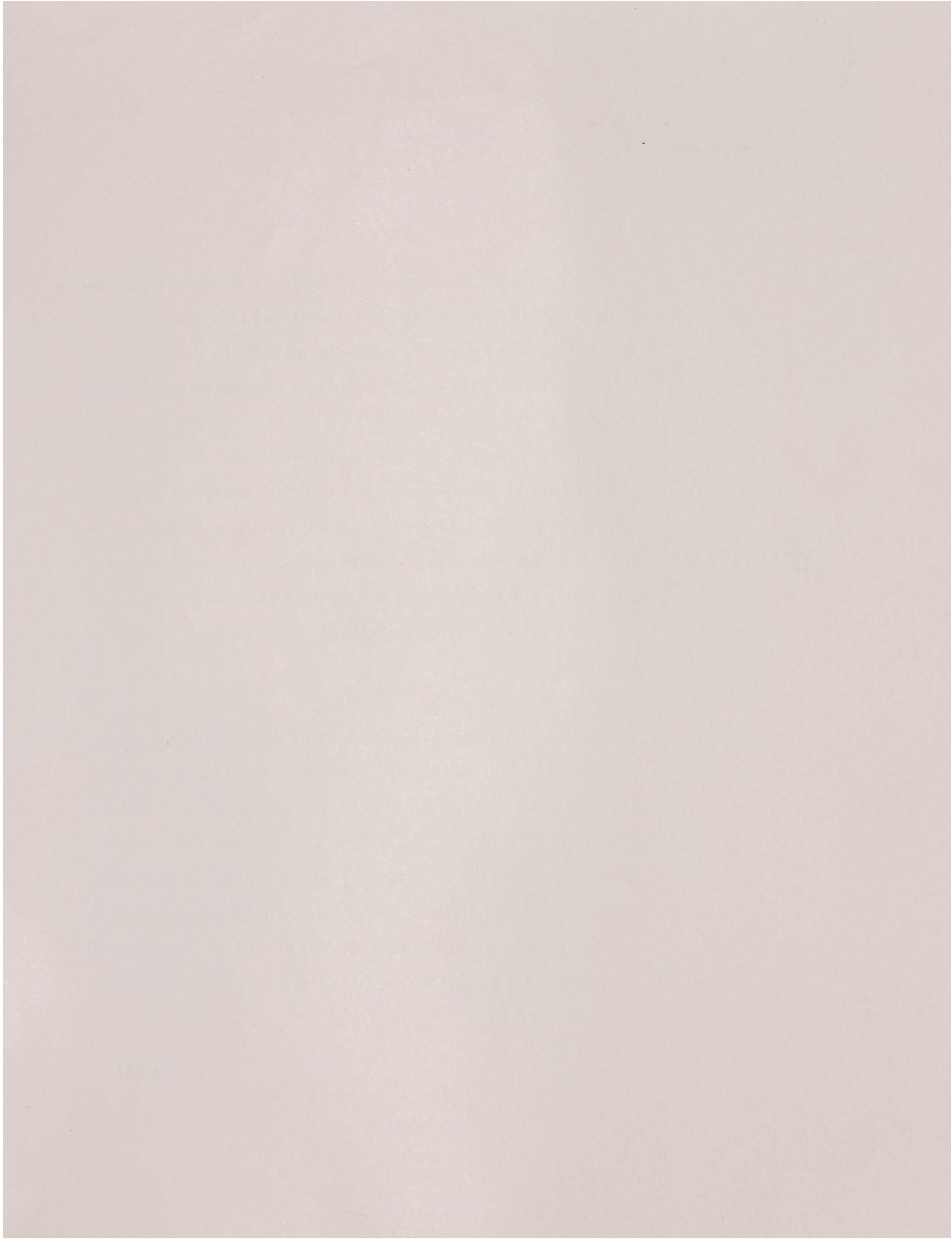
1. AD : Advertiser
2. AG : Agency
3. AR : Artist
4. BIN : Binder
5. PR : Printer
6. PUB : Publisher
7. TI : Title
8. DE : Designer
9. TY : Type
10. FO : Fount

preface

This book has been made possible by the institution of the annual State Awards for Excellence in Printing and Designing of books and publications by the Government of India in the year 1955. The Awards are expected to provide an impetus to the development of designing and printing in the country and have been welcomed by artists, printers, and advertisers. All over India to-day, laudable efforts are being made by everyone connected with these graphic arts to improve the quality and standards. I have no doubt that we shall shortly reach a stage where the quality of printing and designing in this country becomes comparable to the best work done in these fields in most advanced countries of the world.

Every country has its own idiom of design which is the expression of its artistic flair. But in spite of it, in the fraternity of art, as in other fields of intellectual pursuit, nations have to learn a lot from each other. I therefore hope that this and the subsequent volumes in this series would not merely be a record of what is best in different fields of designing and printing in India each year but will be a source of inspiration to our own workers and an incentive for greater progress in the general field of graphics in other countries.

B. V. Keskar



introduction

Ever since India regained her independence, and especially after she undertook planning on a national scale for progress, she has been trying to make up for lost time through an accelerated tempo of development. An effort of this dimension, for the reconstruction of the entire national economy, needs the support of the ample and discriminating use of all the modern methods of mass communication. As far as the techniques of publication are concerned, the State Awards competition for excellence in Printing & Designing has been a regular annual index, ever since its inception in 1955, of the rate of progress in this field. But it was felt desirable to have a record of this progress in a more enduring form than the exhibition of the award-winning entries in the capital. This publication is the fruition of that desire.

The reproduction of outstanding entries—in twenty five categories, covering newspapers, magazines, books, posters, folders, calendars, diaries, labels, etc.—in this handy volume, many of them in colour, is bound to stimulate profitable self-questionings in all those who are interested in the field and these in turn are sure to act back on the publicity techniques and make them more sensitive. Thus, what should be the paramount consideration in a display design : The freedom of the creative artist : Or the strength of the impact : Or should there be any antithesis between the two : Cannot creativity be disciplined to give a concept or a commodity the power to appeal to our sensibility, in addition to our intellect :

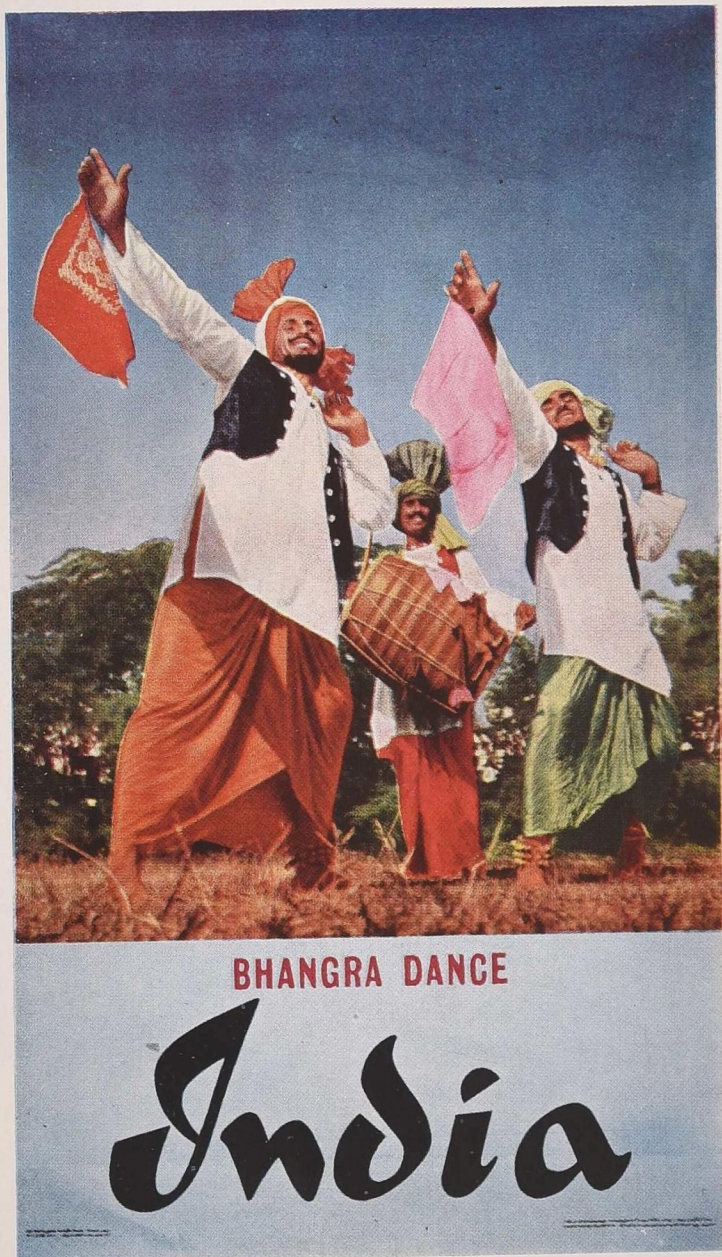
India has had a long tradition of art, but a short history of use of pictorial visuals for communication in social and commercial fields. In the sphere of applied design—here as everywhere else it is increasingly felt that design must produce an emotional effect in order

to achieve its purpose of attracting and holding the attention. How far the Indian designers have been able to utilise the indigenous tradition is still a matter of conflicting opinions though it can be confidently said that a conscious effort is being made by many visualisers to produce designs related to Indian feeling and spirit.

Cultural exclusiveness is neither desirable nor possible in a rapidly shrinking world. Applied art, especially in the field of communications, seems to be evolving today into a universally homogeneous style. But art has always been both universal as well as an intimate product of the national milieu and tradition. Has the applied art of India today discovered this secret of expressing the universal in the particular ? In the reproductions in this volume, we find motifs drawn from the colourful landscape of India and also from Indian architecture and painting of various periods. But style is elusively different from content, though it is expressed through the motifs of the content. It has been said that Japan's applied art continues to retain, in the modern milieu, that country's calligraphic style and symbolic shapes. Has tradition achieved a similar creative mutation in our country ?

The queries can only be raised here. To anticipate the answers would be to try to limit beforehand the immense range of creative expression that will unfold in the future. But posing the query rightly is half-way to the answer and it is hoped that this volume would help those interested in the field half-way through to the right answer.

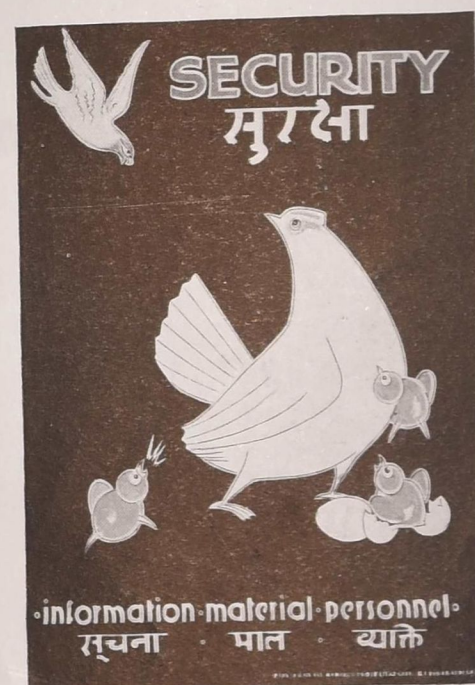
POSTERS



Ad : Department of Tourism
 Ag : Directorate of Advertising &
 Visual Publicity
 PR : The Eagle Lithographing Co.



Ad : Department of Tourism
 Ag : Directorate of Advertising &
 Visual Publicity
 PR : The Eagle Lithographing Co.
 AR : Bimal Das Gupta



PR : Photo Litho Wing
 Government of
 India Press, New
 Delhi

AD : All India Handicrafts Board
PR : Gulabsons Offset Works

**NEW
DESIGNS
IN INDIAN
HANDICRAFTS**



SPECIAL
DISPLAY



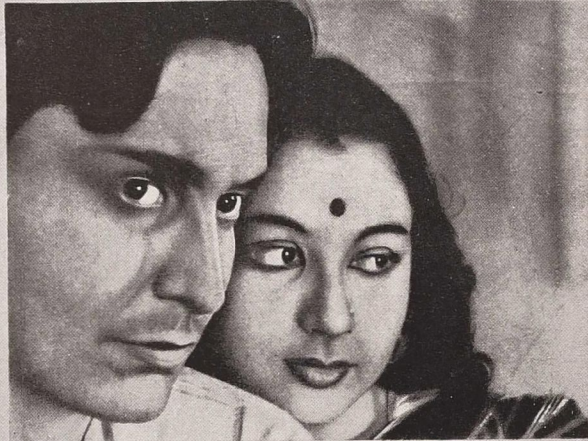

**HANDICRAFTS
PAVILION
INDIA 58
EXHIBITION
24TH - 31 JANUARY**




ALL INDIA HANDICRAFTS BOARD
MINISTRY OF COMMERCE & INDUSTRY
GOVT. OF INDIA

সত্যজিৎ রায় প্রোডাকশন্স - এর

কাহিনী
বিভূতিভূষণ বন্দ্যোপাধ্যায়
সংগীত
রবিশঙ্কর
পরিচালনা
সত্যজিৎ রায়
প্রযোজনা
সৌমিত্র চট্টোপাধ্যায়
শর্মিলা ঠাকুর
অপর্ণা মুখোপাধ্যায়
অনোন্মিত চক্রবর্তী
শোহালিকা বেল্লাবাণী
ধীরেন্দ্র শঙ্কর



অপুর সংসার



ছায়াবাণী প্রিন্টিং

Pr : Imperial Art Cottage
AR : Satyajit Ray



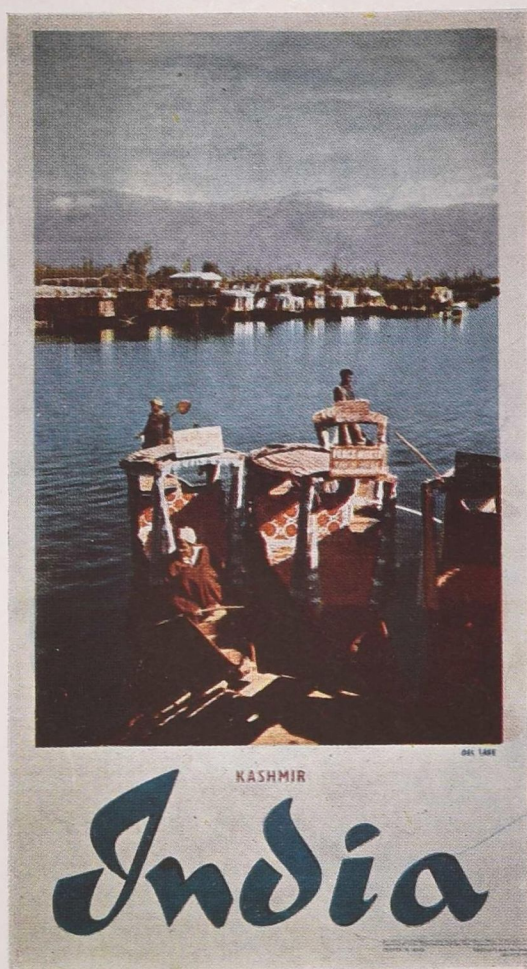
AD : Firestone Rubber & Tyre Co.
 AG : Stronachs Advertising
 PR : Metal Box Co. of India



AD : All India Handicrafts Board
 AG : Directorate of Advertising &
 Visual Publicity
 PR : India Offset Press



AD : Murphy Radio
 AG : Grant Advertising
 PR : Prasad Process
 AR : Jean De Lemos



AD : Department of Tourism
 AG : Directorate of Advertising &
 Visual Publicity
 PR : The Times of India Press



AD : Philips
 AG : Press Syndicate
 PR : The Eagle Litho-
 graphing Co.



AD : Murphy Radio
 AG : Grant Advertising
 PR : Prasad Process
 AR : Jean De Lemos



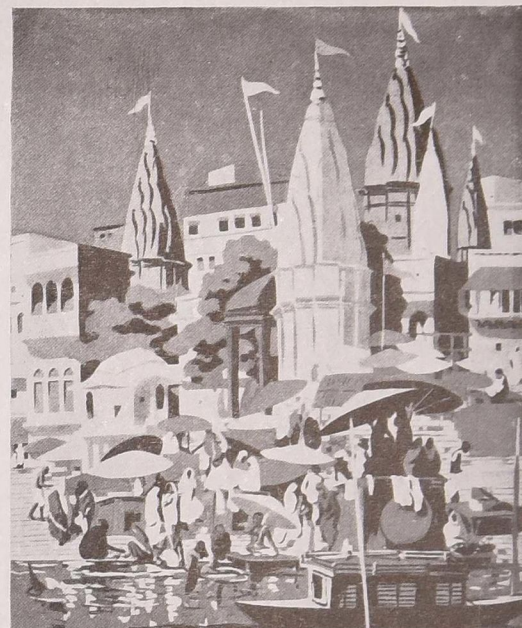
AD : Air India Inter-
 national
 AG : J. Walter Tho-
 mpson
 PR : Bombay Fine Art
 Offset & Litho
 Works
 AR : S. V. Waghulkar



DEVELOP VILLAGE FORESTS
TENTH
VANAMAHOTSAVA
1959

AD : Ministry of Food and
 Agriculture
 AG : Directorate of Advertising
 & Visual Publicity
 PR : Gulabsons Offset Works

PR : Photo Litho Wing,
 Government of India
 Press, New Delhi



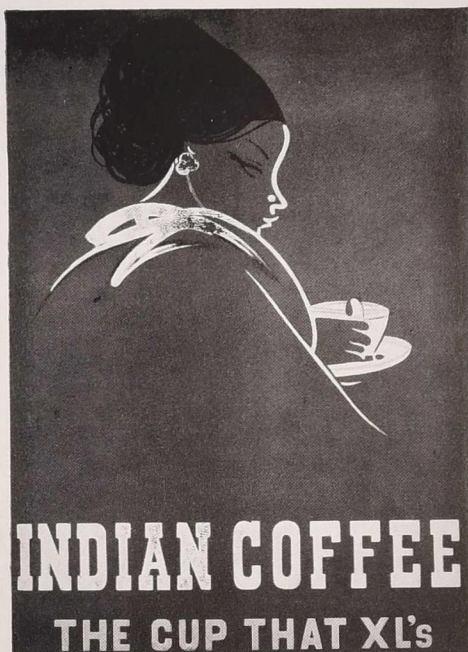
VARANASI

India

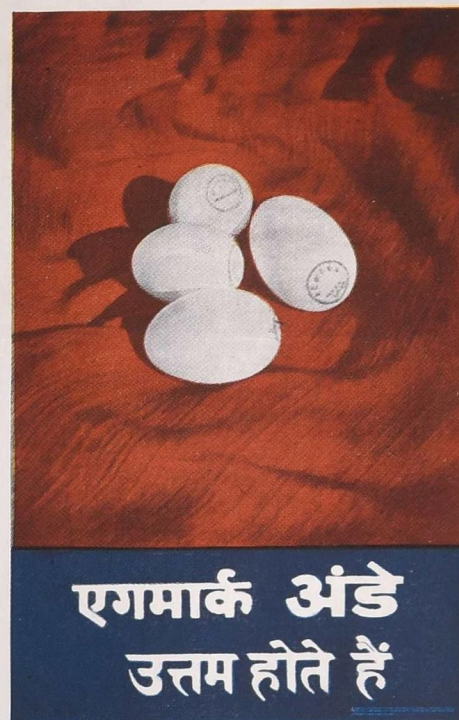
AD : Department of Tourism
 AG : Directorate of Advertising &
 Visual Publicity
 PR : Sree Saraswaty Press



U.N. DAY 1959



AD : Ministry of Food
and Agriculture
AG : Directorate of
Advertising &
Visual Publicity
PR : Shiv Raj Fine Art
Litho Works



AD : Coffee Board
PR : Prasad Process



AD : Air India International
PR : Bombay Fine Art & Litho
Works



AD : Department of
Tourism
AG : Directorate of
Advertising &
Visual Publicity
PR : New Jack Prin-
ting Works
AR : C. R. Pakrashi



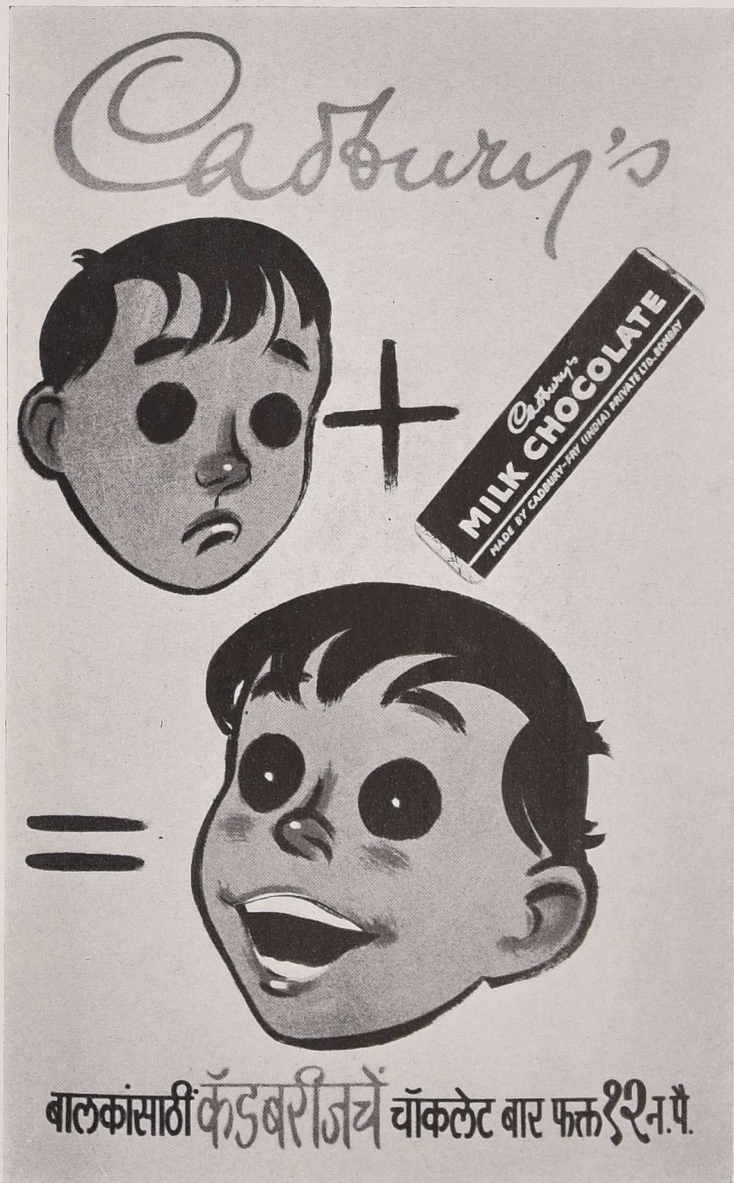
AD : Air India International
PR : Bombay Fine Art
Offset & Litho Works

AD : Bimal Roy Productions
PR : Premier Offset Works



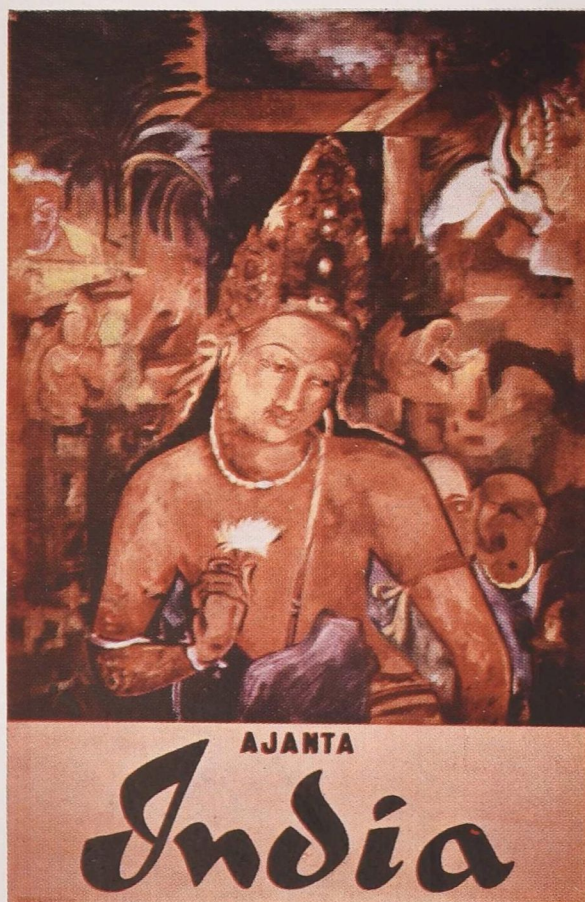
AD : Dhariwal
AG : Stronachs Advertising
PR : Modern Tin Printers

AD : Burmah-Shell
 AG : Bomas
 PR : Bolton Fine Art
 Litho Works



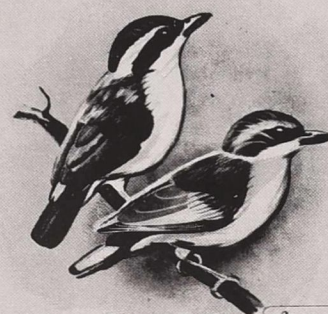
AD : Cadbury-Fry
 AG : Bomas
 PR : Bombay Fine Art
 Offset & Litho Works
 AR : Nagendra Parmar

AD : Department of
Tourism
AG : Directorate of
Advertising &
Visual Publicity
PR : The Eagle Litho-
graphing Co.



FINE FEATHERS MAKE FINE BIRDS

Fine Fabrics
MAKE FINE CLOTHES

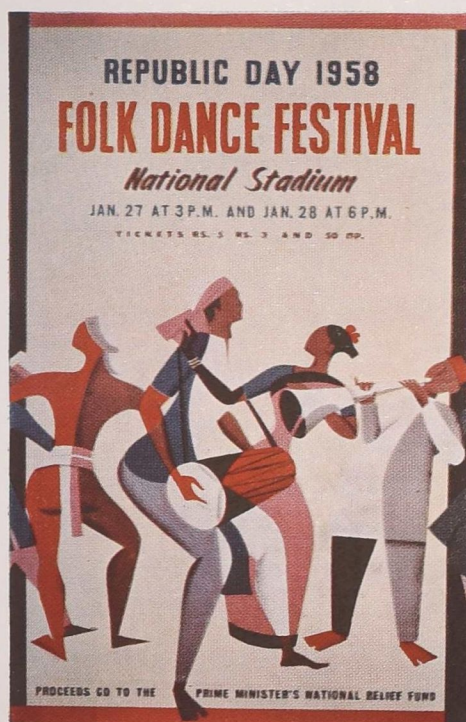


ARVIND
QUALITY FABRICS

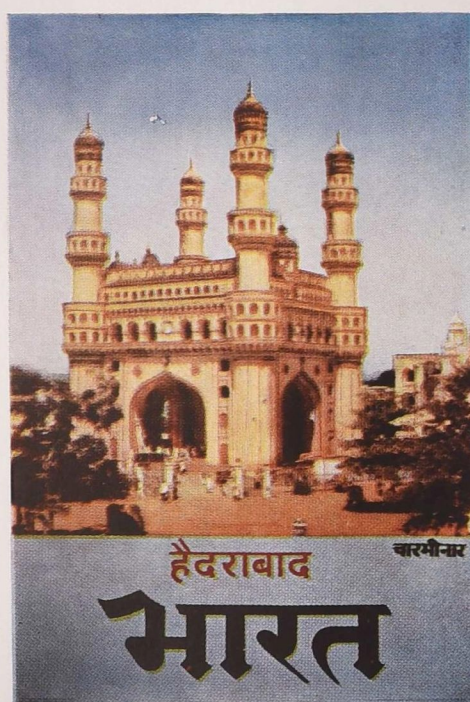


ARVIND MILLS LTD. AHMEDABAD 2

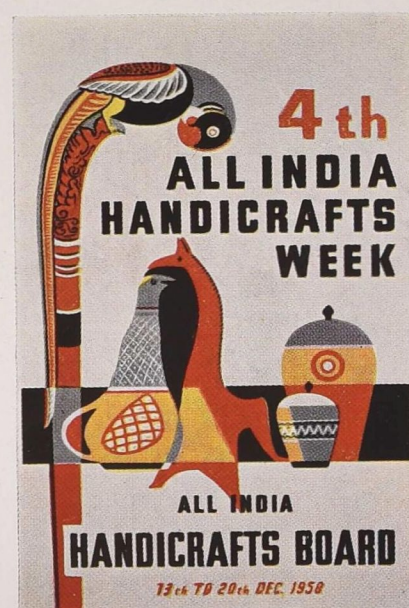
AD : Arvind Mills
AG : P. N. Joshi & Co.
PR : The Times of India Press
AR : F. Baptista



PR : Photo Litho Wing, Go-
vernment of India Press,
New Delhi



AD : Department of Tourism
AG : Directorate of Advertising
& Visual Publicity
PR : The Eagle Lithographing Co.

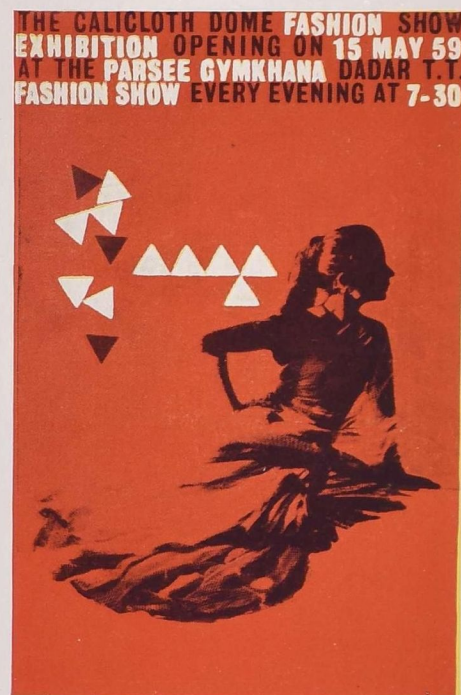
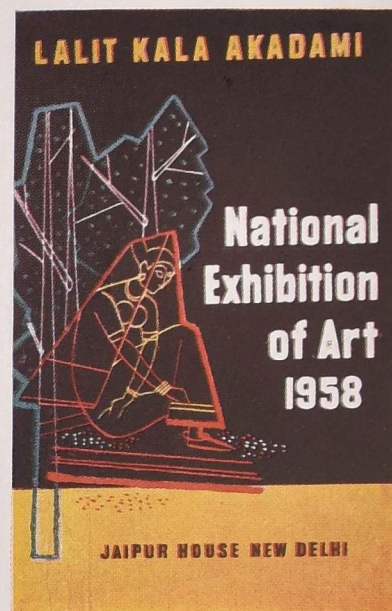


AD : All India Handicrafts
Board
AG : Directorate of Ad-
vertising & Visual
Publicity
PR : Glasgow Printing Co.



AD : Burmah-Shell
 AG : Advertising & Sales
 Production Co.
 PR : Vinay Calendar Co.

AD : Lalit Kala Akadami
 PR : Photo Litho Wing,
 Government of India
 Press, New Delhi



AD : Calico Fashion
 Show
 AG : Shilpi Advertising
 PR : G. Claridge & Co.



AD : Burmah-Shell



SPECIAL REBATE
10N.P. IN A RUPEE
5th - 13th DEC.1959
5th
HANDICRAFTS
WEEK

ALL INDIA HANDICRAFTS BOARD
GOVERNMENT OF INDIA

AD : All India Handicrafts
 Board
 PR : India Offset Press

સુમિત્રા દેવી શુદ્ધ, સફેદ
લક્ષ્મી ટોયલેટ સાબુ વાપરે છે
 ચિત્ર-તારિકાઓનો સૌંદર્ય સાબુ




AD : Hindustan Lever
 PR : Bombay Fine Art

AD : Burmah-Shell
 AG : Bomas
 PR : Ravivarma Press

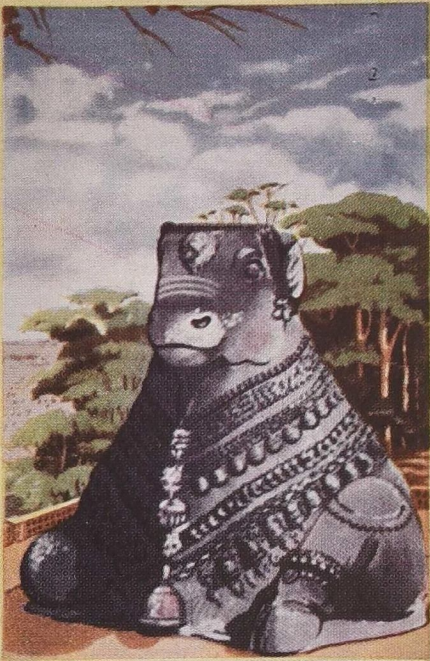


Season's Greetings

to all motorists

A winner every time... you can be sure of SHELL

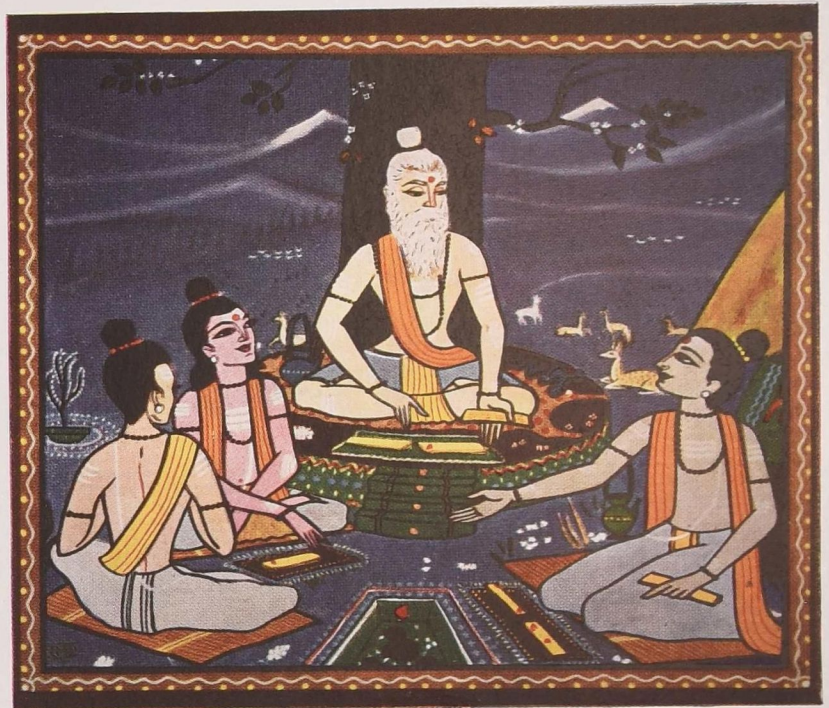
India



**GUIDE MAP OF
MYSORE**

AD : Department of
Tourism
AG : Directorate of
Advertising &
Visual Publicity
PR : The Eagle Litho-
graphing Co.

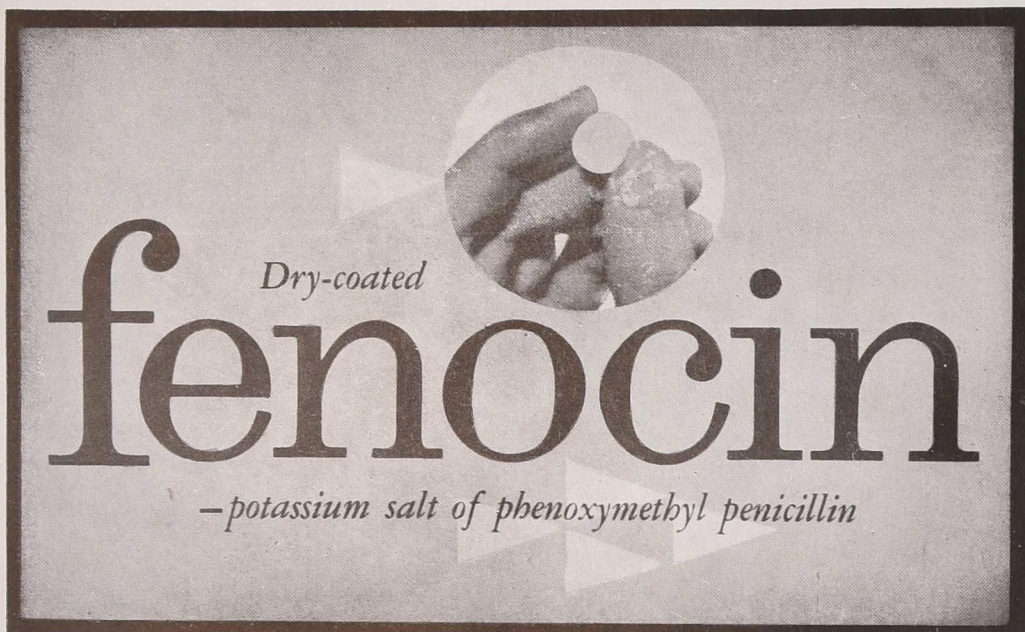
FOLDERS



AD : Parke-Davis
PR : G. Claridge & Co.



AD : Air India International
AG : J. Walter Thompson
PR : Bombay Fine Art Offset &
Litho Works
AR : V. M. Sathe

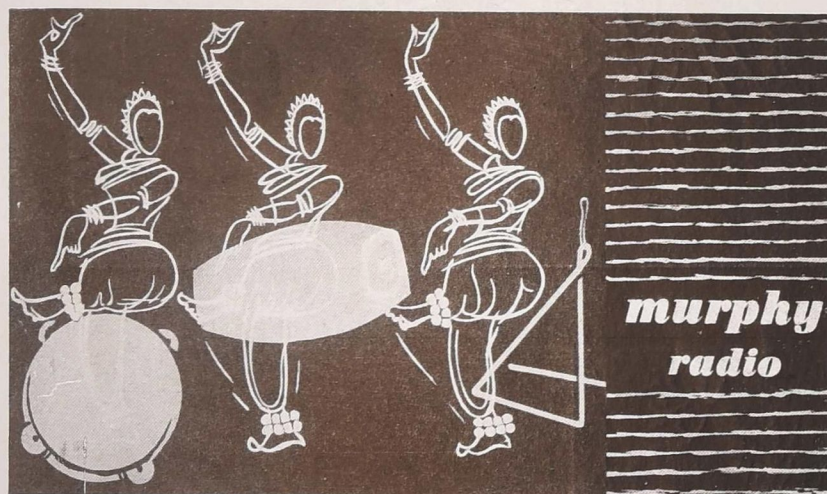


Dry-coated

fenocin

—potassium salt of phenoxymethyl penicillin

AD : Dumex
PR : Western India Art Litho Works



murphy
radio

AD : Murphy Radio
AG : Grant Advertising
PR : Saifee Art Printing Press
AR : Arjun Atma Ram Samant



HIGHER PRODUCTIVITY
WITH
CALICO / MENZEL
JET-WASHING

CALICO
MENZEL

CALICO INDUSTRIAL ENGINEERS

respiratory infections...gas-
trointestinal infections...genito-
urinary infections...EENT in-
fectious soft tissue infections
dermatologic infections

for a
direct
strike at
infections



PLUS added
protection
against monillal
superinfection

ordinary infections often deserve extraordinary therapy

MYSTECLIN-V

Squibb Tetracycline Phosphate Complex + Myristicin (Phytol)

AD : Sarabhai Chemicals
PR : Bolton Fine Art Litho Works

FNEBAS
NEOMYCIN
EBASUL
BACITRACIN
ASULFN
SULFACETAMIDE

for topical use

AD : Dumex
PR : The Everest Press

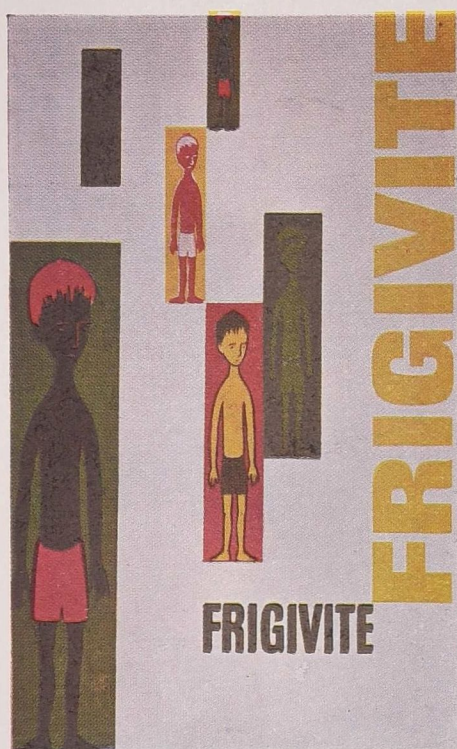
Quality
MARKING SCHEME



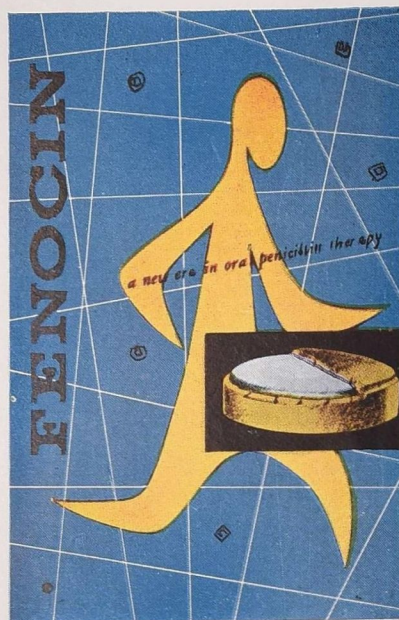
handloom fabrics

AD : All India Handloom Board
AG : Directorate of Advertising &
Visual Publicity
PR : Sree Saraswati Press

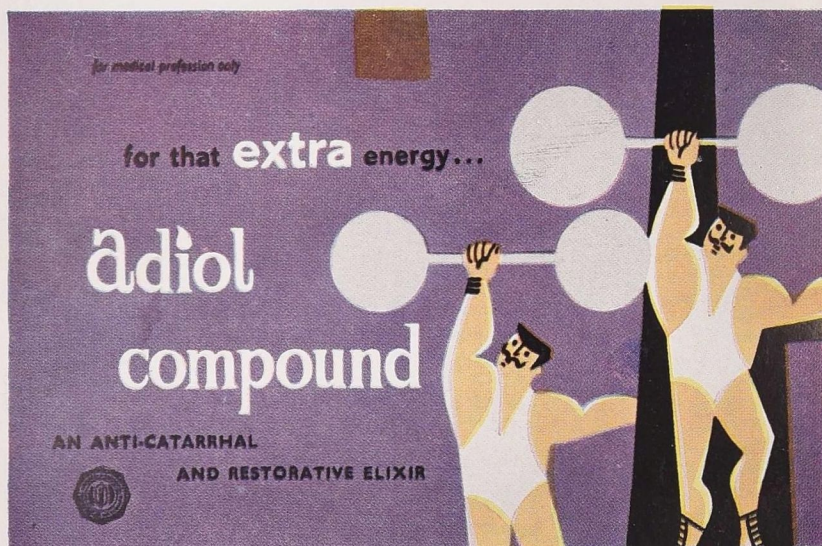
Ad : Geoffrey Manners & Co.
 AG : Bomas
 PR : Printwell



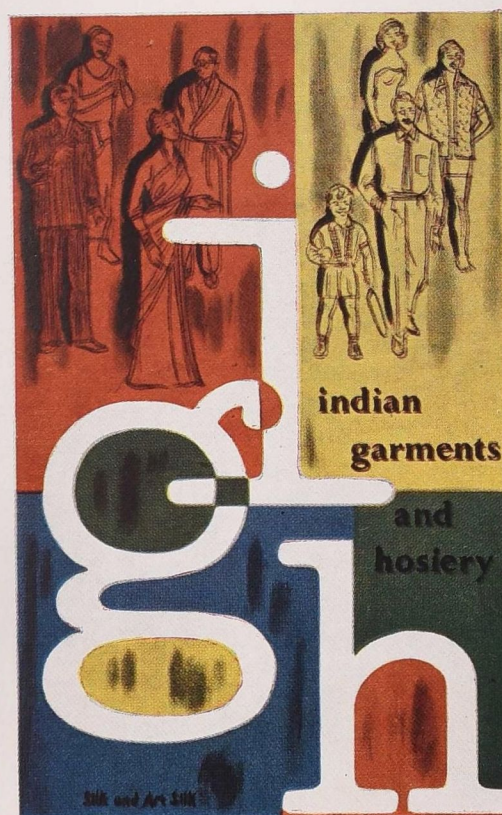
Ad : Standard Vacuum Oil Co.
 PR : New Jack Printing Press
 AR : F. M. Dubashi



Ad : Dumex
 PR : Rational Art & Pres
 AR : Kusha



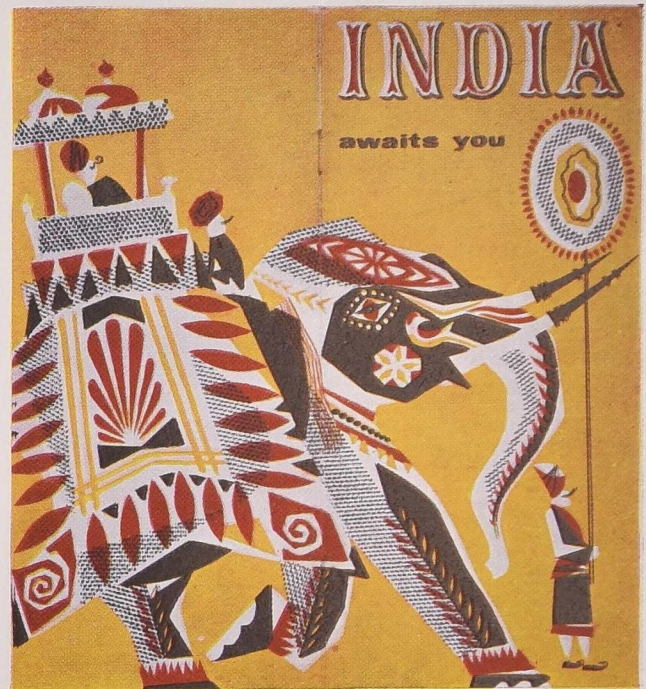
Ad : International Chemical &
 Biological Institute
 AG : Printadex Advertising
 PR : The Radiant Process



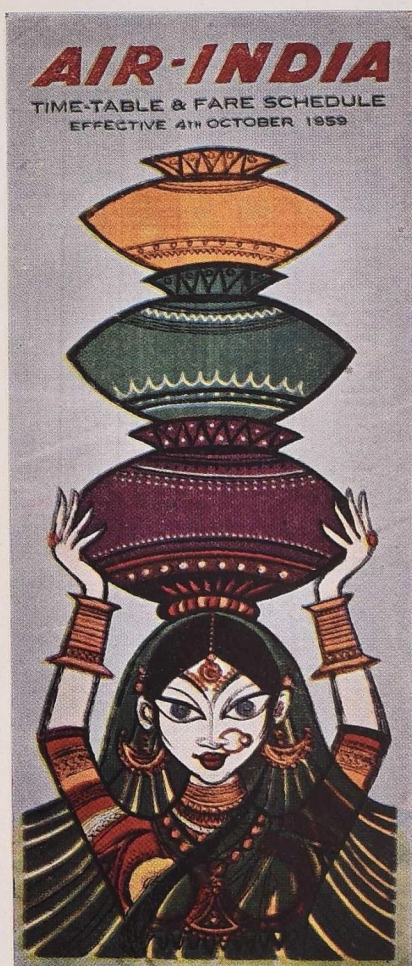
Ad : The Silk & Rayon
 Textiles Export Pro-
 motion Council
 PR : Bombay Fine Art
 Offset & LithoWorks
 AR : N. Parmar



AD : Department of Tourism
 AG : Directorate of Advertising &
 Visual Publicity
 PR : Shivraj Fine Art Litho Works



AD : Indian Airlines Corporation &
 Air India International
 AG : J. Walter Thompson
 PR : The Commercial Printing Press



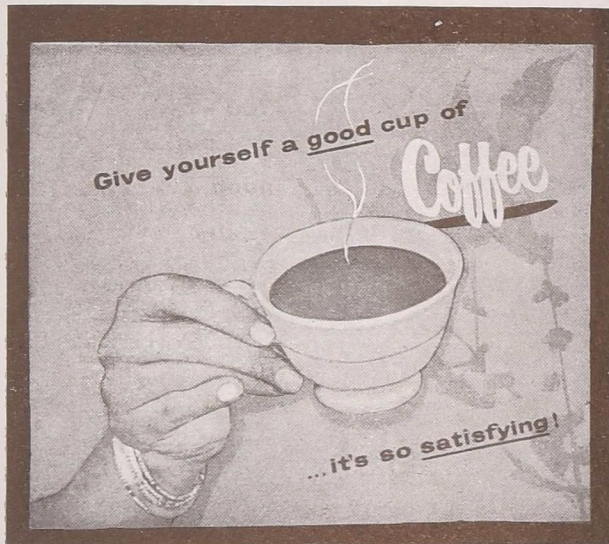
AD : Air India International
 PR : Uniform Printing Press



AD : Standard Vacuum
 Oil Co.
 AG : J. Walter Thompson
 PR : Bombay Fine Art
 Offset & Litho Works
 AR : S. G. Tendulkar



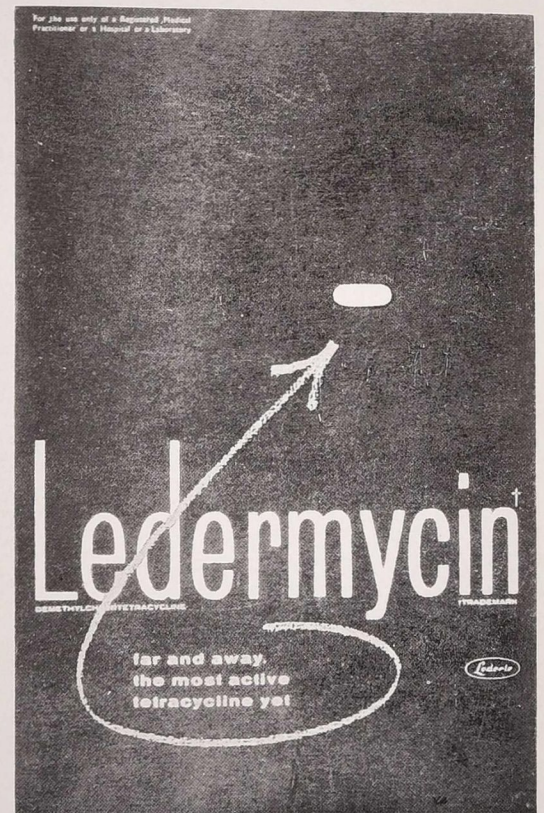
AD : Murphy Radio
 AG : Grant Advertising
 PR : Saifee Art Printing Press
 AR : Jean De Lemos



AD : Coffee Board
 AG : J. Walter Thompson
 PR : Jupiter Press
 AR : Jadhav Kumar



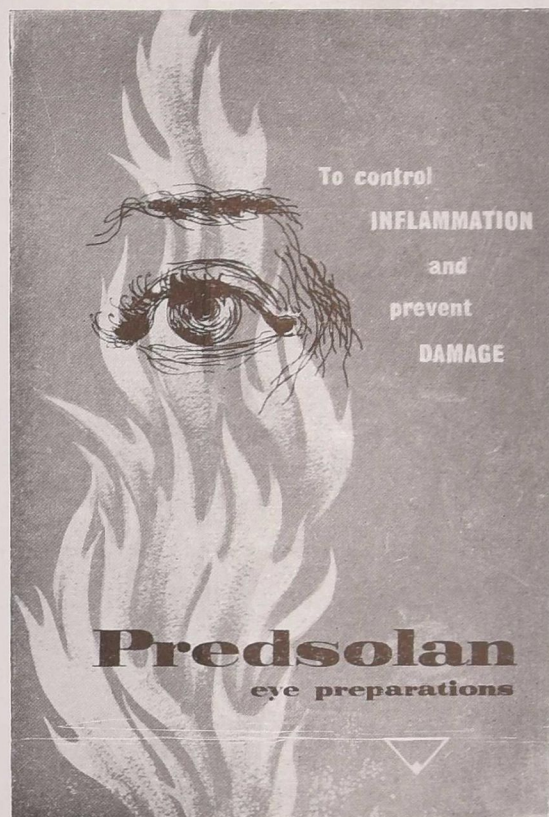
AD : The Imperial Tobacco Co.
 AG : Clarion Advertising Services
 PR : Lal Chand Roy & Co.



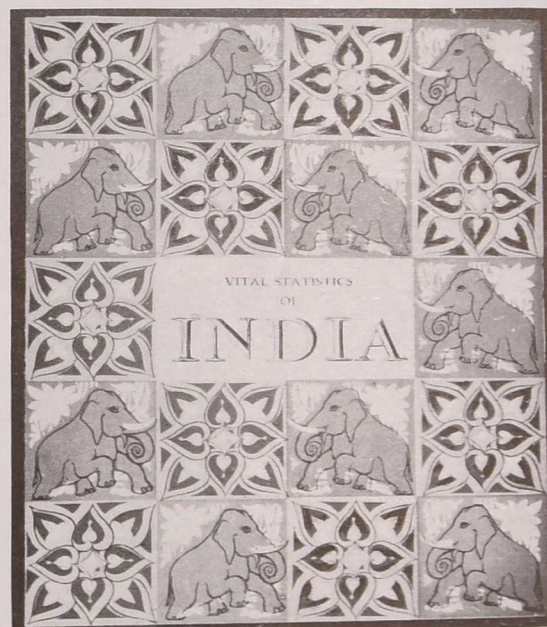
AD : Lederle Laboratories
 PR : G. Claridge & Co.



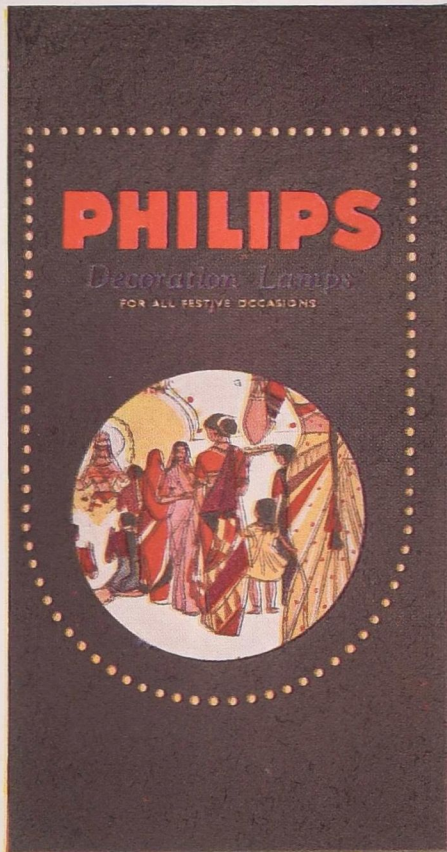
AD : American Club Cigarette
 AG : Clarion Advertising Services
 PR : N. K. Gossain & Co.
 AR : I. D. Gupta



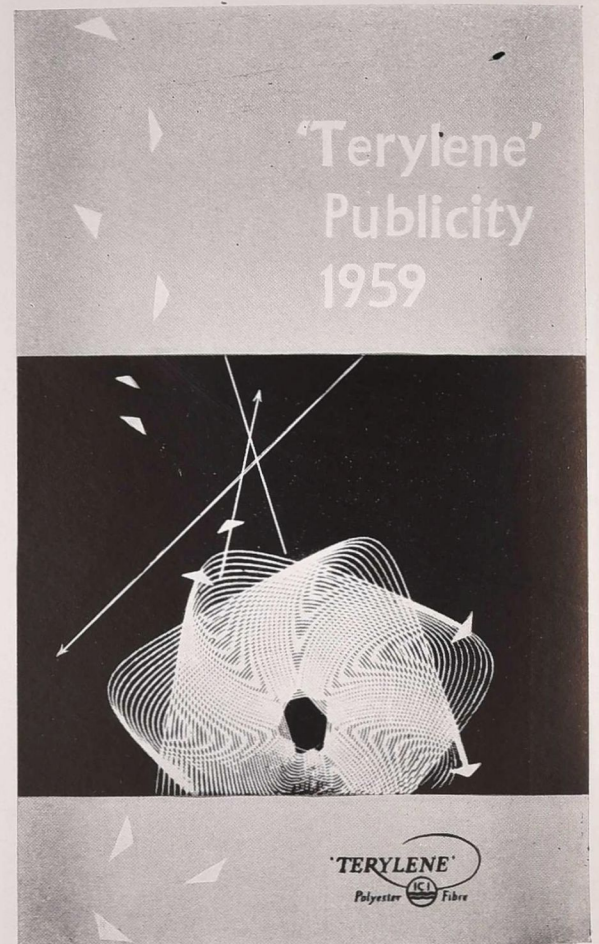
AD : Glaxo Laboratories
 PR : Rational Art & Press



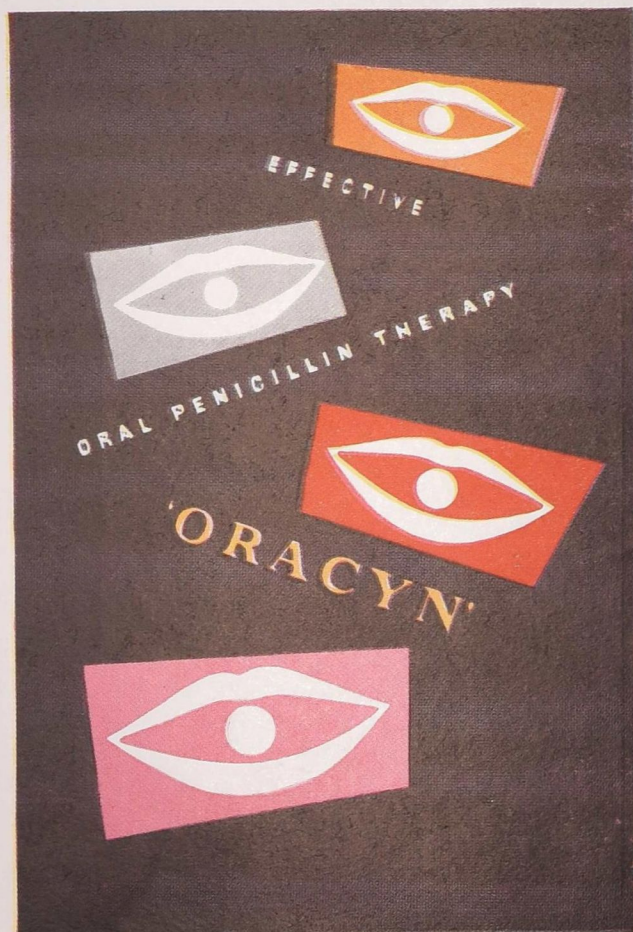
AD : Johnson & Johnson of India
 AG : J. Walter Thompson
 PR : Wagle Process Studio & Press



AD : Philips Electrical Co.
 AG : J. Walter Thompson
 PR : Gossain & Co.
 AR : Ranen Dutta



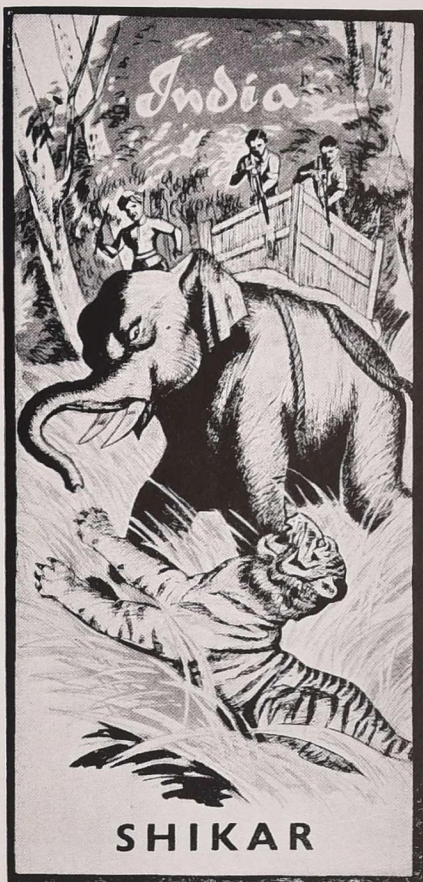
AD : May & Baker
 PR : Printwell



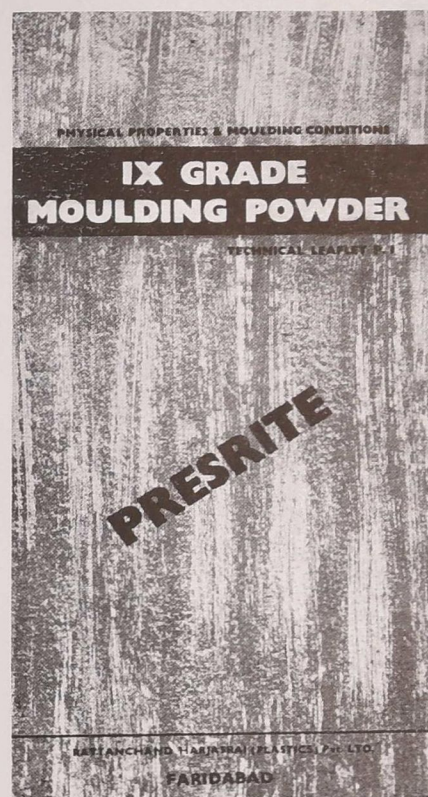
AD : Godrej &
 Boyce
 Mfg. Co.
 PR : Vakil &
 Sons

AD : Imperial Chemical Industries
 AG : J. Walter Thompson
 PR : Wagle Press
 AR : S. S. Dabholkar

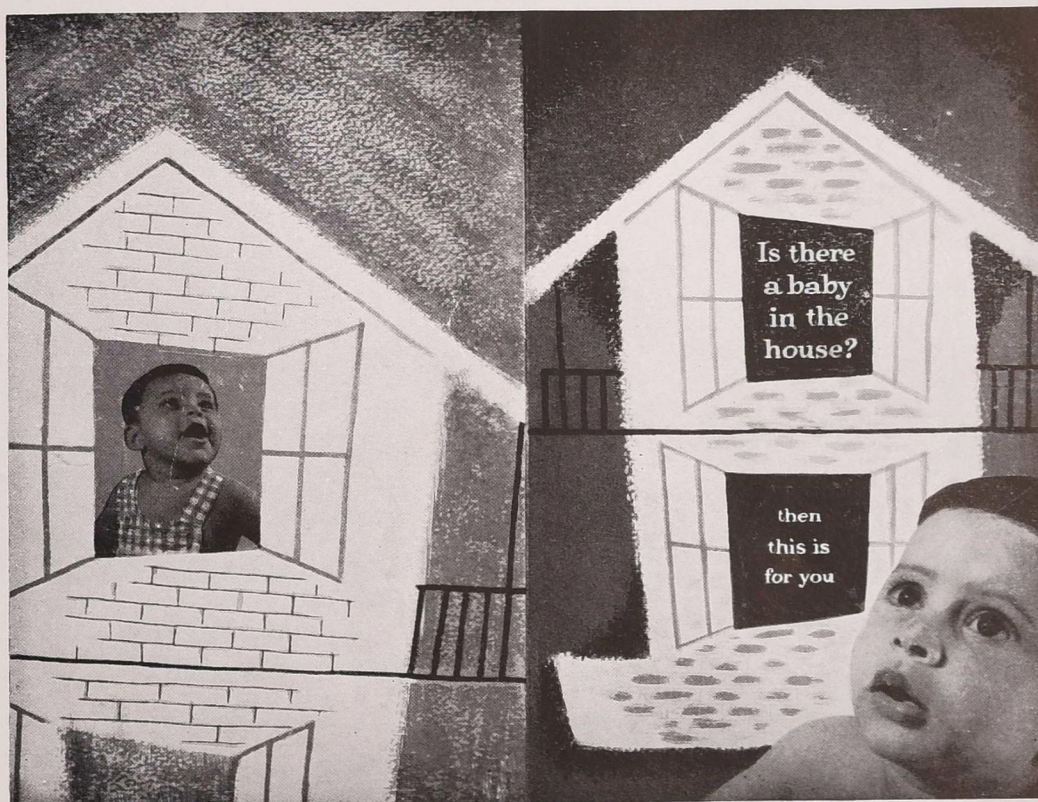




AD : Rattan Chand Harjasrai (Plastics)
PR : Rajhans Press



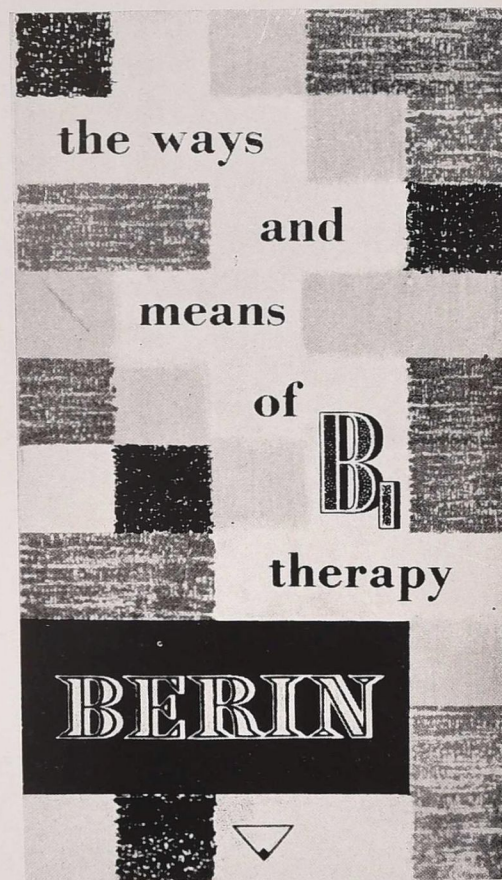
AD : Department of Tourism
AG : Directorate of Advertising & Visual Publicity
PR : Eton Press



AD : Dumex
PR : The Times of India Press



AD : Martin & Harris
PR : Caxton & Co., Calcutta

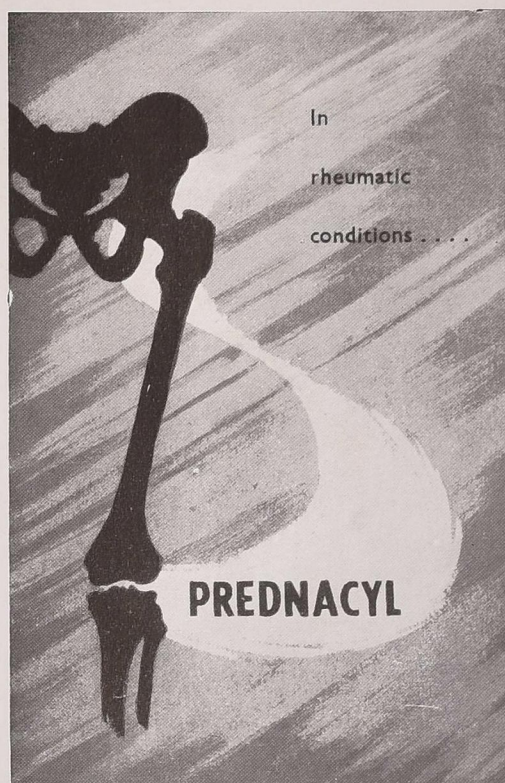


AD : Glaxo Laboratories
PR : Rational Art & Press

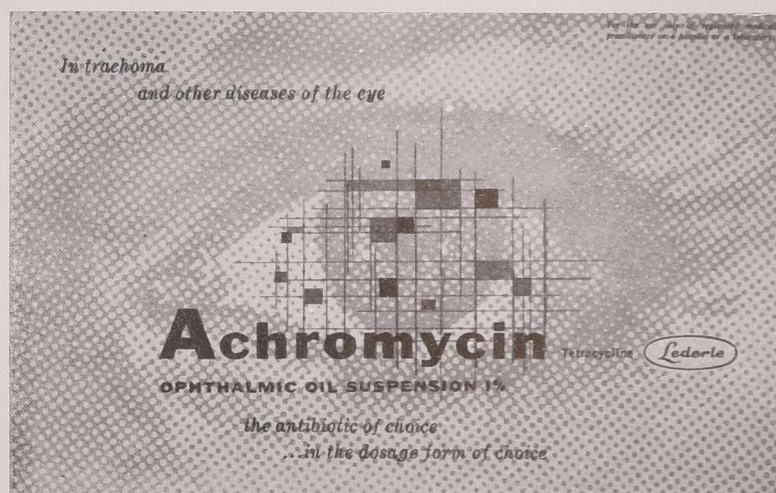


AD : Builders Publications
PR : The Times of India Press

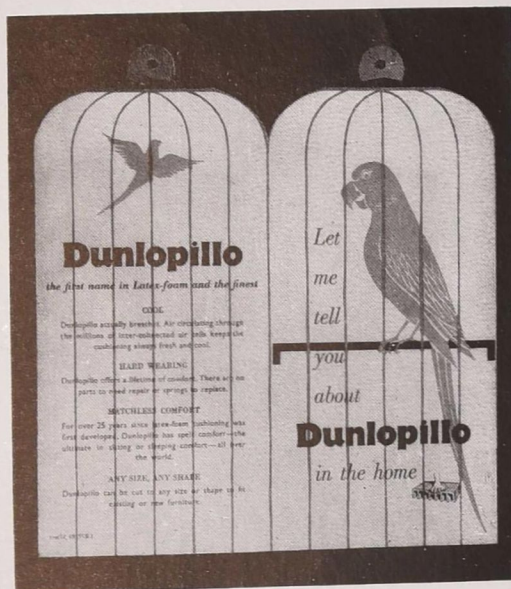
AD : Martin & Harris
PR : Caxton & Co.



AD : Geoffrey Manners & Co.



AD : Lederle Laboratories
PR : Rational Art & Press



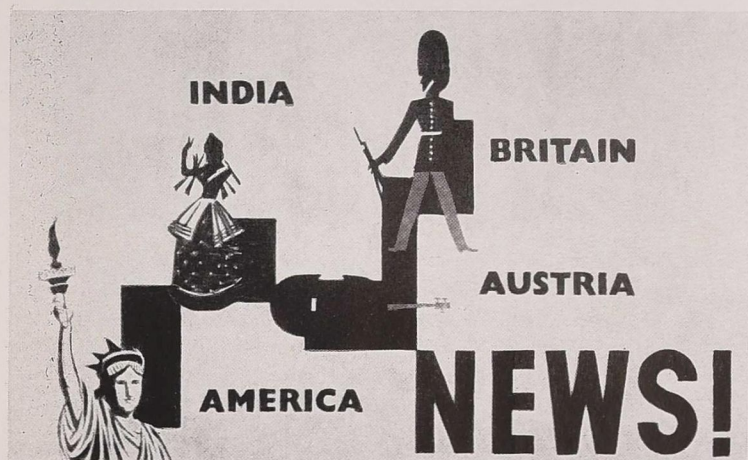
Ad : Dunlop Rubber Co.



AD : Dumex
AG : U. K. Puthran
PR : Everest Press



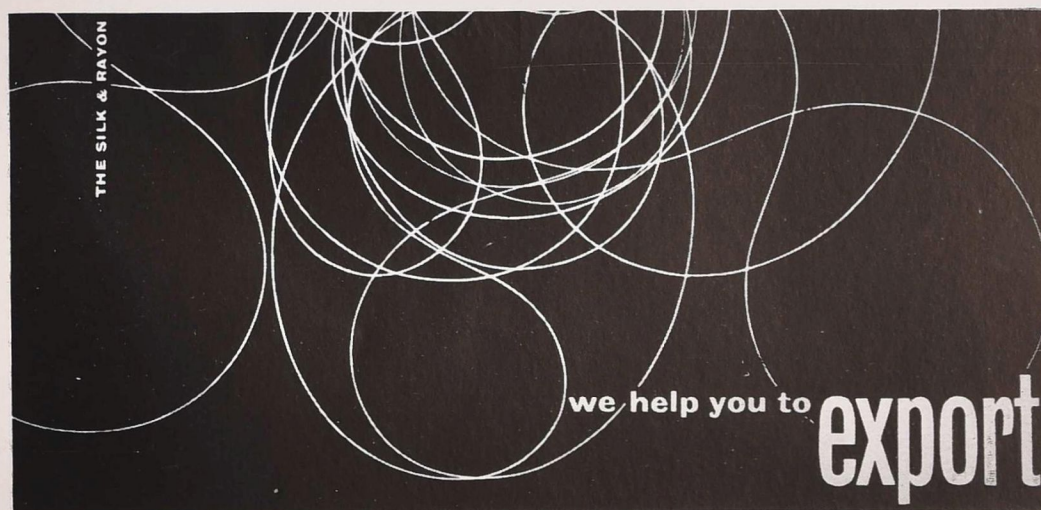
AD : Murphy Radio
AG : Grant Advertising
PR : Printwell
AR : Arjun Atma Ram Samant



AD : Glaxo Laboratories
PR : The Times of India Press



AD : Handloom House
AG : Shilpi Advertising
PR : G. Claridge & Co.
AR : A. Barua



AD : The Silk & Rayon Textiles
Export Promotion Council
AG : Bomas
PR : Vakil & Sons
AR : B. Patki

Oh!
So beautiful
in bright, white, DET-washed clothes

DET cleanses, whitens, brightens, makes clothes washing easy

DET works faster, whiter, in hand or soft water

DET washes away white, yellow, reddish-brown, black, grey, coloured clothes and grease-bright

It is particularly good for your best loved and most delicate fabrics

No whitening on blowing agents is needed when using DET

Use hot water for heavy soiled clothes and wash the dirt off before pressing them

DET contains special brightener
versatile det for all fabrics
Cottons, silks, wools, rayons
resistant to alkalies and DET
in cold water, cheery and preserves all these

DET cuts grease instantly
It keeps everything around the house sparkling clean and bright-shines, crockery, cutlery, walls, floors
use DET for ALL your household washing
Be gay - Be carefree - Be proud of your wash with DET

DET is recommended for use

det

Freslik

DUMEX

Ad : Swastik Oil Mills

Good
to taste
easy
to mix

PROTINEX

DUMEX

TATA

Ad : Dumex

TMP

An account of Tata Steel's expansion programme under the Second Five Year Plan

Tata Iron & Steel Works

Ad : Tata Iron & Steel Works

As evidenced by reports of pharmacologists and pathologists
and as attested by reports of thousands of physicians
of the successful use in millions of cases

TERRAMYCIN®

base of oxytetracycline

Capsules: 250 mg. bottles of 8, 16 and 100
144 mg. bottles of 24, 100
50 mg. bottles of 25, 100

Syrup: 1.5 gm. Screw capped bottles of 2oz (100cc)

Prepared Tablets: 1 gm. 100 caps with
Drops: 1000 & 2500 mg. calibrated
to 25 mg. and 50 mg.

Injectable: Vials of 100 mg.
Intravenous: Vials of 250 mg. and 500 mg.

and for specific nutritional fortification to meet the
accelerated metabolic demands in G.I. Tract Infections.

TERRAMYCIN® SF

base of oxytetracycline with sodium

for Speedier Control of Infection
for Faster Convalescence

ST Capsules: 250 mg. bottles of 8, 16 and 100
and a wide variety of topical dosage forms to meet the
needs of patients

Dosage: Adults and older children: 1 to 2 gm.
daily to be given in divided doses every 6
hours in mild to moderate infections and
this dosage may be doubled in severe
infections.
Infants and children: daily dosage ranges
from 10 to 40 mg. kgm. in moderate
infections and 40 to 80 mg. kgm. in severe
infections.
Some of these dosage forms may not be available at
all times in all areas. They are listed here to
show the wide range of use.

Pfizer Science for the World's Well-Being

PFIZER EASTERN CORPORATION
New York, Toronto & London
Exclusive Distributors in India:
RAYSON PHARMACEUTICALS PRIVATE LTD., Bombay
Exported by:
DUMEX PRIVATE LTD.
West Point, Kurla Road, Bombay 1.

Trademark of Chas. Pfizer & Co., Inc.
© Chas. Pfizer & Co., Inc., brand of various fortified antibiotics
© 64-65, 25 mg.

higher cure rates

among patients with urinary tract infections

Concentrations of Antibiotics in urine following 4 oral doses of 0.25 gm. each

TERRAMYCIN.....T
BROAD SPECTRUM ANTIBIOTIC.....A
BROAD SPECTRUM ANTIBIOTIC.....B

Adapted from—Principles and Practice of Antibiotic Therapy
by Henry Wark

Ad : Dumex

Pr : Western India Art Litho Works

VITAMYCETIN

VITAMYCETIN

Ad : Geoffrey Manners & Co.

AG : Bomas

PR : Vakil & Sons

PHILIPS

radio campaign for

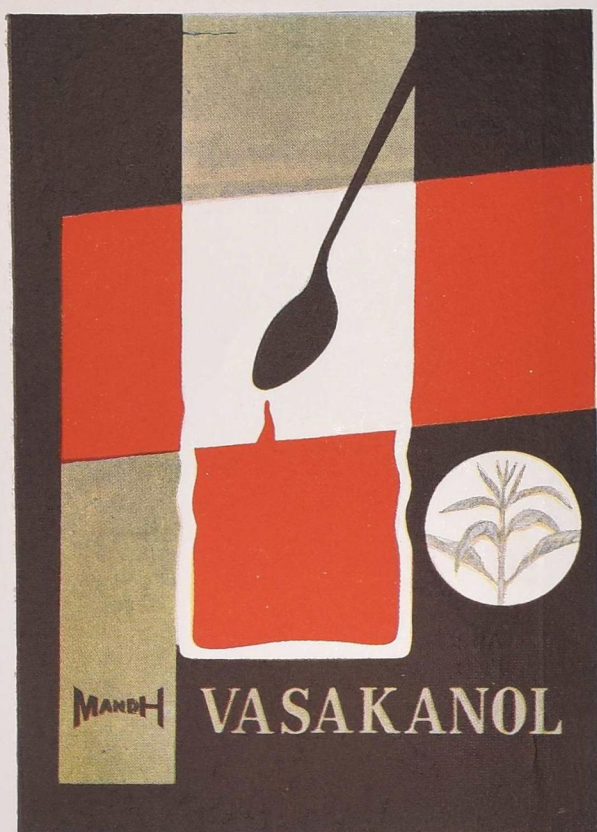
59-60

CINEMA SLIDES
CALENDARS • POSTERS
MOBILE DISPLAYS
HOARDINGS • PRESS ADVERTISING
DEALER AIDS • EXHIBITIONS
DEMONSTRATIONS • FOLDERS
LIVELYETS • PRICE TAGS • CALENDARS
CINEMA SLIDES • MOBILE DISPLAYS

Ad : Philips Radio

AG : The Press Syndicate

PR : Cameo



AD : Martin & Harris
PR : Caxton & Co., Calcutta

AD : Dumex
AG : J. Walter Thompson
PR : Bombay Fine Art
Offset & Litho Works



AD : Air India International
PR : Uniform Printing Press

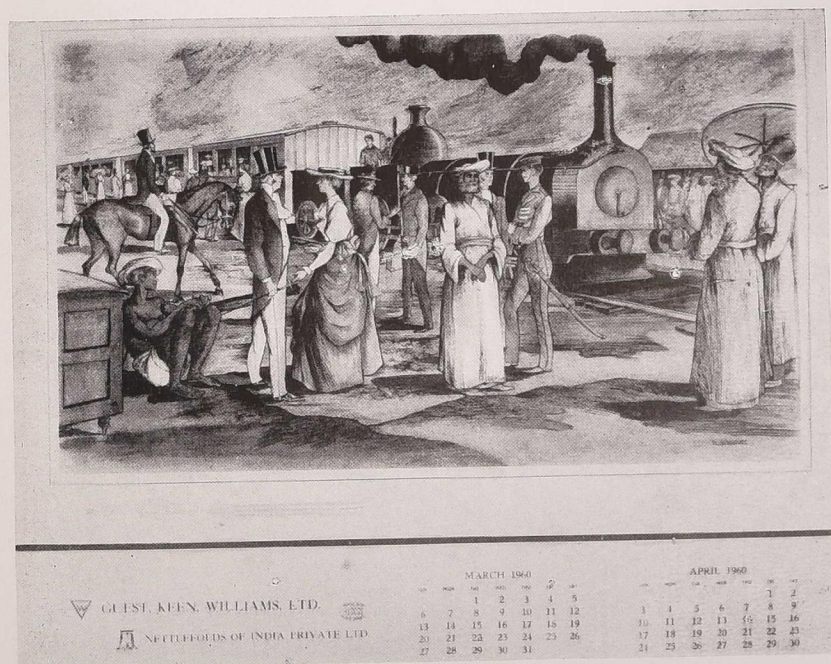


AD : Geoffrey Manners & Co.
AG : Bomas
PR : Vakil & Sons



CALENDARS

AD : Burmah Shell
PR : The Times of India Press



THEME : The Iron Horse in India
AD : Guest, Keen, Williams
AG : Everest Advertising
PR : The Eagle Lithographing Co.
AR : Raghunath Goswami

THEME : Modern Indian Art
AD : Mac Laboratories
PR : Vakil & Sons

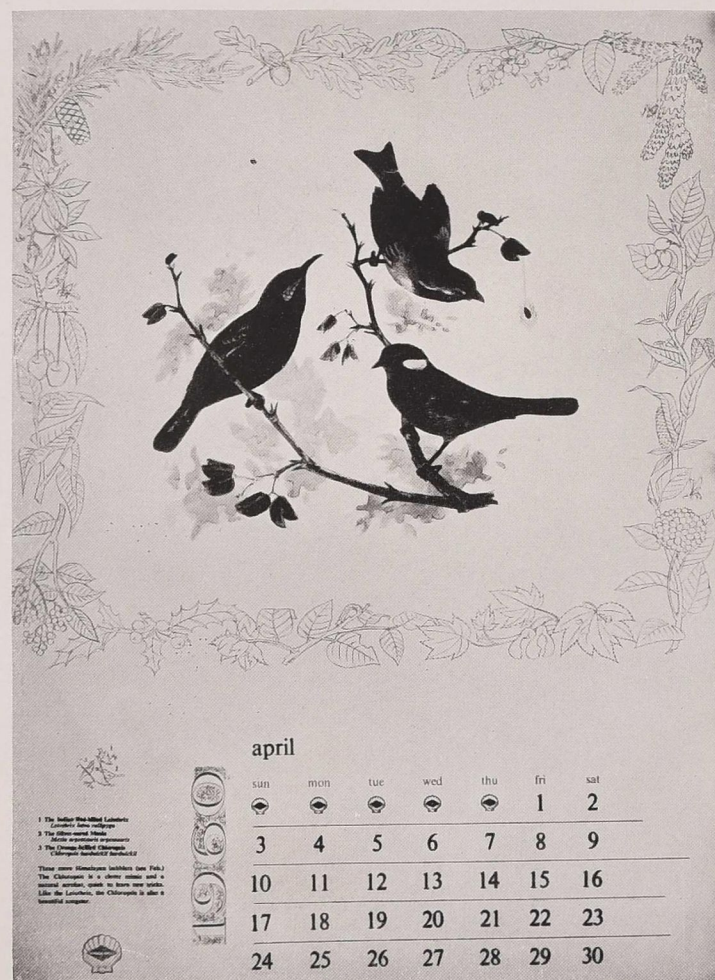




AD : National Tobacco Company of India
 AG : Advertising Corporation of India
 PR : National Lithographic & Printing Press



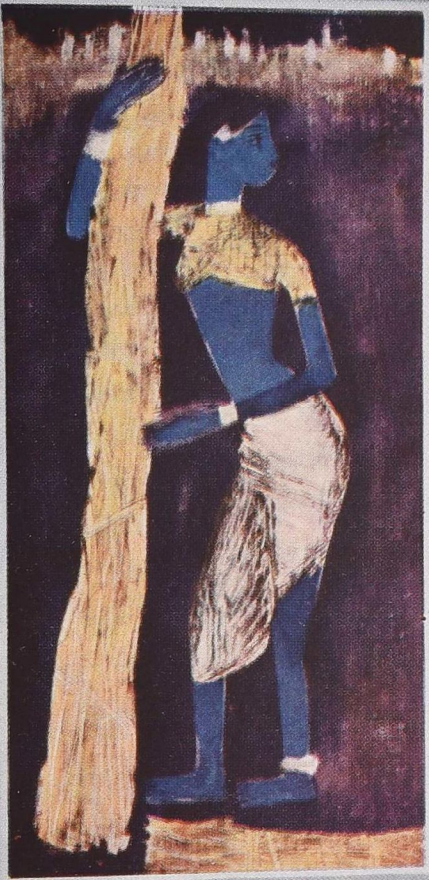
1959 AD JANUARY					1880 ŚAKA PAUṢA-MĀGHA				
4	11	18	25	SUN	14	21	28	5	
5	12	19	26	MON	15	22	29	6	
6	13	20	27	TUE	16	23	30	7	
7	14	21	28	WED	17	24	1	8	
1	8	15	22	THU	11	18	25	2	9
2	9	16	23	FRI	12	19	26	3	10
3	10	17	24	SAT	13	20	27	4	11



THEME : Indian Birds
 AD : Burmah Shell
 AG : Bomas
 PR : The Eagle Lithographing Co.

AD : Directorate of Advertising &
 AG : Visual Publicity
 PR : Glasgow Printing Co.

THEME : Modern Indian Art
 AD : Air India International
 PR : The Times of India Press



JANUARY 1959

SUN	11	25	
MON	12	26	
TUE	13	27	
WED	14	28	
THU	1	15	29
FRI	2	16	30
SAT	3	17	31


AIR INDIA

DECEMBER 1958

1	2	3	4	5	6
7	8	9	10	11	12
13	14	15	16	17	18
19	20	21	22	23	24
25	26	27	28	29	30
31					

FEBRUARY 1959

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28



JANUARY 1959

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

FEBRUARY 1959

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

ALL INDIA HANDICRAFTS BOARD

november • 1959 •

s	m	t	w	t	f	s
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	*	*	*	*	*

december • 1959 •

s	m	t	w	t	f	s
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	*	*

PHILIPS

contributing today to India's future



AD : All India Handicrafts Board
 AG : Directorate of Advertising & Visual Publicity
 PR : Associated Printers (Madras)

AD : Philips
 AG : The Press Syndicate
 PR : Sree Saraswaty Press



AD : Mukand Iron & Steel Works
 PR : N. K. Gossain & Co.
 AR : Mrs. Aruna Purohit



AD : All India Handloom Board
 AG : Directorate of Advertising & Visual Publicity
 PR : Glasgow Printing Co.



THEME : India's Toiling Life
 AD : The Radiant Process
 AG : Printadex Advertising
 PR : The Radiant Process



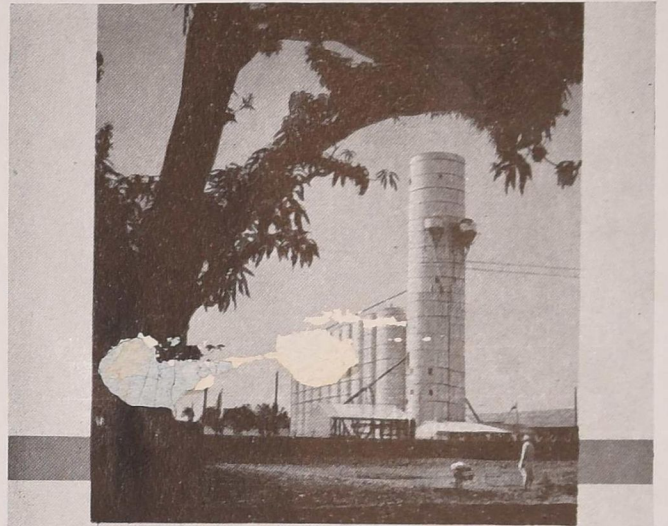
THEME : International Festivals & Dances
 AD : Air India International
 PR : The Times of India Press
 AR : Walter Langhammer



JAN 1960							FEB 1960						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2	3	4	5	6	1	2	3	4	5	6	7
8	9	10	11	12	13	14	8	9	10	11	12	13	14
15	16	17	18	19	20	21	15	16	17	18	19	20	21
22	23	24	25	26	27	28	22	23	24	25	26	27	28
29	30	31					29	30	31				

THE PREMIER AUTOMOBILES LIMITED, BOMBAY

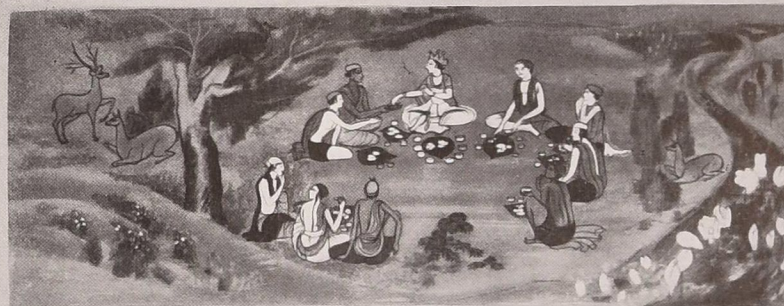
THEME : Seasons
AD : The Premier Automobiles
AG : Sista's
PR : The Times of India Press



MAY 1960						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

YASAKHA-IVAISTHA 1882 Saka						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

AD : Directorate of Advertising &
AG : Visual Publicity
PR : Glasgow Printing Co.



1960																																				
march																																				
T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
april																																				
F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S

INDIAN VEGETABLE PRODUCTS LTD. **IVP** MANAGING AGENTS: FORBES FORBES CAMPBELL & CO. PRIVATE LTD. BOMBAY

AD : Indian Vegetable Products




CALTEX (INDIA) LIMITED

1959 JANUARY 1959
 SUN MON TUE WED THU FRI SAT
 1 2 3
 4 5 6 7 8 9 10
 11 12 13 14 15 16 17
 18 19 20 21 22 23 24
 25 26 27 28 29 30 31

Trade from Assam
Assam is a beautiful state in the north-east of India. It is famous for its tea gardens and its beautiful scenery. The state is also famous for its silk and its handicrafts. The people of Assam are very friendly and hospitable. They are also very hardworking and industrious. The state is a very important part of India and it is a very beautiful state.

1959 FEBRUARY 1959
 SUN MON TUE WED THU FRI SAT
 1 2 3 4 5 6 7
 8 9 10 11 12 13 14
 15 16 17 18 19 20 21
 22 23 24 25 26 27 28

THEME : Indian Brides
 AD : Caltex
 PR : The Eagle Lithographing Co.



July 1959
 SUN MON TUE WED THU FRI SAT
 1 2 3 4
 5 6 7 8 9 10 11
 12 13 14 15 16 17 18
 19 20 21 22 23 24 25
 26 27 28 29 30 31

August 1959
 SUN MON TUE WED THU FRI SAT
 30 31 1
 2 3 4 5 6 7 8
 9 10 11 12 13 14 15
 16 17 18 19 20 21 22
 23 24 25 26 27 28 29

Ashok Leyland Limited
 Chennai, Madras


THEME : South Indian Paintings
 AD : Ashok Leyland
 AG : J. Walter Thompson
 PR : Associated Printers (Madras)

1959

January
 SUN 4 11 18 25
 MON 5 12 19 26
 TUE 6 13 20 27
 WED 7 14 21 28
 THU 1 8 15 22 29
 FRI 2 9 16 23 30
 SAT 3 10 17 24 31

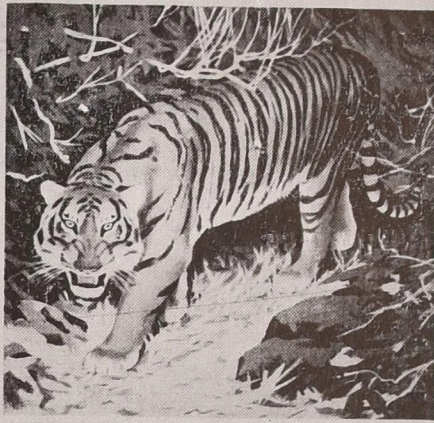
February
 SUN 1 8 15 22
 MON 2 9 16 23
 TUE 3 10 17 24
 WED 4 11 18 25
 THU 5 12 19 26
 FRI 6 13 20 27
 SAT 7 14 21 28

March
 SUN 1 8 15 22 29
 MON 2 9 16 23 30
 TUE 3 10 17 24 31
 WED 4 11 18 25
 THU 5 12 19 26
 FRI 6 13 20 27
 SAT 7 14 21 28




TATA MERCEDES-BENZ
TATA LOCOMOTIVE & ENGINEERING CO., LTD.
 100, RAJAWADI AVENUE, CHENNAI 600 008, INDIA

AD : Tata Locomotive & Engineering Co.
 AG : Everest Advertising
 PR : The Commercial Printing Press
 AR : Manohar Joshi



THEME : Animal Studies
AD : Tea Board

May/Mai/Mai 1960 June/Juin/Juni

1	8	15	22	29	5	12	19	26
2	9	16	23	30	6	13	20	27
3	10	17	24	31	7	14	21	28
4	11	18	25		1	8	15	22
5	12	19	26		2	9	16	23
6	13	20	27		3	10	17	24
7	14	21	28		4	11	18	25



OCT 1960							1882						
SUN	MON	TUE	WED	THU	FRI	SAT	Avinia-Kishka						
30	31					1	8	9					9
2	3	4	5	6	7	8	10	11	12	13	14	15	16
9	10	11	12	13	14	15	17	18	19	20	21	22	23
16	17	18	19	20	21	22	24	25	26	27	28	29	30
23	24	25	26	27	28	29	1	2	3	4	5	6	7

ALL INDIA HANDICRAFTS BOARD
MINISTRY OF COMMERCE AND INDUSTRY GOVERNMENT OF INDIA
NEW DELHI

AD : All India Handicrafts Board
AG : Directorate of Advertising & Visual
Publicity
PR : Sree Saraswaty Press



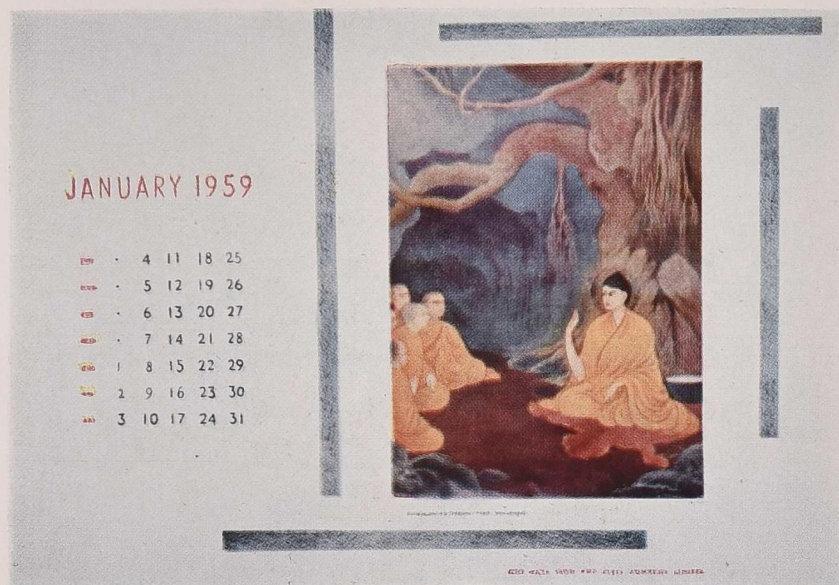
JANUARY 1960							FEBRUARY 1960						
MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31							

THE PREMIER AUTOMOBILES LIMITED
BOMBAY

THEME : Progress of Transport
AD : The Premier Automobiles
AG : Sista's
PR : The Times of India Press



THEME : Children's Art
 AD : The Indian Tube Company
 AG : Clarion Advertising Services
 PR : The Eagle Lithographing Co.



THEME : Modern Indian Art
 AD : The Tata Iron & Steel Co.
 AG : J. Walter Thompson
 PR : The Commercial Printing Press



AD : Jayems Engineering Co.



THEME : The Indian Countryside
 AD : Imperial Chemical Industries
 PR : Sree Saraswaty Press

PRESS ADVERTISEMENTS

AD : Burmah-Shell
AG : Bomas

When is the doctor coming?

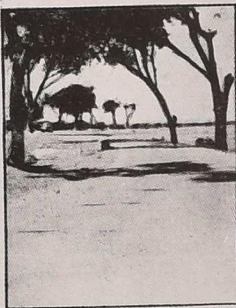


ROADS TO PROGRESS

The road from Hyderabad to Vikarabad is one of the oldest in the country. It dates back to the Bahamani Kings and runs more or less alongside the National Highway which links Hyderabad to Bombay. Modern traffic demands modern road building techniques, and the Bahamani Kings would doubtless be gratified to learn that their road was re-surfaced in 1955, with a 1 1/2" premix carpet using Shellphos 80/100 supplied by Burmah-Shell.

Their road was in good luck for Burmah-Shell. Because it was there on the first day of service. We make available the experience and advice of skilled engineers, whose job it is to assist in the construction of roads. Good roads. Cheaper roads. BURMAH-SHELL BITUMEN CAN BE SUPPLIED IN MANY THIS DEVELOPMENT, POWERED BY BURMAH-SHELL SAVES VITAL STEEL BY MAKING DRUMS UNNECESSARY. BUT, BITUMEN IS PARTICULARLY SUITABLE FOR MECHANIZED ROAD CONSTRUCTION, AND IT IS MUCH CHEAPER IN ITS INITIAL COST.

**BURMAH-SHELL
BITUMEN
FOR BETTER ROADS**



In India's villages, there is always the problem of distance.

Communication.

Being on the spot, when you're needed.

Bringing relief and hope to those who suffer.

More roads... better roads, will mean improved medical facilities for the millions of people in India who live 'off the beaten track'.

More roads will place clinics, dispensaries and hospitals within their reach.

More roads will improve their standards of living...

Road construction demands topmost priority.

That's why everything to do with roads is so important.

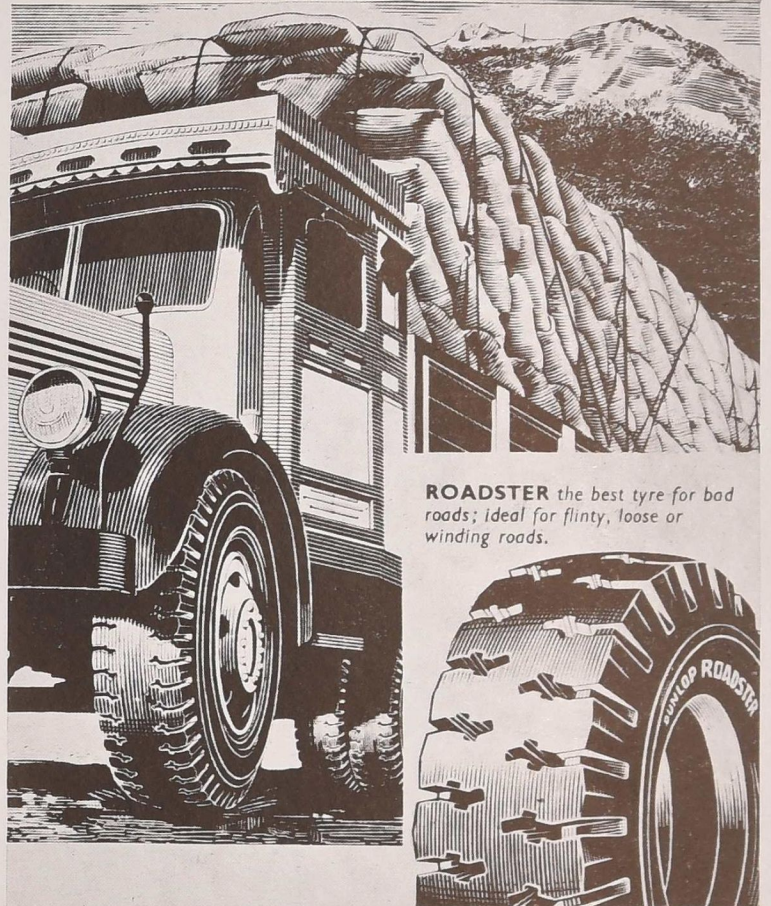
Bitumen, for example.

One of the better road-building materials.

Inexpensive. Easy to handle.

Long-lasting. Hard-wearing.

Supplied by Burmah-Shell.



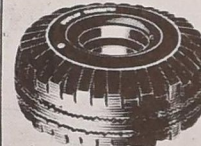
ROADSTER the best tyre for bad roads; ideal for flinty, loose or winding roads.

do the toughest jobs at
lower tyre cost with the right

HIGHWAY
the best tyre
for good roads

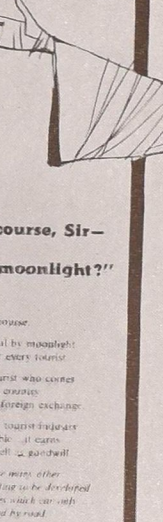
TRAKMASTER
the best tyre for on-and-off
the road operation

DUNLOP
tyre



DGC-2

AD : Dunlop Rubber Co.
AG : Clarion Advertising Services
AR : S. Basu



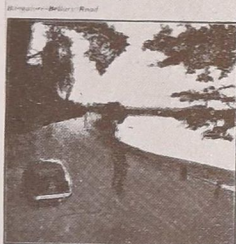
Yet another reason why road construction must have topmost priority is everything to do with roads is important to the country as a whole.

Bitumen, for example. One of the better road-building materials.

Inexpensive. Easy to handle.

Long-lasting. Hard-wearing.

Supplied by Burma-Shell.



ROADS TO PROGRESS

A piece of latex, used for everything from tires to house paint, has been put to a new use. It's being used to make a new kind of concrete. The new concrete is made by mixing latex with cement and sand. The new concrete is stronger than ordinary concrete. It is also more resistant to water and fire. The new concrete is being used to build roads, bridges, and other structures. The new concrete is being used in many other ways. It is being used to make pipes, tanks, and other containers. It is being used to make electrical insulators. It is being used to make many other things. The new concrete is a great improvement over ordinary concrete. It is a great step forward in the development of new materials.

BURMAH SHELL

BITUMEN FOR BETTER ROADS

[illegible]

**IN
SUDDEN
BEAUTY**

shakti's fascinating
nylon and rayon
fabrics, crepes,
georgettes, satins
taffetas and brocades
— in gay prints
and charming colours.

Shakti Silks
podar products
since shakti mills ltd.
podar chambers, parson bazar at
bombay 1

shilpi-289

Indian Plastics Review, January 1969
Popular Plastic, January 1970

the finest mouldings
are made from unbreakable

'ALKATHENE'

'Alkathene', the I.C.I. brand of polyethene, is today's most versatile plastic and when you mould with 'Alkathene' you get the finest free technical advice available. I.C.I. who discovered polyethene, maintain a well-equipped Technical Service Station at Tiljala, Calcutta. Here specialists work to help and advise you on the use of Alkathene granules. The Tiljala Laboratory is the only one of its kind in India and all users of Alkathene granules can make free use of its facilities. For further information on 'Alkathene' and its many applications contact your nearest I.C.I. Office.

ST
TILJALA
TECHNICAL SERVICE STATION
PO BOX NO. 108
TILJALA, CALCUTTA-22
INDIA

1
ICI
POLYETHYLENE
INDUSTRIES LTD.
INDIA

IMPERIAL CHEMICAL INDUSTRIES (INDIA) PRIVATE LTD.
Calcutta Bombay Madras New Delhi

IPC-6A

Sorting out the facts about rice

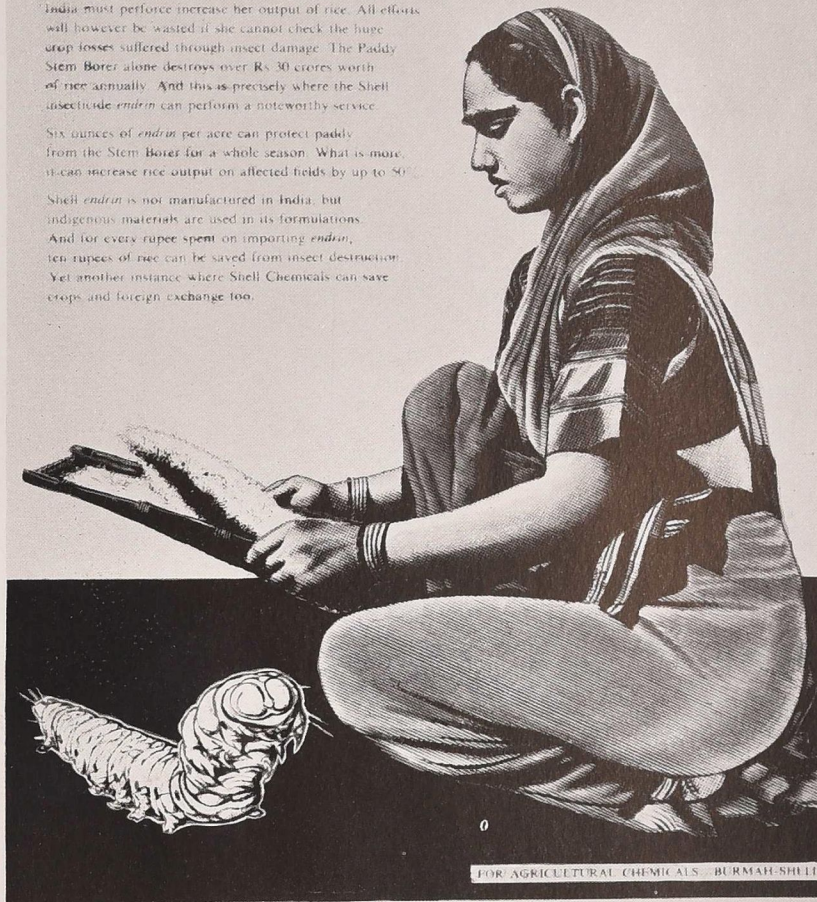
India has a larger acreage under rice cultivation than any other country in the world. Yet she cannot grow as much as she consumes. During 1958, 390,000 tons of rice were imported at an estimated cost of about Rs 40 crores.

If this drain on valuable foreign exchange is to stop, India must perforce increase her output of rice. All efforts will however be wasted if she cannot check the huge crop losses suffered through insect damage. The Paddy Stem Borer alone destroys over Rs 30 crores worth of rice annually. And this is precisely where the Shell insecticide *endrin* can perform a noteworthy service.

Six ounces of *endrin* per acre can protect paddy from the Stem Borer for a whole season. What is more, it can increase rice output on affected fields by up to 50%.

Shell *endrin* is not manufactured in India, but indigenous materials are used in its formulations.

And for every rupee spent on importing *endrin*, ten rupees of rice can be saved from insect destruction. Yet another instance where Shell Chemicals can save crops and foreign exchange too.



FOR AGRICULTURAL CHEMICALS - BURMAH-SHELL

SHELL CHEMICALS CAN SAVE CROPS
and Foreign Exchange too!

AD : Burmah-Shell
AG : Bomas

I have lighted my lamps...

...and their flicker is soft and gentle in the quietness before the night flashes into a tempestuous merriment of sound and colour.

Everyone has a New Year of course—but we still claim that our *Dussehra* is something new: the riot of colour and laughter, the gentle flicker of the oil lamps, the frightening noise of fire-crackers as they whizz across the sky—a warning to the spirits of evil; a welcome to Lakshmi, golden goddess of prosperity.

In fact, there's something special about all our festivals...there's something special about India. We would so love to show our country and its ways to you.

AIR-INDIA International



AD : Air India International
AG : J. Walter Thompson



from the seed...

In the steel blaze of noon,
men of the earth 'drag the sun upon their backs',
toiling in the furrowed fields.

For a tomorrow, when the seed will burst to plant, flower and fruit.

For the fruits of tomorrow then, the striving, the effort.
For a world that offers a little more—
a little less of the care, a little more of the joy.

Today, as in the past, our products help to make homes
cleaner, healthier, happier. But today we are also working for...
Tomorrow, when the evergrowing urge for better living
will demand still greater efforts. And we shall be
ready with wider service, new ideas, new products...

Today and Tomorrow...Hindustan Lever serves the home

AD : Hindustan Lever
AG : Lintas
AR : Roy Dalgarno

shopping for the festive season

a mad whirl
that begins and ends with the inevitable visit to handloom house
for handloom fabrics with colours and designs to match
the warmth and gaiety of your hearts!

special festival offer!


- all cotton purchases will get a rebate of 12 np in the rupee.
- slashed prices for a variety of handloom fabrics

handloom house

221, dr. dadabhai navroji road, bombay 1
9, rattan bazar, madras-3

ALL INDIA HANDLOOM FABRICS MARKETING CO-OPERATIVE SOCIETY LTD.
janmabhoomi chambers, fort street, bombay 1

AD : All India Handloom Fabrics Marketing
Co-operative Society
AG : Shilpi Advertising



TRIPLETS!

Another happy event... another addition to the happy Air-India family. From the 7th of October three flights a week to Tokyo... all Super Constellation, with every First Class seat a Slumberette. Continuous Japanese kitchen wait open you.

Fly to Tokyo—any Tuesday, Thursday or Sunday... via Bangkok and Hong Kong. Easy onward connections to Manila and the U.S.A.

NOW! 3 flights a week to Tokyo

AIR-INDIA International

AD : Air India International
AG : J. Walter Thompson

AD : The Assam Oil Company
AG : Grant Advertising
AR : Kalyan Sen

Memoirs of an Elephant—3

"Where on earth
is the oil?"



Unlike rice fields, oil wells cannot be made to repeat their yields. These human beings here in Assam knew that.

When the AOC completed the first oil well they soon started looking out for more wells. Since then the search for new fields has never stopped. These human beings are very persistent. Despite failures in places like Balian, Namchick, Chattrachuttra, Baragolai and many others the search continued. It was not until 1913 that their patience was rewarded—they struck oil at Nahorkatiya (that's where my cousin lives—about 25 miles from Digboi). In the past seven years, 61 wells have been drilled by AOC in this area.

Fortune smiled on the AOC—another strike was made at Moran. About time too! With all the time and money spent on "The Big Search" I was beginning to feel very sorry for them.

Recently I asked one of the AOC chaps why he was looking so cheerful. He told me: "Look at Digboi... look at Nahorkatiya... and at Moran. These are the symbols of our efforts... the symbols of our experience... of our technical development".

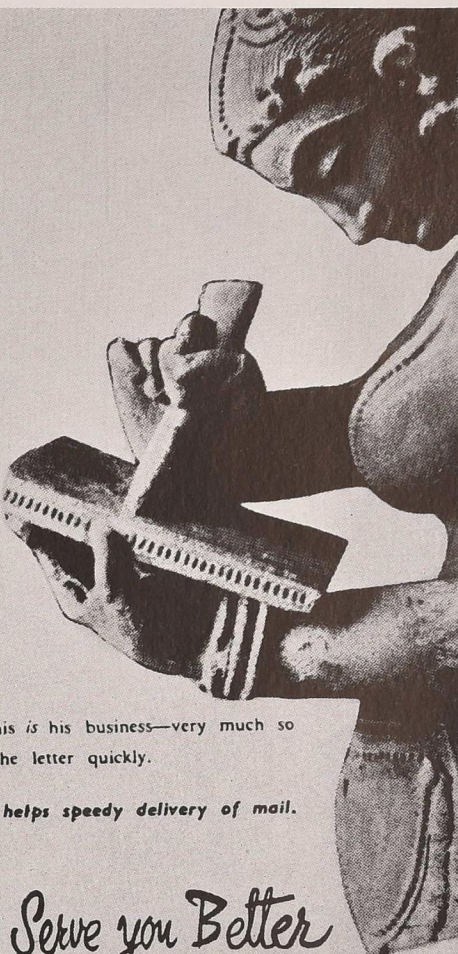
ASSAM OIL

Serves the nation

Inserted by Assam Oil Company Limited

AOC/PT


AD : Posts & Telegraphs Department
AG : Directorate of Advertising & Visual Publicity.



Private...

The letters that you write are strictly private but there is one piece of your writing to which the postman cannot be indifferent. That is the address. This is his business—very much so because he wants to deliver the letter quickly.

Complete and clear address helps speedy delivery of mail.



Help us Serve you Better
POSTS & TELEGRAPHS DEPARTMENT



EVER LOVELY
Kashmir
IS LOVELIEST IN SPRING

Once again the springs sparkle, the waterfalls dance and mountains and meadows become refreshingly young. By April, the Valley blossoms forth in a riot of colours. May brings the full warmth and glory of spring—every vale and glen becomes a floral paradise. The velvety lawns of Shalimar, the camping islets of Panalgam, the extensive woods of Gulmarg and the houseboats in the river and lakes eagerly await your visit.

**EASY TO REACH
BLISSFUL TO STAY
KASHMIR
FOR YOUR
HOLIDAY**

For particulars contact your nearest Tourist Office or write to:

DIRECTOR OF TOURISM
Jammu and Kashmir Government, Srinagar

DA-581472

AD : Director of Tourism, Jammu and Kashmir Government
AG : Directorate of Advertising & Visual Publicity

Both look alike—
but there's a difference!



The difference lies in their names and in their individual personalities—an inherent quality.

And the inherent quality of Jasmine fine fabrics makes their rayon more durable, more washable than others. Technical details in the improved manufacture of Jasmine rayons bring you: an even colour that will not fade; a silky finish which will not wear away; a fabric which remains new even after washing.

Ask for Jasmine rayons by name. These are available in a wide range of colour, design and weave.

 **JASMINE fine fabrics**
for all the year round and round-the-clock wear!

Jasmine MILLS PRIVATE LIMITED, KALBADEVI, BOMBAY-2

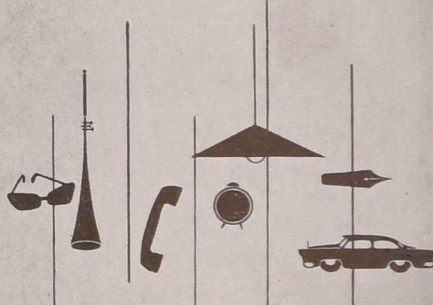
EVEREST

AD : Jasmine Mills
AG : Everest Advertising

brass in the machine age

There are very few industries today which do not employ brass at some stage of production. Aluminium and copper complete the trio of essential industrial metals.

Devidayals have been supplying these metals—in sheets, strips, circles and coils—to the manufacturers of cars, bicycles, clocks, spectacles, telephones, electric goods, fountain pen nibs, etc. for quite some time now. The perfection of the final product has vindicated the quality of Devidayal metals.

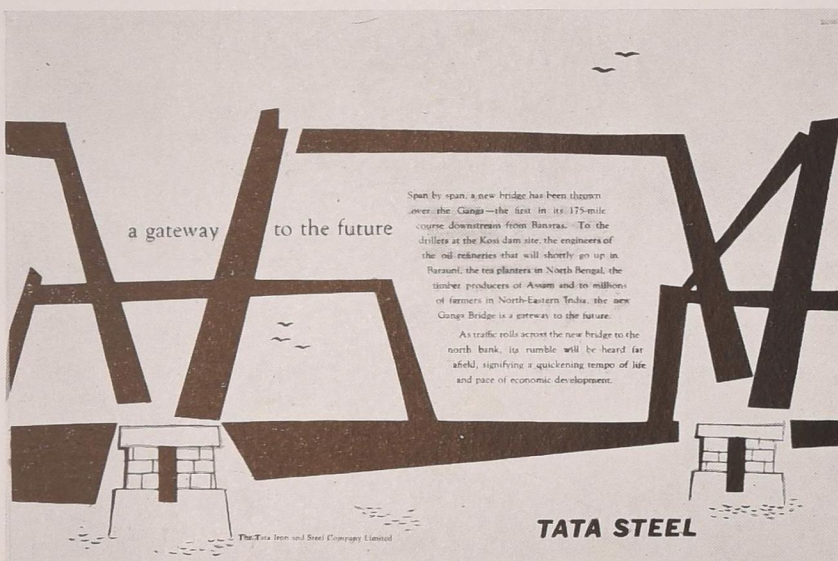


For your needs in metals contact
DEVIDAYAL METAL INDUSTRIES PRIVATE LTD
Darakhana, Rcy Road, Bombay 10

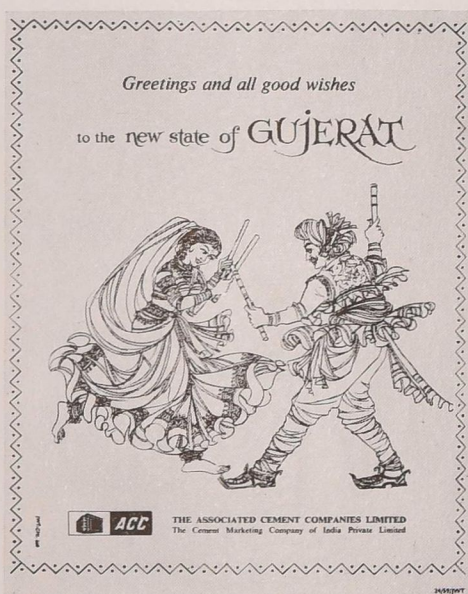
AD : Devidayal Metal Industries
AG : Shilpi Advertising
AR : G. S. Gavaskar



AD : Department of Tourism
AG : Directorate of Advertising & Visual Publicity

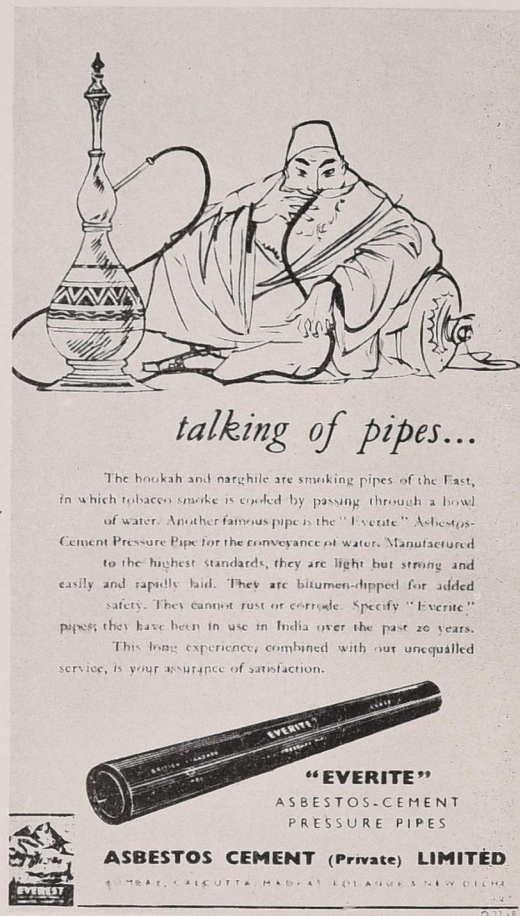


AD : The Tata Iron & Steel Co.
AG : J. Walter Thompson

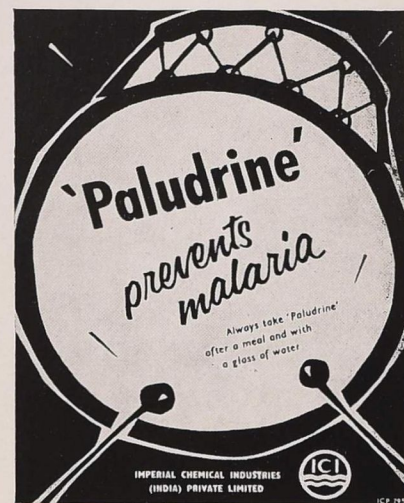


AD : The Cement Marketing Co. of India
AG : J. Walter Thompson

AD : Asbestos Cement
AG : L. A. Stronachs



AD : Imperial Chemical Industries
AG : J. Walter Thompson



DUMEX medicines

for the people

Ad : Dumex
Ag : J. Walter Thompson



Hirakud Smelter more than doubles India's aluminium production

Today Dr. Harekrishna Mahapatra, Chief Minister of Orissa, inaugurates Indian Aluminium Company's new smelter at Hirakud, the largest aluminium smelter in India. Built with the assistance—in the form of technical advice and the provision of foreign exchange resources—of the Company's Canadian shareholder, Aluminium Limited, the smelter has an



initial production capacity of 10,000 tons of aluminium ingot per annum. The Company is actively pursuing plans to expand the smelter to 20,000 tons annual capacity, and construction of the additional capacity is expected to be taken in hand as soon as arrangements with the Orissa Government for the increased electric power requirements have been made.

This is a great day for us because, at one stroke, the Hirakud smelter more than doubles India's production of the metal, and contributes to strengthening the foundations of the country's economy. May it serve our countrymen, creating new opportunities for them, and providing more aluminium for a variety of new applications.

Indian Aluminium Company Limited



Well only a well can tell!

ASSAM OIL
Serves the nation

Ad : The Assam Oil Company
Ag : Grant Advertising
Ar : Kalyan Sen

It's easier with an 'EVEREADY' torch!

UNION CARBIDE INDIA LIMITED

Ad : Union Carbide
Ag : J. Walter Thompson

stop
malaria
with
'Paludrine'

Always take 'Paludrine' after a meal
and with a glass of water


ICI
IMPERIAL CHEMICAL INDUSTRIES (INDIA) PRIVATE LIMITED

Ad : Imperial Chemical Industries
Ag : J. Walter Thompson

EASTMAN Motion Picture Film*
negative and positive both answer
in the positive!

When the million rupee question is whether your film will be a success, EASTMAN Motion Picture Film negative and positive both answer in the positive. And with good reason! Sparkling pictures, faithful sound recording and long projection life—all provide the right answers to your production problems!

The answer is in the NEGATIVE—and in the POSITIVE, too!



Kodak Limited
(Incorporated in England with Limited Liability)
Bombay • Calcutta • Delhi • Madras

* EASTMAN Motion Picture Film
is made by Kodak Limited.

Ad : Kodak
Ag : J. Walter Thompson



Inside this maze of pipes and tanks flows precious oil, for the nation's homes, transport and industry.

Overcome this problem by painting with a Goodlass NEROLAC paint—most penetrating, strongest and most durable—ideal for all oil and chemical applications.

Referring to oil in India, New Goodlass NEROLAC has twenty-five years' experience in the oil industry. It is a variety of technical and decorative oils, and products. And each year GOODGLASS NEROLAC's technical laboratories are producing better, stronger, more durable.

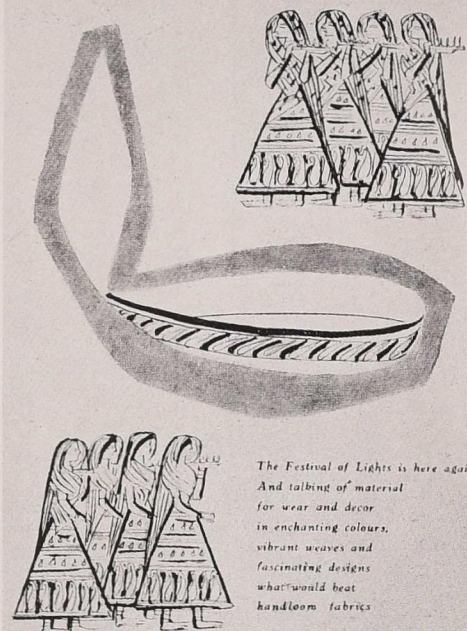
GOODGLASS NEROLAC—the Paint Specialists—offer a variety of products, each one specially manufactured to provide the best protection for every type of industry.

Goodlass NEROLAC Paints Private Ltd.
Fortress Building, N. C. Road, Bombay 1
India's leading manufacturers of industrial paints and coatings.

Goodlass NEROLAC Paints

Ad : Goodlass Nerolac Paints
Ag : J. Walter Thompson

Dress up for Diwali



The Festival of Lights is here again. And talking of material for wear and decor in enchanting colours, vibrant weaves and fascinating designs what would beat handloom fabrics.

SPECIAL REBATE ON SALES UPTO NOVEMBER 15, '58. 12 NP. PER RUPEE

Handloom FABRICS

ALL INDIA HANDLOOM BOARD
Shanti Bhag House, Wicket Road, Bombay

Ad : All India Handloom Board
Ag : Directorate of Advertising & Visual Publicity

Greetings from India!

Larsen & Toubro Limited
congratulate
Dansk Samvirke
on its 40th Jubilee
and wish it even
greater success in the years ahead.

IN SERVICE  LET SUCCESS

Larsen & Toubro Limited
ENGINEERS
P.O. Box 276, Bombay 1
Also at:
Calcutta, Madras, Delhi, Bangalore, Coimbatore
In its operations with:
Larsen & Toubro (Pakistan) Limited
P.O. Box 496, Karachi
Engineering & Construction Company Limited
P.O. Box 14, Calcutta



Ad : Larsen & Toubro
Ag : J. Walter Thompson

Ad : The Metal Box Co. of India
Ag : J. Walter Thompson

Picked in April . . .

what will this mango taste like in December?



Mango segments preserved in 'open-top' cans taste just as delicious in December as in April—months after the luscious, ripe fruit is picked. This is an example of how special containers can ease time. Equally effectively they shorten distances; 'open-top' cans today carry Malabar prawns to the Punjab, Nagpur oranges to the South.

Scientific packaging enables efficient distribution of goods, finds new markets for them. And, by helping to consolidate these markets, scientific packaging generates the necessary incentive for still greater production. That is why modern packaging occupies a position of vital importance in India's expanding economy.

The designing and manufacture of functional packages—efficient and attractive—is the business of The Metal Box Company of India Ltd. who in 25 years have become

India's largest manufacturers of containers and closures. Metal Box closures and containers today carry consumer goods made by over a thousand manufacturers—goods that once might have rotted, perished or not been produced at all—to millions of consumers who spend Rs. 100 crores buying them.

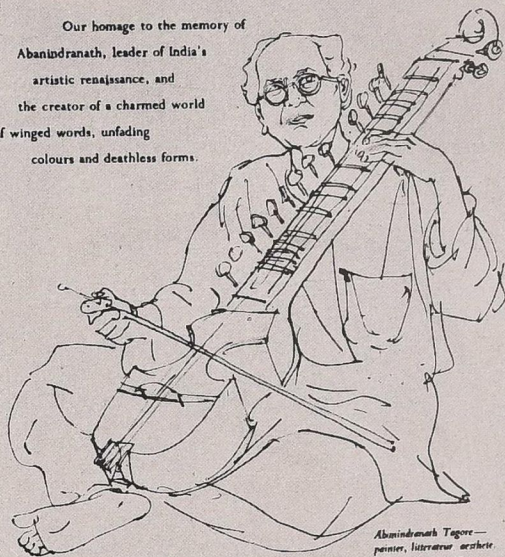
As India's economy expands rapidly, an increasingly greater, more complex burden will have to be borne by the packaging industry. As leaders in the field, Metal Box are ready to meet this challenge of the future with all their resources and all their experience.



The Metal Box Company of India Ltd
Barlow House, 59C Chowringhee, Calcutta
Factories and Sales Offices at:
CALCUTTA • BOMBAY • MADRAS • DELHI • MANGALORE

Homage to Abanindranath

Our homage to the memory of
Abanindranath, leader of India's
artistic renaissance, and
the creator of a charmed world
of winged words, unfading
colours and deathless forms.



Abanindranath Tagore—
pioneer, literary artist
1871—1951

THE TATA IRON AND STEEL COMPANY LIMITED

TN 3111

AD : The Tata Iron & Steel Co.
AG : J. Walter Thompson



A
proverb
disproved!

They say, "Cut your coat
according to your cloth", yet the
coat might shrink out of fit if
the cloth is not marked
'Sanforized'. To make sure that
your clothes never shrink out
of shape—even after repeated
washings—look for the label
'Sanforized' on every yard of
cotton cloth you buy or on
ready-made garments.

Look for



on the label

and your clothes will never shrink out of fit!

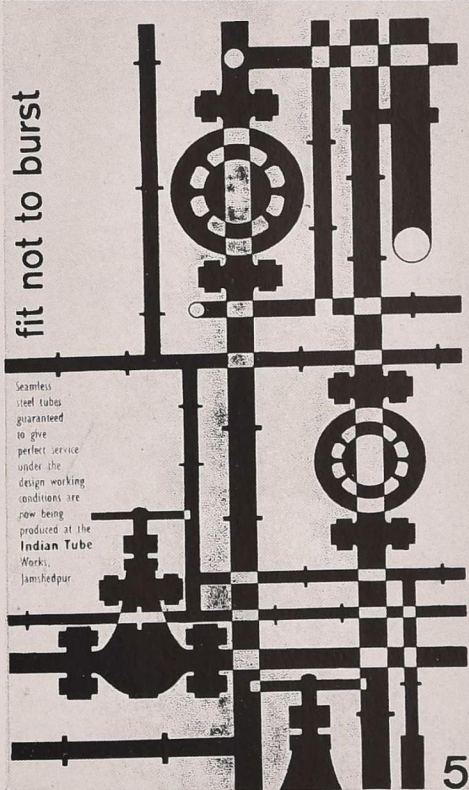
Issued by Cluett, Peabody & Co. Inc., Incorporated in the U.S.A.
with limited liability; proprietors of the Registered Trade Mark
'Sanforized'. The use of the trade mark 'Sanforized' is permitted only
on fabrics that meet this Company's rigid anti-shrinkage requirements.

For information: 'Sanforized' Service, 95, Marine Drive, Bombay-2

AD : Cluett Peabody & Co.
AG : Everest Advertising

fit not to burst

Seamless
steel tubes
guaranteed
to give
perfect service
under the
design working
conditions are
now being
produced at the
Indian Tube
Works,
Jamshedpur.



5

AD : Indian Tube Works
AG : Clarion Advertising Services

Be light-hearted —
Light a *PR*



Priced
Right

70 nP for 10
Rs. 3.60 for 50



PR 3713

THE IMPERIAL TOBACCO COMPANY OF INDIA LTD.

AD : The Imperial
Tobacco Co.
AG : J. Walter
Thompson

Beau of the beach...

You're on the crest of your popularity when you go gay in a Liberty Bush-shirt. It's so very much sea-side worthy!

Liberty offer you Bush-shirts of taste, whatever your preference - gaily-striped handshakes, bold-colour checks, subdued designs or conservative shades - so that you're free and easy among the best dressed!

Visit your nearest Liberty dealer today!

Gentlemen prefer **liberty** REGD.

LIBERTY Bush-shirts from Rs 9.50

Associated Apparels Private Limited, 14/15, 17/18, 19/20, 21/22, 23/24, 25/26, 27/28, 29/30, 31/32, 33/34, 35/36, 37/38, 39/40, 41/42, 43/44, 45/46, 47/48, 49/50, 51/52, 53/54, 55/56, 57/58, 59/60, 61/62, 63/64, 65/66, 67/68, 69/70, 71/72, 73/74, 75/76, 77/78, 79/80, 81/82, 83/84, 85/86, 87/88, 89/90, 91/92, 93/94, 95/96, 97/98, 99/100, 101/102, 103/104, 105/106, 107/108, 109/110, 111/112, 113/114, 115/116, 117/118, 119/120, 121/122, 123/124, 125/126, 127/128, 129/130, 131/132, 133/134, 135/136, 137/138, 139/140, 141/142, 143/144, 145/146, 147/148, 149/150, 151/152, 153/154, 155/156, 157/158, 159/160, 161/162, 163/164, 165/166, 167/168, 169/170, 171/172, 173/174, 175/176, 177/178, 179/180, 181/182, 183/184, 185/186, 187/188, 189/190, 191/192, 193/194, 195/196, 197/198, 199/200, 201/202, 203/204, 205/206, 207/208, 209/210, 211/212, 213/214, 215/216, 217/218, 219/220, 221/222, 223/224, 225/226, 227/228, 229/230, 231/232, 233/234, 235/236, 237/238, 239/240, 241/242, 243/244, 245/246, 247/248, 249/250, 251/252, 253/254, 255/256, 257/258, 259/260, 261/262, 263/264, 265/266, 267/268, 269/270, 271/272, 273/274, 275/276, 277/278, 279/280, 281/282, 283/284, 285/286, 287/288, 289/290, 291/292, 293/294, 295/296, 297/298, 299/300, 301/302, 303/304, 305/306, 307/308, 309/310, 311/312, 313/314, 315/316, 317/318, 319/320, 321/322, 323/324, 325/326, 327/328, 329/330, 331/332, 333/334, 335/336, 337/338, 339/340, 341/342, 343/344, 345/346, 347/348, 349/350, 351/352, 353/354, 355/356, 357/358, 359/360, 361/362, 363/364, 365/366, 367/368, 369/370, 371/372, 373/374, 375/376, 377/378, 379/380, 381/382, 383/384, 385/386, 387/388, 389/390, 391/392, 393/394, 395/396, 397/398, 399/400, 401/402, 403/404, 405/406, 407/408, 409/410, 411/412, 413/414, 415/416, 417/418, 419/420, 421/422, 423/424, 425/426, 427/428, 429/430, 431/432, 433/434, 435/436, 437/438, 439/440, 441/442, 443/444, 445/446, 447/448, 449/450, 451/452, 453/454, 455/456, 457/458, 459/460, 461/462, 463/464, 465/466, 467/468, 469/470, 471/472, 473/474, 475/476, 477/478, 479/480, 481/482, 483/484, 485/486, 487/488, 489/490, 491/492, 493/494, 495/496, 497/498, 499/500, 501/502, 503/504, 505/506, 507/508, 509/510, 511/512, 513/514, 515/516, 517/518, 519/520, 521/522, 523/524, 525/526, 527/528, 529/530, 531/532, 533/534, 535/536, 537/538, 539/540, 541/542, 543/544, 545/546, 547/548, 549/550, 551/552, 553/554, 555/556, 557/558, 559/560, 561/562, 563/564, 565/566, 567/568, 569/570, 571/572, 573/574, 575/576, 577/578, 579/580, 581/582, 583/584, 585/586, 587/588, 589/590, 591/592, 593/594, 595/596, 597/598, 599/600, 601/602, 603/604, 605/606, 607/608, 609/610, 611/612, 613/614, 615/616, 617/618, 619/620, 621/622, 623/624, 625/626, 627/628, 629/630, 631/632, 633/634, 635/636, 637/638, 639/640, 641/642, 643/644, 645/646, 647/648, 649/650, 651/652, 653/654, 655/656, 657/658, 659/660, 661/662, 663/664, 665/666, 667/668, 669/670, 671/672, 673/674, 675/676, 677/678, 679/680, 681/682, 683/684, 685/686, 687/688, 689/690, 691/692, 693/694, 695/696, 697/698, 699/700, 701/702, 703/704, 705/706, 707/708, 709/710, 711/712, 713/714, 715/716, 717/718, 719/720, 721/722, 723/724, 725/726, 727/728, 729/730, 731/732, 733/734, 735/736, 737/738, 739/740, 741/742, 743/744, 745/746, 747/748, 749/750, 751/752, 753/754, 755/756, 757/758, 759/760, 761/762, 763/764, 765/766, 767/768, 769/770, 771/772, 773/774, 775/776, 777/778, 779/780, 781/782, 783/784, 785/786, 787/788, 789/790, 791/792, 793/794, 795/796, 797/798, 799/800, 801/802, 803/804, 805/806, 807/808, 809/810, 811/812, 813/814, 815/816, 817/818, 819/820, 821/822, 823/824, 825/826, 827/828, 829/830, 831/832, 833/834, 835/836, 837/838, 839/840, 841/842, 843/844, 845/846, 847/848, 849/850, 851/852, 853/854, 855/856, 857/858, 859/860, 861/862, 863/864, 865/866, 867/868, 869/870, 871/872, 873/874, 875/876, 877/878, 879/880, 881/882, 883/884, 885/886, 887/888, 889/890, 891/892, 893/894, 895/896, 897/898, 899/900, 901/902, 903/904, 905/906, 907/908, 909/910, 911/912, 913/914, 915/916, 917/918, 919/920, 921/922, 923/924, 925/926, 927/928, 929/930, 931/932, 933/934, 935/936, 937/938, 939/940, 941/942, 943/944, 945/946, 947/948, 949/950, 951/952, 953/954, 955/956, 957/958, 959/960, 961/962, 963/964, 965/966, 967/968, 969/970, 971/972, 973/974, 975/976, 977/978, 979/980, 981/982, 983/984, 985/986, 987/988, 989/990, 991/992, 993/994, 995/996, 997/998, 999/1000, 1001/1002, 1003/1004, 1005/1006, 1007/1008, 1009/1010, 1011/1012, 1013/1014, 1015/1016, 1017/1018, 1019/1020, 1021/1022, 1023/1024, 1025/1026, 1027/1028, 1029/1030, 1031/1032, 1033/1034, 1035/1036, 1037/1038, 1039/1040, 1041/1042, 1043/1044, 1045/1046, 1047/1048, 1049/1050, 1051/1052, 1053/1054, 1055/1056, 1057/1058, 1059/1060, 1061/1062, 1063/1064, 1065/1066, 1067/1068, 1069/1070, 1071/1072, 1073/1074, 1075/1076, 1077/1078, 1079/1080, 1081/1082, 1083/1084, 1085/1086, 1087/1088, 1089/1090, 1091/1092, 1093/1094, 1095/1096, 1097/1098, 1099/1100, 1101/1102, 1103/1104, 1105/1106, 1107/1108, 1109/1110, 1111/1112, 1113/1114, 1115/1116, 1117/1118, 1119/1120, 1121/1122, 1123/1124, 1125/1126, 1127/1128, 1129/1130, 1131/1132, 1133/1134, 1135/1136, 1137/1138, 1139/1140, 1141/1142, 1143/1144, 1145/1146, 1147/1148, 1149/1150, 1151/1152, 1153/1154, 1155/1156, 1157/1158, 1159/1160, 1161/1162, 1163/1164, 1165/1166, 1167/1168, 1169/1170, 1171/1172, 1173/1174, 1175/1176, 1177/1178, 1179/1180, 1181/1182, 1183/1184, 1185/1186, 1187/1188, 1189/1190, 1191/1192, 1193/1194, 1195/1196, 1197/1198, 1199/1200, 1201/1202, 1203/1204, 1205/1206, 1207/1208, 1209/1210, 1211/1212, 1213/1214, 1215/1216, 1217/1218, 1219/1220, 1221/1222, 1223/1224, 1225/1226, 1227/1228, 1229/1230, 1231/1232, 1233/1234, 1235/1236, 1237/1238, 1239/1240, 1241/1242, 1243/1244, 1245/1246, 1247/1248, 1249/1250, 1251/1252, 1253/1254, 1255/1256, 1257/1258, 1259/1260, 1261/1262, 1263/1264, 1265/1266, 1267/1268, 1269/1270, 1271/1272, 1273/1274, 1275/1276, 1277/1278, 1279/1280, 1281/1282, 1283/1284, 1285/1286, 1287/1288, 1289/1290, 1291/1292, 1293/1294, 1295/1296, 1297/1298, 1299/1300, 1301/1302, 1303/1304, 1305/1306, 1307/1308, 1309/1310, 1311/1312, 1313/1314, 1315/1316, 1317/1318, 1319/1320, 1321/1322, 1323/1324, 1325/1326, 1327/1328, 1329/1330, 1331/1332, 1333/1334, 1335/1336, 1337/1338, 1339/1340, 1341/1342, 1343/1344, 1345/1346, 1347/1348, 1349/1350, 1351/1352, 1353/1354, 1355/1356, 1357/1358, 1359/1360, 1361/1362, 1363/1364, 1365/1366, 1367/1368, 1369/1370, 1371/1372, 1373/1374, 1375/1376, 1377/1378, 1379/1380, 1381/1382, 1383/1384, 1385/1386, 1387/1388, 1389/1390, 1391/1392, 1393/1394, 1395/1396, 1397/1398, 1399/1400, 1401/1402, 1403/1404, 1405/1406, 1407/1408, 1409/1410, 1411/1412, 1413/1414, 1415/1416, 1417/1418, 1419/1420, 1421/1422, 1423/1424, 1425/1426, 1427/1428, 1429/1430, 1431/1432, 1433/1434, 1435/1436, 1437/1438, 1439/1440, 1441/1442, 1443/1444, 1445/1446, 1447/1448, 1449/1450, 1451/1452, 1453/1454, 1455/1456, 1457/1458, 1459/1460, 1461/1462, 1463/1464, 1465/1466, 1467/1468, 1469/1470, 1471/1472, 1473/1474, 1475/1476, 1477/1478, 1479/1480, 1481/1482, 1483/1484, 1485/1486, 1487/1488, 1489/1490, 1491/1492, 1493/1494, 1495/1496, 1497/1498, 1499/1500, 1501/1502, 1503/1504, 1505/1506, 1507/1508, 1509/1510, 1511/1512, 1513/1514, 1515/1516, 1517/1518, 1519/1520, 1521/1522, 1523/1524, 1525/1526, 1527/1528, 1529/1530, 1531/1532, 1533/1534, 1535/1536, 1537/1538, 1539/1540, 1541/1542, 1543/1544, 1545/1546, 1547/1548, 1549/1550, 1551/1552, 1553/1554, 1555/1556, 1557/1558, 1559/1560, 1561/1562, 1563/1564, 1565/1566, 1567/1568, 1569/1570, 1571/1572, 1573/1574, 1575/1576, 1577/1578, 1579/1580, 1581/1582, 1583/1584, 1585/1586, 1587/1588, 1589/1590, 1591/1592, 1593/1594, 1595/1596, 1597/1598, 1599/1600, 1601/1602, 1603/1604, 1605/1606, 1607/1608, 1609/1610, 1611/1612, 1613/1614, 1615/1616, 1617/1618, 1619/1620, 1621/1622, 1623/1624, 1625/1626, 1627/1628, 1629/1630, 1631/1632, 1633/1634, 1635/1636, 1637/1638, 1639/1640, 1641/1642, 1643/1644, 1645/1646, 1647/1648, 1649/1650, 1651/1652, 1653/1654, 1655/1656, 1657/1658, 1659/1660, 1661/1662, 1663/1664, 1665/1666, 1667/1668, 1669/1670, 1671/1672, 1673/1674, 1675/1676, 1677/1678, 1679/1680, 1681/1682, 1683/1684, 1685/1686, 1687/1688, 1689/1690, 1691/1692, 1693/1694, 1695/1696, 1697/1698, 1699/1700, 1701/1702, 1703/1704, 1705/1706, 1707/1708, 1709/1710, 1711/1712, 1713/1714, 1715/1716, 1717/1718, 1719/1720, 1721/1722, 1723/1724, 1725/1726, 1727/1728, 1729/1730, 1731/1732, 1733/1734, 1735/1736, 1737/1738, 1739/1740, 1741/1742, 1743/1744, 1745/1746, 1747/1748, 1749/1750, 1751/1752, 1753/1754, 1755/1756, 1757/1758, 1759/1760, 1761/1762, 1763/1764, 1765/1766, 1767/1768, 1769/1770, 1771/1772, 1773/1774, 1775/1776, 1777/1778, 1779/1780, 1781/1782, 1783/1784, 1785/1786, 1787/1788, 1789/1790, 1791/1792, 1793/1794, 1795/1796, 1797/1798, 1799/1800, 1801/1802, 1803/1804, 1805/1806, 1807/1808, 1809/1810, 1811/1812, 1813/1814, 1815/1816, 1817/1818, 1819/1820, 1821/1822, 1823/1824, 1825/1826, 1827/1828, 1829/1830, 1831/1832, 1833/1834, 1835/1836, 1837/1838, 1839/1840, 1841/1842, 1843/1844, 1845/1846, 1847/1848, 1849/1850, 1851/1852, 1853/1854, 1855/1856, 1857/1858, 1859/1860, 1861/1862, 1863/1864, 1865/1866, 1867/1868, 1869/1870, 1871/1872, 1873/1874, 1875/1876, 1877/1878, 1879/1880, 1881/1882, 1883/1884, 1885/1886, 1887/1888, 1889/1890, 1891/1892, 1893/1894, 1895/1896, 1897/1898, 1899/1900, 1901/1902, 1903/1904, 1905/1906, 1907/1908, 1909/1910, 1911/1912, 1913/1914, 1915/1916, 1917/1918, 1919/1920, 1921/1922, 1923/1924, 1925/1926, 1927/1928, 1929/1930, 1931/1932, 1933/1934, 1935/1936, 1937/1938, 1939/1940, 1941/1942, 1943/1944, 1945/1946, 1947/1948, 1949/1950, 1951/1952, 1953/1954, 1955/1956, 1957/1958, 1959/1960, 1961/1962, 1963/1964, 1965/1966, 1967/1968, 1969/1970, 1971/1972, 1973/1974, 1975/1976, 1977/1978, 1979/1980, 1981/1982, 1983/1984, 1985/1986, 1987/1988, 1989/1990, 1991/1992, 1993/1994, 1995/1996, 1997/1998, 1999/2000, 2001/2002, 2003/2004, 2005/2006, 2007/2008, 2009/2010, 2011/2012, 2013/2014, 2015/2016, 2017/2018, 2019/2020, 2021/2022, 2023/2024, 2025/2026, 2027/2028, 2029/2030, 2031/2032, 2033/2034, 2035/2036, 2037/2038, 2039/2040, 2041/2042, 2043/2044, 2045/2046, 2047/2048, 2049/2050, 2051/2052, 2053/2054, 2055/2056, 2057/2058, 2059/2060, 2061/2062, 2063/2064, 2065/2066, 2067/2068, 2069/2070, 2071/2072, 2073/2074, 2075/2076, 2077/2078, 2079/2080, 2081/2082, 2083/2084, 2085/2086, 2087/2088, 2089/2090, 2091/2092, 2093/2094, 2095/2096, 2097/2098, 2099/2100, 2101/2102, 2103/2104, 2105/2106, 2107/2108, 2109/2110, 2111/2112, 2113/2114, 2115/2116, 2117/2118, 2119/2120, 2121/2122, 2123/2124, 2125/2126, 2127/2128, 2129/2130, 2131/2132, 2133/2134, 2135/2136, 2137/2138, 2139/2140, 2141/2142, 2143/2144, 2145/2146, 2147/2148, 2149/2150, 2151/2152, 2153/2154, 2155/2156, 2157/2158, 2159/2160, 2161/2162, 2163/2164, 2165/2166, 2167/2168, 2169/2170, 2171/2172, 2173/2174, 2175/2176, 2177/2178, 2179/2180, 2181/2182, 2183/2184, 2185/2186, 2187/2188, 2189/2190, 2191/2192, 2193/2194, 2195/2196, 2197/2198, 2199/2200, 2201/2202, 2203/2204, 2205/2206, 2207/2208, 2209/2210, 2211/2212, 2213/2214, 2215/2216, 2217/2218, 2219/2220, 2221/2222, 2223/2224, 2225/2226, 2227/2228, 2229/2230, 2231/2232, 2233/2234, 2235/2236, 2237/2238, 2239/2240, 2241/2242, 2243/2244, 2245/2246, 2247/2248, 2249/2250, 2251/2252, 2253/2254, 2255/2256, 2257/2258, 2259/2260, 2261/2262, 2263/2264, 2265/2266, 2267/2268, 2269/2270, 2271/2272, 2273/2274, 2275/2276, 2277/2278, 2279/2280, 2281/2282, 2283/2284, 2285/2286, 2287/2288, 2289/2290, 2291/2292, 2293/2294, 2295/2296, 2297/2298, 2299/2300, 2301/2302, 2303/2304, 2305/2306, 2307/2308, 2309/2310, 2311/2312, 2313/2314, 2315/2316, 2317/2318, 2319/2320, 2321/2322, 2323/2324, 2325/2326, 2327/2328, 2329/2330, 2331/2332, 2333/2334, 2335/2336, 2337/2338, 2339/2340, 2341/2342, 2343/2344, 2345/2346, 2347/2348, 2349/2350, 2351/2352, 2353/2354, 2355/2356, 2357/2358, 2359/2360, 2361/2362, 2363/2364, 2365/2366, 2367/2368, 2369/2370, 2371/2372, 2373/2374, 2375/2376, 2377/2378, 2379/2380, 2381/2382, 2383/2384, 2385/2386, 2387/2388, 2389/2390, 2391/2392, 2393/2394, 2395/2396, 2397/2398, 2399/2400, 2401/2402, 2403/2404, 2405/2406, 2407/2408, 2409/2410, 2411/2412, 2413/2414, 2415/2416, 2417/2418, 241

To Know INDIA See *India*

However much
you have travelled,
there is still so
much to see and
experience in this
vast land of varied
attractions



**DEPARTMENT
OF TOURISM**
MINISTRY OF TRANSPORT
& COMMUNICATIONS, NEW DELHI

**GOVERNMENT OF INDIA
TOURIST OFFICES IN**

New York San Francisco London
Paris Melbourne Colombo
Frankfurt Bombay Calcutta
Delhi Madras Agra Aurangabad
Banaras Bangalore Bhopal
Cuttack Darjeeling Jaipur



AD : The Dunlop
Rubber Co.
AG : Clarion Adver-
tising Services
AR : S. Guha

AD : Department of
Tourism
AG : Directorate of
Advertising &
Visual Publicity

"If sleeping on Dunlopillo means
she's going to sleep
through my feeding time, then
Mummy ought to be
made to sleep on an ordinary
mattress, though I don't
suppose she can do without a
Dunlopillo any more
than I can do without my feed!"

Dunlopillo
is another name
for comfort
in the home

(2) SUNDAY
CLASSIFIED ADVERTISEMENTS
BIRTHS
TO AIR-INDIA at the
Maharaja's Maternity
Home at Santa Cruz—
the bonniest baby you
ever saw!
Weight: 311,000 lbs.
Father and Child doing
fine—around 600 miles
an hour.

AD : Air India Inter-
national
AG : J. Walter
Thompson

They all say... **We love HAMAM**

Soft, smooth lather...
Sheds on the skin...
Refreshes as it cleans...
HAMAM is so nice and fragrant to use
Lasts and lasts...
It's so economical!

all the family love HAMAM

Feel fresh and fragrant with
HAMAM
...last longer!

IT'S A TATA PRODUCT—SO YOU KNOW IT'S GOOD

AD : Tata Oil Mills Co.
AG : Bomas

From experience comes faith...

SQUIBB

Let's build her baby's future... to guard him from childhood
heart... to save him from the troubles we all must suffer... what
mother does not have this wish?

But motherly wisdom is all, for this cannot be. Only hard-earned
experience with medicine from A.C. Squibb's Baby's Own... can
the kindly... The child's greatest need is to have his mother's
knowledge gained for him... it will be his best friend.

It will help him to hold his breath... the lines of
stress... beyond the surface of history... and to judge them
for their honest worth.

The priceless ingredient of every product is the honour and integrity of its maker

SARABHAI CHEMICALS

AD : Sarabhai Chemicals
AG : Shilpi Advertising
AR : N. F. Pavri

Plan your Drawing Room the K-PLAN way!

**KHIRA 'K-plan' furniture
helps you furnish your home
easily, economically, elegantly**

**K-PLAN
FURNITURE**
—its three
salient features

1. Economical
2. Durable
3. Stylish

KHIRA —The House for Quality

Partnership Scheme & Discount Scheme...
KHIRA Furniture Co. Ltd., 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100, 102, 104, 106, 108, 110, 112, 114, 116, 118, 120, 122, 124, 126, 128, 130, 132, 134, 136, 138, 140, 142, 144, 146, 148, 150, 152, 154, 156, 158, 160, 162, 164, 166, 168, 170, 172, 174, 176, 178, 180, 182, 184, 186, 188, 190, 192, 194, 196, 198, 200, 202, 204, 206, 208, 210, 212, 214, 216, 218, 220, 222, 224, 226, 228, 230, 232, 234, 236, 238, 240, 242, 244, 246, 248, 250, 252, 254, 256, 258, 260, 262, 264, 266, 268, 270, 272, 274, 276, 278, 280, 282, 284, 286, 288, 290, 292, 294, 296, 298, 300, 302, 304, 306, 308, 310, 312, 314, 316, 318, 320, 322, 324, 326, 328, 330, 332, 334, 336, 338, 340, 342, 344, 346, 348, 350, 352, 354, 356, 358, 360, 362, 364, 366, 368, 370, 372, 374, 376, 378, 380, 382, 384, 386, 388, 390, 392, 394, 396, 398, 400, 402, 404, 406, 408, 410, 412, 414, 416, 418, 420, 422, 424, 426, 428, 430, 432, 434, 436, 438, 440, 442, 444, 446, 448, 450, 452, 454, 456, 458, 460, 462, 464, 466, 468, 470, 472, 474, 476, 478, 480, 482, 484, 486, 488, 490, 492, 494, 496, 498, 500, 502, 504, 506, 508, 510, 512, 514, 516, 518, 520, 522, 524, 526, 528, 530, 532, 534, 536, 538, 540, 542, 544, 546, 548, 550, 552, 554, 556, 558, 560, 562, 564, 566, 568, 570, 572, 574, 576, 578, 580, 582, 584, 586, 588, 590, 592, 594, 596, 598, 600, 602, 604, 606, 608, 610, 612, 614, 616, 618, 620, 622, 624, 626, 628, 630, 632, 634, 636, 638, 640, 642, 644, 646, 648, 650, 652, 654, 656, 658, 660, 662, 664, 666, 668, 670, 672, 674, 676, 678, 680, 682, 684, 686, 688, 690, 692, 694, 696, 698, 700, 702, 704, 706, 708, 710, 712, 714, 716, 718, 720, 722, 724, 726, 728, 730, 732, 734, 736, 738, 740, 742, 744, 746, 748, 750, 752, 754, 756, 758, 760, 762, 764, 766, 768, 770, 772, 774, 776, 778, 780, 782, 784, 786, 788, 790, 792, 794, 796, 798, 800, 802, 804, 806, 808, 810, 812, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 834, 836, 838, 840, 842, 844, 846, 848, 850, 852, 854, 856, 858, 860, 862, 864, 866, 868, 870, 872, 874, 876, 878, 880, 882, 884, 886, 888, 890, 892, 894, 896, 898, 900, 902, 904, 906, 908, 910, 912, 914, 916, 918, 920, 922, 924, 926, 928, 930, 932, 934, 936, 938, 940, 942, 944, 946, 948, 950, 952, 954, 956, 958, 960, 962, 964, 966, 968, 970, 972, 974, 976, 978, 980, 982, 984, 986, 988, 990, 992, 994, 996, 998, 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 1196, 1198, 1200, 1202, 1204, 1206, 1208, 1210, 1212, 1214, 1216, 1218, 1220, 1222, 1224, 1226, 1228, 1230, 1232, 1234, 1236, 1238, 1240, 1242, 1244, 1246, 1248, 1250, 1252, 1254, 1256, 1258, 1260, 1262, 1264, 1266, 1268, 1270, 1272, 1274, 1276, 1278, 1280, 1282, 1284, 1286, 1288, 1290, 1292, 1294, 1296, 1298, 1300, 1302, 1304, 1306, 1308, 1310, 1312, 1314, 1316, 1318, 1320, 1322, 1324, 1326, 1328, 1330, 1332, 1334, 1336, 1338, 1340, 1342, 1344, 1346, 1348, 1350, 1352, 1354, 1356, 1358, 1360, 1362, 1364, 1366, 1368, 1370, 1372, 1374, 1376, 1378, 1380, 1382, 1384, 1386, 1388, 1390, 1392, 1394, 1396, 1398, 1400, 1402, 1404, 1406, 1408, 1410, 1412, 1414, 1416, 1418, 1420, 1422, 1424, 1426, 1428, 1430, 1432, 1434, 1436, 1438, 1440, 1442, 1444, 1446, 1448, 1450, 1452, 1454, 1456, 1458, 1460, 1462, 1464, 1466, 1468, 1470, 1472, 1474, 1476, 1478, 1480, 1482, 1484, 1486, 1488, 1490, 1492, 1494, 1496, 1498, 1500, 1502, 1504, 1506, 1508, 1510, 1512, 1514, 1516, 1518, 1520, 1522, 1524, 1526, 1528, 1530, 1532, 1534, 1536, 1538, 1540, 1542, 1544, 1546, 1548, 1550, 1552, 1554, 1556, 1558, 1560, 1562, 1564, 1566, 1568, 1570, 1572, 1574, 1576, 1578, 1580, 1582, 1584, 1586, 1588, 1590, 1592, 1594, 1596, 1598, 1600, 1602, 1604, 1606, 1608, 1610, 1612, 1614, 1616, 1618, 1620, 1622, 1624, 1626, 1628, 1630, 1632, 1634, 1636, 1638, 1640, 1642, 1644, 1646, 1648, 1650, 1652, 1654, 1656, 1658, 1660, 1662, 1664, 1666, 1668, 1670, 1672, 1674, 1676, 1678, 1680, 1682, 1684, 1686, 1688, 1690, 1692, 1694, 1696, 1698, 1700, 1702, 1704, 1706, 1708, 1710, 1712, 1714, 1716, 1718, 1720, 1722, 1724, 1726, 1728, 1730, 1732, 1734, 1736, 1738, 1740, 1742, 1744, 1746, 1748, 1750, 1752, 1754, 1756, 1758, 1760, 1762, 1764, 1766, 1768, 1770, 1772, 1774, 1776, 1778, 1780, 1782, 1784, 1786, 1788, 1790, 1792, 1794, 1796, 1798, 1800, 1802, 1804, 1806, 1808, 1810, 1812, 1814, 1816, 1818, 1820, 1822, 1824, 1826, 1828, 1830, 1832, 1834, 1836, 1838, 1840, 1842, 1844, 1846, 1848, 1850, 1852, 1854, 1856, 1858, 1860, 1862, 1864, 1866, 1868, 1870, 1872, 1874, 1876, 1878, 1880, 1882, 1884, 1886, 1888, 1890, 1892, 1894, 1896, 1898, 1900, 1902, 1904, 1906, 1908, 1910, 1912, 1914, 1916, 1918, 1920, 1922, 1924, 1926, 1928, 1930, 1932, 1934, 1936, 1938, 1940, 1942, 1944, 1946, 1948, 1950, 1952, 1954, 1956, 1958, 1960, 1962, 1964, 1966, 1968, 1970, 1972, 1974, 1976, 1978, 1980, 1982, 1984, 1986, 1988, 1990, 1992, 1994, 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010, 2012, 2014, 2016, 2018, 2020, 2022, 2024, 2026, 2028, 2030, 2032, 2034, 2036, 2038, 2040, 2042, 2044, 2046, 2048, 2050, 2052, 2054, 2056, 2058, 2060, 2062, 2064, 2066, 2068, 2070, 2072, 2074, 2076, 2078, 2080, 2082, 2084, 2086, 2088, 2090, 2092, 2094, 2096, 2098, 2100, 2102, 2104, 2106, 2108, 2110, 2112, 2114, 2116, 2118, 2120, 2122, 2124, 2126, 2128, 2130, 2132, 2134, 2136, 2138, 2140, 2142, 2144, 2146, 2148, 2150, 2152, 2154, 2156, 2158, 2160, 2162, 2164, 2166, 2168, 2170, 2172, 2174, 2176, 2178, 2180, 2182, 2184, 2186, 2188, 2190, 2192, 2194, 2196, 2198, 2200, 2202, 2204, 2206, 2208, 2210, 2212, 2214, 2216, 2218, 2220, 2222, 2224, 2226, 2228, 2230, 2232, 2234, 2236, 2238, 2240, 2242, 2244, 2246, 2248, 2250, 2252, 2254, 2256, 2258, 2260, 2262, 2264, 2266, 2268, 2270, 2272, 2274, 2276, 2278, 2280, 2282, 2284, 2286, 2288, 2290, 2292, 2294, 2296, 2298, 2300, 2302, 2304, 2306, 2308, 2310, 2312, 2314, 2316, 2318, 2320, 2322, 2324, 2326, 2328, 2330, 2332, 2334, 2336, 2338, 2340, 2342, 2344, 2346, 2348, 2350, 2352, 2354, 2356, 2358, 2360, 2362, 2364, 2366, 2368, 2370, 2372, 2374, 2376, 2378, 2380, 2382, 2384, 2386, 2388, 2390, 2392, 2394, 2396, 2398, 2400, 2402, 2404, 2406, 2408, 2410, 2412, 2414, 2416, 2418, 2420, 2422, 2424, 2426, 2428, 2430, 2432, 2434, 2436, 2438, 2440, 2442, 2444, 2446, 2448, 2450, 2452, 2454, 2456, 2458, 2460, 2462, 2464, 2466, 2468, 2470, 2472, 2474, 2476, 2478, 2480, 2482, 2484, 2486, 2488, 2490, 2492, 2494, 2496, 2498, 2500, 2502, 2504, 2506, 2508, 2510, 2512, 2514, 2516, 2518, 2520, 2522, 2524, 2526, 2528, 2530, 2532, 2534, 2536, 2538, 2540, 2542, 2544, 2546, 2548, 2550, 2552, 2554, 2556, 2558, 2560, 2562, 2564, 2566, 2568, 2570, 2572, 2574, 2576, 2578, 2580, 2582, 2584, 2586, 2588, 2590, 2592, 2594, 2596, 2598, 2600, 2602, 2604, 2606, 2608, 2610, 2612, 2614, 2616, 2618, 2620, 2622, 2624, 2626, 2628, 2630, 2632, 2634, 2636, 2638, 2640, 2642, 2644, 2646, 2648, 2650, 2652, 2654, 2656, 2658, 2660, 2662, 2664, 2666, 2668, 2670, 2672, 2674, 2676, 2678, 2680, 2682, 2684, 2686, 2688, 2690, 2692, 2694, 2696, 2698, 2700, 2702, 2704, 2706, 2708, 2710, 2712, 2714, 2716, 2718, 2720, 2722, 2724, 2726, 2728, 2730, 2732, 2734, 2736, 2738, 2740, 2742, 2744, 2746, 2748, 2750, 2752, 2754, 2756, 2758, 2760, 2762, 2764, 2766, 2768, 2770, 2772, 2774, 2776, 2778, 2780, 2782, 2784, 2786, 2788, 2790, 2792, 2794, 2796, 2798, 2800, 2802, 2804, 2806, 2808, 2810, 2812, 2814, 2816, 2818, 2820, 2822, 2824, 2826, 2828, 2830, 2832, 2834, 2836, 2838, 2840, 2842, 2844, 2846, 2848, 2850, 2852, 2854, 2856, 2858, 2860, 2862, 2864, 2866, 2868, 2870, 2872, 2874, 2876, 2878, 2880, 2882, 2884, 2886, 2888, 2890, 2892, 2894, 2896, 2898, 2900, 2902, 2904, 2906, 2908, 2910, 2912, 2914, 2916, 2918, 2920, 2922, 2924, 2926, 2928, 2930, 2932, 2934, 2936, 2938, 2940, 2942, 2944, 2946, 2948, 2950, 2952, 2954, 2956, 2958, 2960, 2962, 2964, 2966, 2968, 2970, 2972, 2974, 2976, 2978, 2980, 2982, 2984, 2986, 2988, 2990, 2992, 2994, 2996, 2998, 3000, 3002, 3004, 3006, 3008, 3010, 3012, 3014, 3016, 3018, 3020, 3022, 3024, 3026, 3028, 3030, 3032, 3034, 3036, 3038, 3040, 3042, 3044, 3046, 3048, 3050, 3052, 3054, 3056, 3058, 3060, 3062, 3064, 3066, 3068, 3070, 3072, 3074, 3076, 3078, 3080, 3082, 3084, 3086, 3088, 3090, 3092, 3094, 3096, 3098, 3100, 3102, 3104, 3106, 3108, 3110, 3112, 3114, 3116, 3118, 3120, 3122, 3124, 3126, 3128, 3130, 3132, 3134, 3136, 3138, 3140, 3142, 3144, 3146, 3148, 3150, 3152, 3154, 3156, 3158, 3160, 3162, 3164, 3166, 3168, 3170, 3172, 3174, 3176, 3178, 3180, 3182, 3184, 3186, 3188, 3190, 3192, 3194, 3196, 3198, 3200, 3202, 3204, 3206, 3208, 3210, 3212, 3214, 3216, 3218, 3220, 3222, 3224, 3226, 3228, 3230, 3232, 3234, 3236, 3238, 3240, 3242, 3244, 3246, 3248, 3250, 3252, 3254, 3256, 3258, 3260, 3262, 3264, 3266, 3268, 3270, 3272, 3274, 3276, 3278, 3280, 3282, 3284, 3286, 3288, 3290, 3292, 3294, 3296, 3298, 3300, 3302, 3304, 3306, 3308, 3310, 3312, 3314, 3316, 3318, 3320, 3322, 3324, 3326, 3328, 3330, 3332, 3334, 3336, 3338, 3340, 3342, 3344, 3346, 3348, 3350, 3352, 3354, 3356, 3358, 3360, 3362, 3364, 3366, 3368, 3370, 3372, 3374, 3376, 3378, 3380, 3382, 3384, 3386, 3388, 3390, 3392, 3394, 3396, 3398, 3400, 3402, 3404, 3406, 3408, 3410, 3412, 3414, 3416, 3418, 3420, 3422, 3424, 3426, 3428, 3430, 3432, 3434, 3436, 3438, 3440, 3442, 3444, 3446, 3448, 3450, 3452, 3454, 3456, 3458, 3460, 3462, 3464, 3466, 3468, 3470, 3472, 3474, 3476, 3478, 3480, 3482, 3484, 3486, 3488, 3490, 3492, 3494, 3496, 3498, 3500, 3502, 3504, 3506, 3508, 3510, 3512, 3514, 3516, 3518, 3520, 3522, 3524, 3526, 3528, 3530, 3532, 3534, 3536, 3538, 3540, 3542, 3544, 3546, 3548, 3550, 3552, 3554, 3556, 3558, 3560, 3562, 3564, 3566, 3568, 3570, 3572, 3574, 3576, 3578, 3580, 3582, 3584, 3586, 3588, 3590, 3592, 3594, 3596, 3598, 3600, 3602, 3604, 3606, 3608, 3610, 3612, 3614, 3616, 3618, 3620, 3622, 3624, 3626, 3628, 3630, 3632, 3634, 3636, 3638, 3640, 3642, 3644, 3646, 3648, 3650, 3652, 3654, 3656, 3658, 3660, 3662, 3664, 3666, 3668, 3670, 3672, 3674, 3676, 3678, 3680, 3682, 3684, 3686, 3688, 3690, 3692, 3694, 3696, 3698, 3700, 3702, 3704, 3706, 3708, 3710, 3712, 3714, 3716, 3718, 3720, 3722, 3724, 3726, 3728, 3730, 3732, 3734, 3736, 3738, 3740, 3742, 3744, 3746, 3748, 3750, 3752, 3754, 3756, 3758, 3760, 3762

December 16, 1954 J&M A. Advertising, Inc.

All over the world... in everyday practice!

Terramycin

brand of oxytetracycline

Used by thousands of physicians,
in millions of cases

Widely recognized as the most
dependable, most satisfactory
broad-spectrum antibiotic

Effective in:

- Respiratory Tract Infections
- Digestive Tract Infections
- Genitourinary Tract Infections
- Deep-seated and Systemic Infections
- Infections of the bones, joints, soft tissues, and the skin
- Eye and Ear Infections
- Generalized Infections

To meet all needs, Terramycin is supplied in a wide variety of dosage forms.

PRIZER EASTERN CORPORATION
New York, Paterson & Newark
Exclusive Representatives in India
JAYSON PHARMACEUTICALS PRIVATE LTD., Bombay
Sole Agent in
DUMEX PRIVATE LIMITED
Hydro House, Baital, Darjeeling

© Terramycin of Ciba-Geigy & Co., Inc.

Prizer

Sponsor for the World's Well-Being

AD : Mhatre Pen & Plastic Industries
AG : Shilpi Advertising
AR : Sunil Sen

a plato pen
spells out its value
in each word
it writes

plato
for grace in writing

a mhatre product

I told my boss—
over 55 million cups of
Brooke Bond Tea are
drunk in our country
every day

...and I told mine
that quicker delivery
keeps Brooke Bond Tea
garden-fresh

But my boss knows
that more people drink
Brooke Bond Tea
than any other brand!

ENJOY
Brooke Bond
Tea
AT ALL TIMES

Brooke Bond Tea

AD : Brooke Bond
AG : J. Walter Thompson

AD : Dumex
AG : Ajanta Advertising

pause for **energy** with

ROBINSON'S BARLIVITA

1.44 million of others you probably pause for a
drink half way through your morning's
work and again in the afternoon.

The purpose of this "refreshment" is the replacement
of lost energy and much therefore depends on
what you drink.

A cup of Barlivita, the new energizing beverage,
is a delicious way of restoring lost energy.
Barlivita contains calcium phosphate, iron,
chromium, zinc, potassium and other trace elements.
These ingredients will help you return
to work with fresh energy.

Barlivita is an "instant" beverage—
no cooking, no waiting, no special
utensils. All you do is add two or
three spoonfuls to a cup of hot tea,
milk, or water. Barlivita is instantly
refreshing and gives you energy.

**BARLIVITA EVERY DAY
GIVES ENERGY FOR WORK AND PLAY**

AD : Atlantis (East)
AG : The Press Syndicate

DON'T THROW IT AWAY MEND IT WITH

Pliobond

the adhesive which
bonds anything to
anything!

Your crockery, precious vases and other
useful household articles which crash to the floor
need not be thrown away. You can put the pieces
together with PLIOBOND—so easy to use, so versatile
for any kind of material, so strong for permanence.

• Pliobond is now available at all leading stores at Rs. 1.75 per tube.

GOOD YEAR

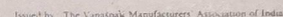
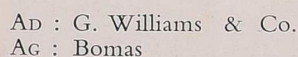
THE GREATEST NAME IN RUBBER

PSCH 8

AD : The Goodyear Tyre & Rubber Co.
AG : The Press Syndicate

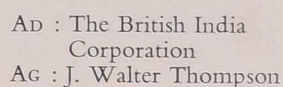


AD : Delhi Blue Art
Pottery
AG : Studio Design
AR : Dilip Chowdhury



AD : The Vanaspati Manufacturers' Association
AG : J. Walter Thompson

AD : The Cement Marketing Co.
of India
AG : J. Walter Thompson



*Progress of
Lighting
in India...*

Many yardsticks are applied to measure progress. We could say with a great deal of truth that the Progress of a Nation is measured by the progress of lighting in the country.


Today with the growing pace of Economic and Social activity there is an ever increasing realisation that without better and yet better lighting there can be no progress. Better Lighting is needed in all walks of life, in Industry and Transport, in Offices and Shops, in Schools and in Homes, in Towns and in Villages. And we of Radio Lamp Works Ltd. are looking forward with enthusiasm at the opportunity we will have in bringing about the revolution of lighting in our country.

Today with the growing pace of Economic and Social activity there is an ever increasing realisation that without better and yet better lighting there can be no progress. Better Lighting is needed in all walks of life, in Industry and Transport, in Offices and Shops, in Schools and in Homes, in Towns and in Villages. And we of Radio Lamp Works Ltd. are looking forward with enthusiasm at the opportunity we will have in bringing about the revolution of lighting in our country.

india builds homes offices factories
to serve the people and to catch up with
the progress of the world

india chooses Lotus Brand Quality Cement to ensure strength and
reliability in construction

Digvijay's **LOTUS** BRAND QUALITY CEMENT

 measures up to the highest specifications of
the Indian Standards Institution

SHRI DIGVIJAY CEMENT CO LTD
RAJASTHAN CONSTRUCTION CO PRIVATE LTD
RAJASTHAN, INDIA

The right to beat one's own drum
and to persuade others to
beat theirs is assuredly
the essence of democracy

Greetings to the First
Indian Advertising
Convention

The Dunlop Rubber Co. (India) Ltd.

DC-518

CP

**POWER
TOOLS
FOR
INDUSTRIAL
INDIA**

Consolidated Pneumatic Tool Company (India) Private Ltd. have pleasure in announcing that their new factory at Madurai, Madras is now in production for the manufacture of a comprehensive range of pneumatic tools and air compressors.

The CP Company are the highest rated in the world as a specialist plant and all the tools must being manufactured in our Madurai Factory are built to the same high standard of design and engineering as the products of CP India's long established overseas branches.

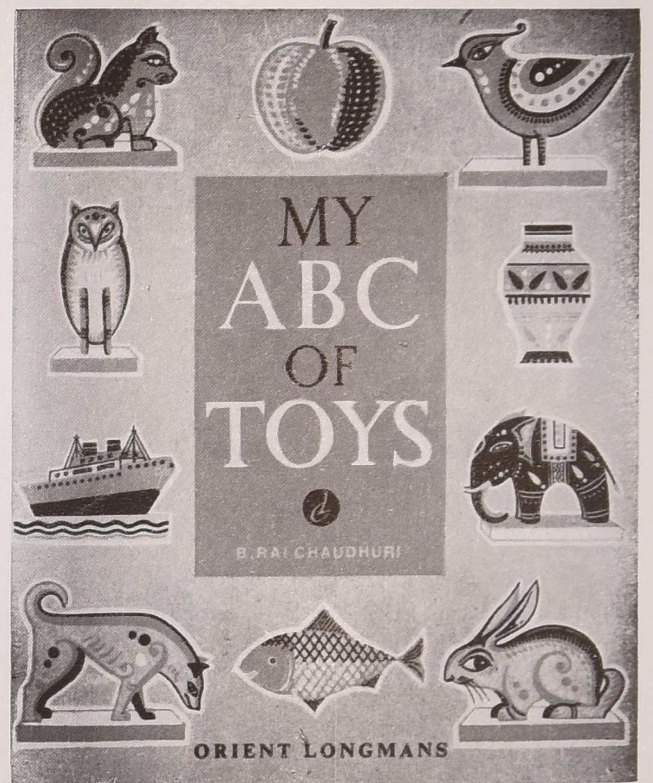
We would welcome an opportunity of sending you full details of the products of this new factory.

Consolidated Pneumatic Tool Co. Ltd.
207-203, Anna Road, Madurai, Madras 44

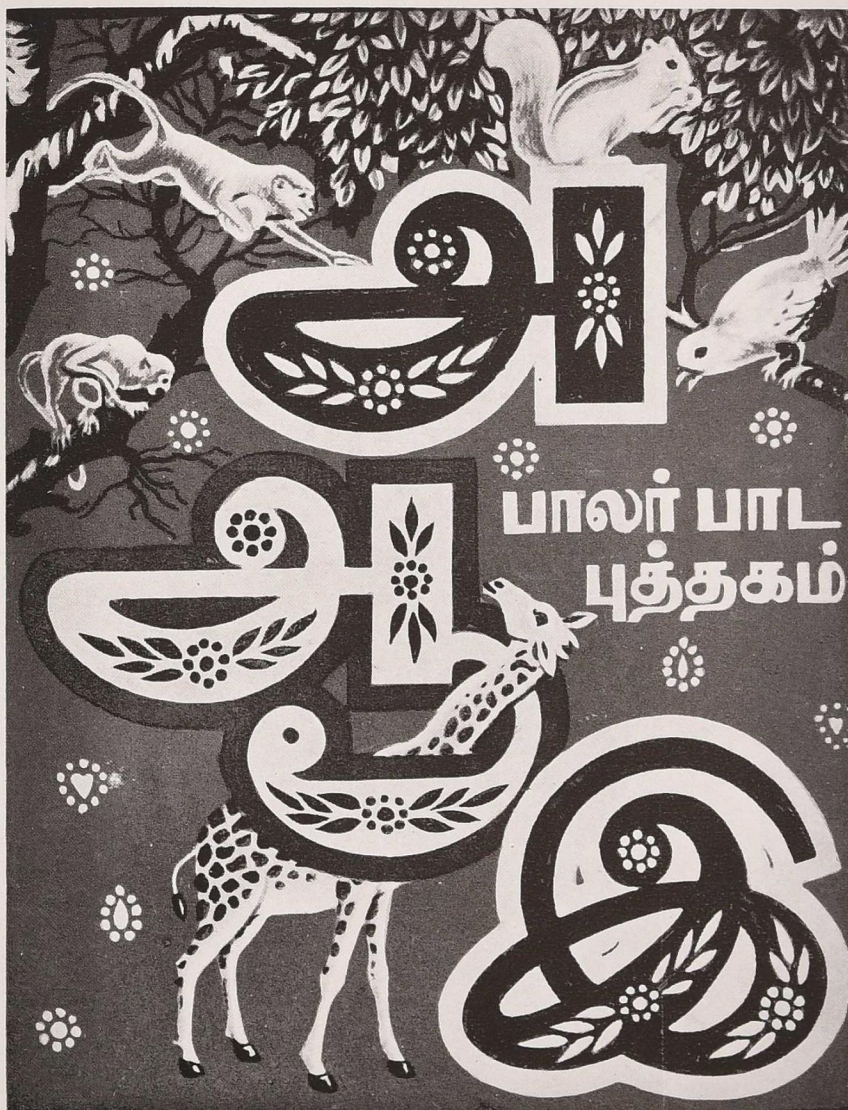
60



Ti : Sonar Putul Hirer Chokh (Bengali)
 PUB : Art Union
 PR : Art Union Printing Works
 Ar : Saila Chakraborty

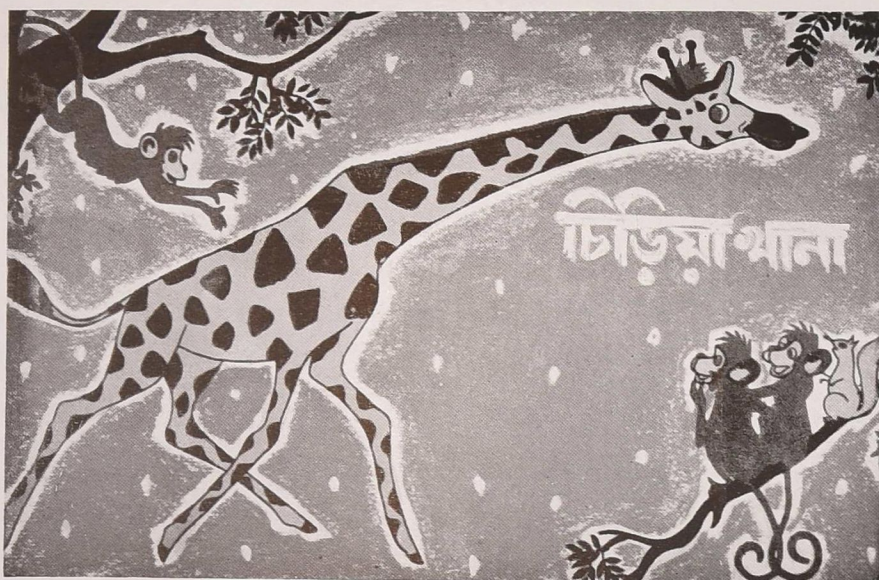


PUB : Orient Longmans
 PR : Chayanika Press



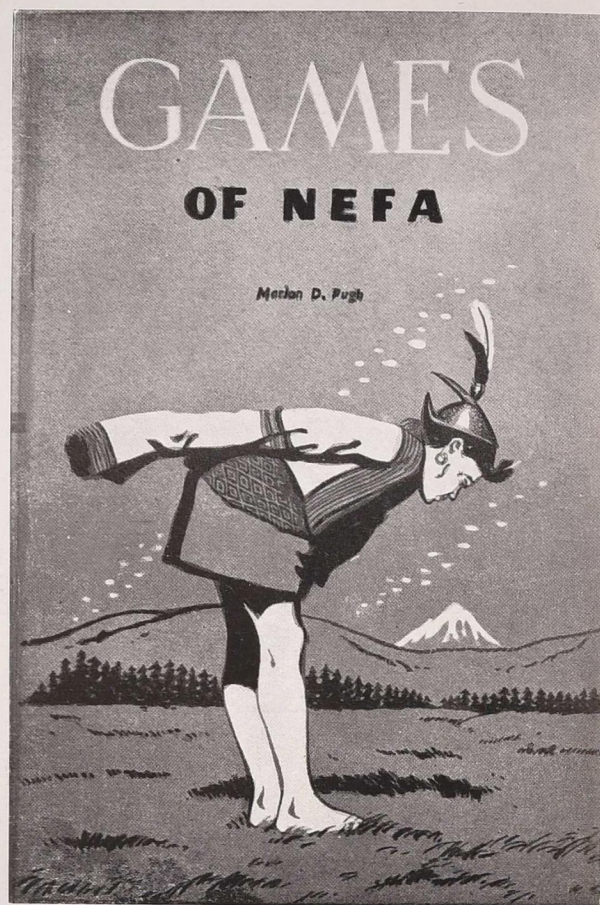
Ti : Alphabetical Book (Tamil)
 PUB
 & : Associated Printers
 PR

CHILDREN'S BOOKS



TI : Chiria Khana (Bengali)
 PUB
 & : Art Union Printing
 PR Works

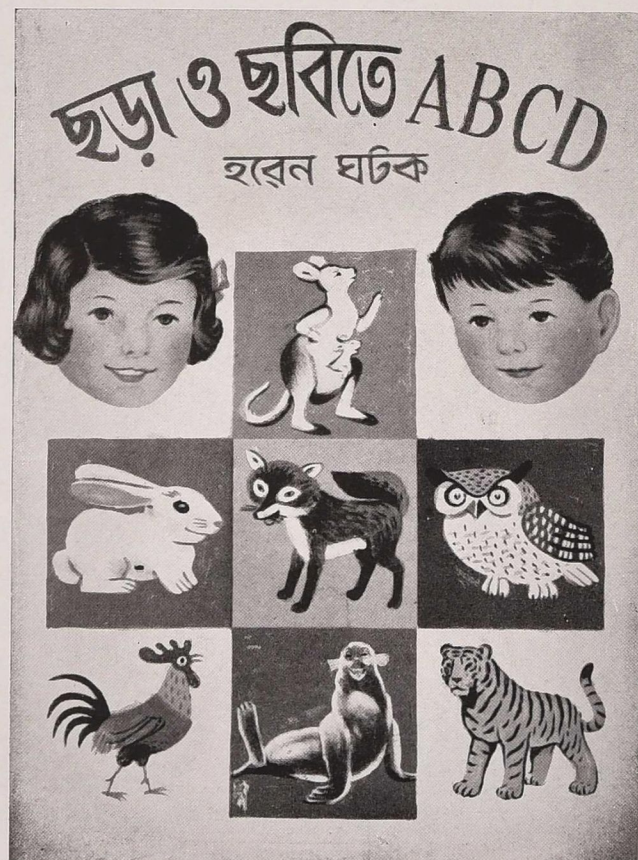
PUB : North-East Frontier
 Agency
 PR : Navana Printing
 Works
 AR : R. Bagchi and U.
 Chakravarty

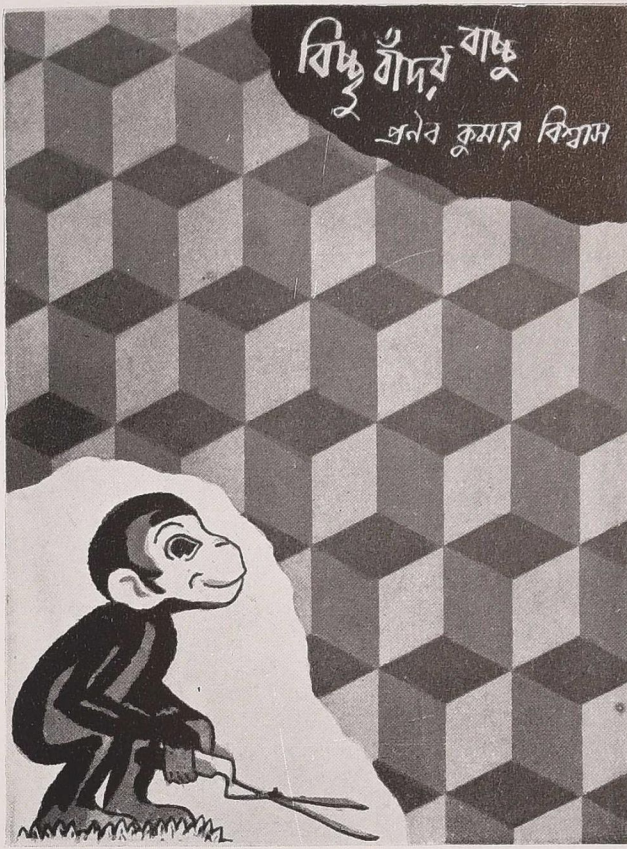


TI : Chara-o-Chabite ABCD (Bengali)
 PUB : Sudhir Banerji
 PR : Imperial Art Cottage
 AR : Sumukh Mitra



TI : Chotader Chada Sanchayan (Bengali)
 PR : Shishu Sahitya Samsad
 PUB : Sree Saraswati Press
 AR : Samar De



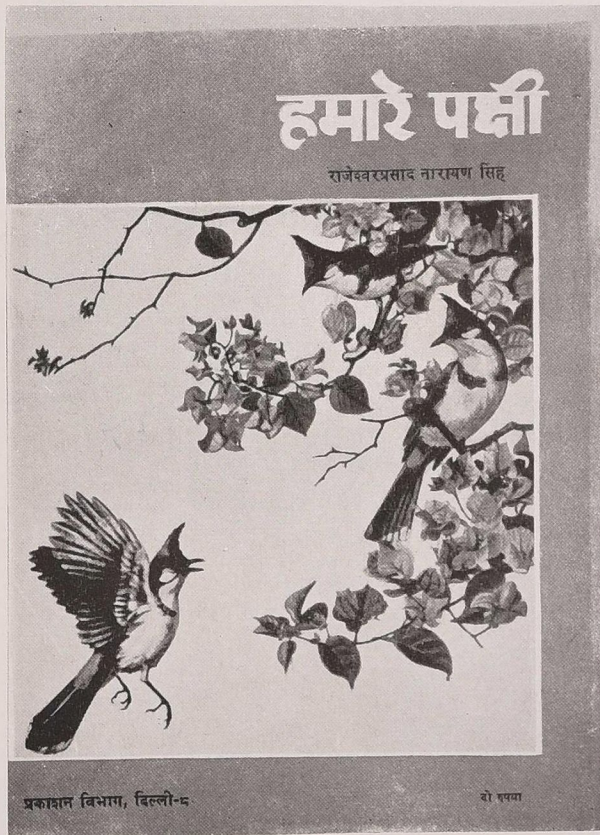


Ti : Bichhu Bandar Bachoo (Bengali)
 PUB : Art Union
 PR : Art Union Printing Works
 AR : Pranab Kumar Biswas
 and Bimal Das



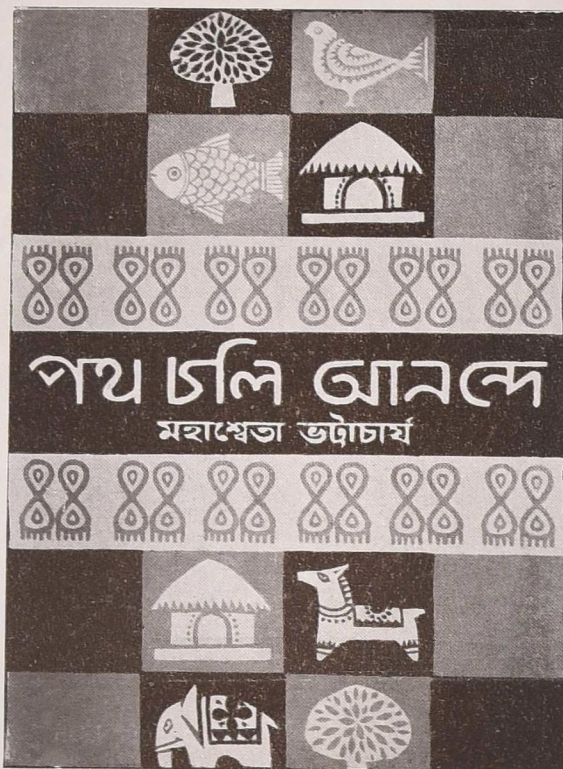
Ti : Evolution of Man
 (Bengali)
 PUB : Chandy Charan Dass
 & Co.
 PR : The Eagle Lithographing Co.
 AR : Sailo Chakraburty

Ti : Akshra Bodhini (Hindi)
 PUB
 & : Associated Printers
 PR

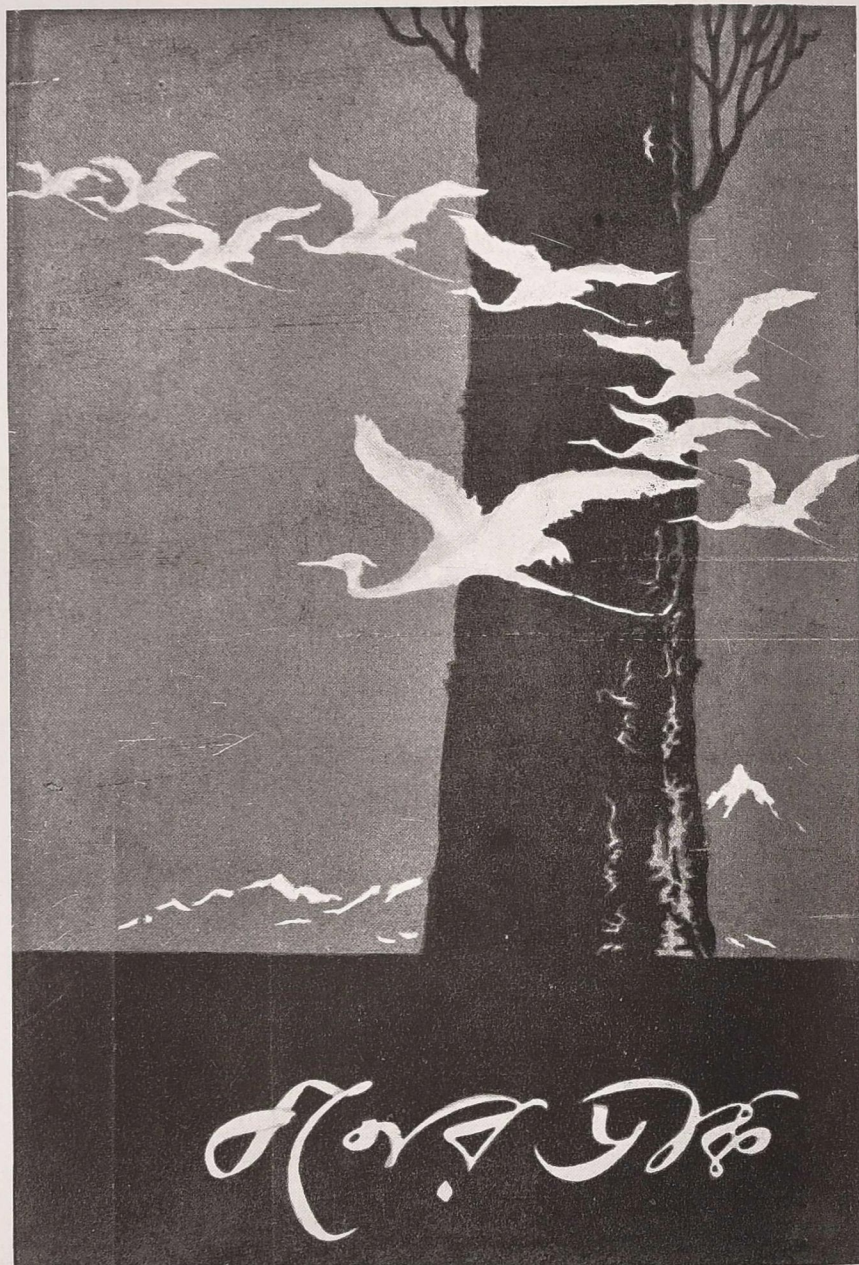


Ti : Hamare Pakshi (Hindi)
 PUB : Publications Division
 PR : Government of India Press

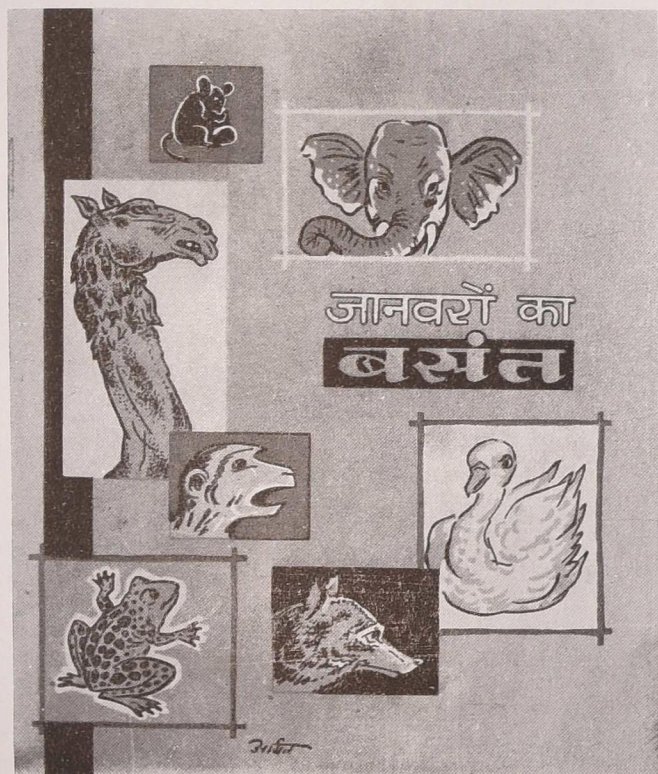




Ti : Path-Chali Anandey (Bengali)
 PUB : Pustak Prakashak
 PR : Sri Gouranga Press
 AR : Purnendu Patri



Ti : Baner Dak (Bengali)
 PUB : Arun Kumar Dey
 AR : Navana Printing Works

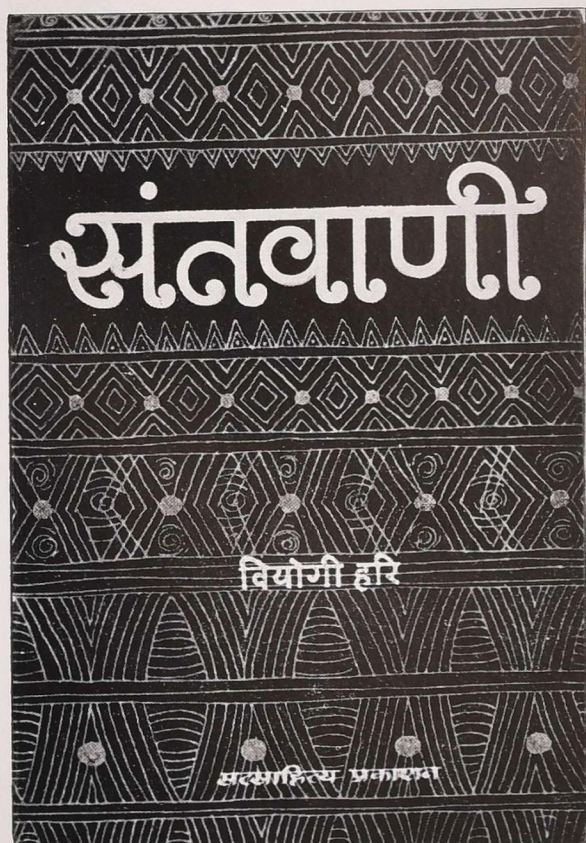


Ti : Spring of Animals (Hindi)
 PUB : Hemkunt Press
 PR : Kesar Kayari Press
 AR : Shiv Murti Singh

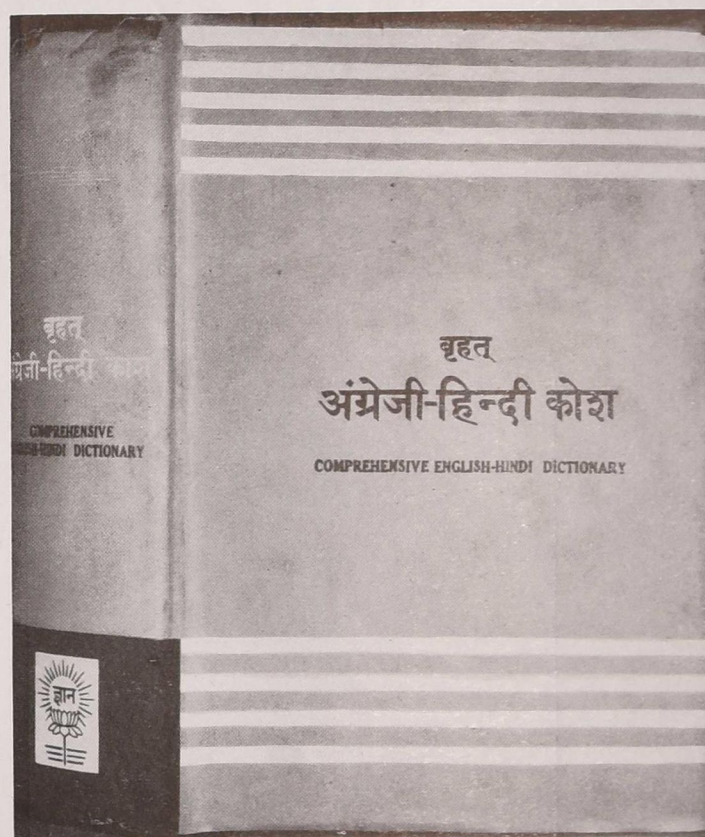
BOOK PRODUCTION— INDIAN LANGUAGES



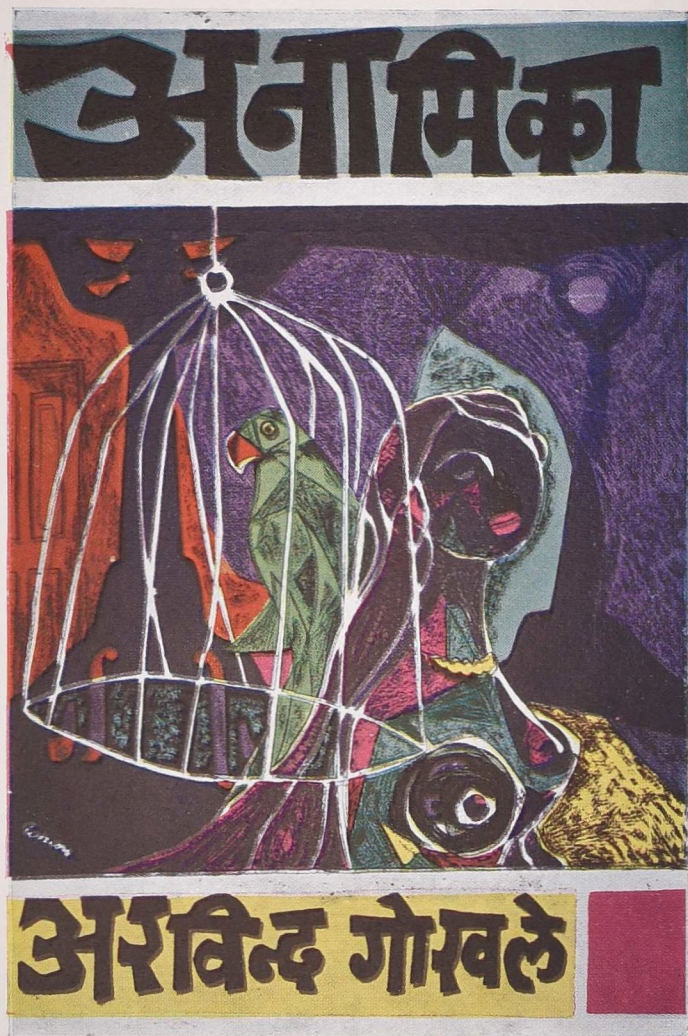
Ti : Premendra Mittr
Srestha Galpa (Bengali)
PUB : Navana
PR : Navana Printing Works



Ti : Sant Vani (Hindi)
PUB : Sasta Sahitya Mandal
PR : National Printing Works



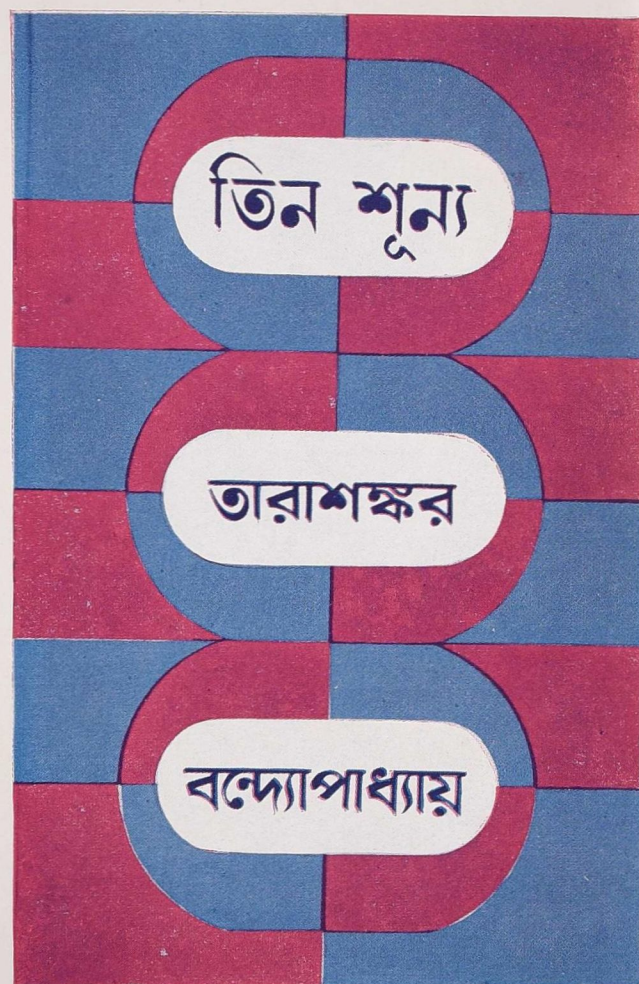
Ti : Brihat Angrezi-
Hindi Kosh (Hindi)
PUB
& : Jnanamandal
PR



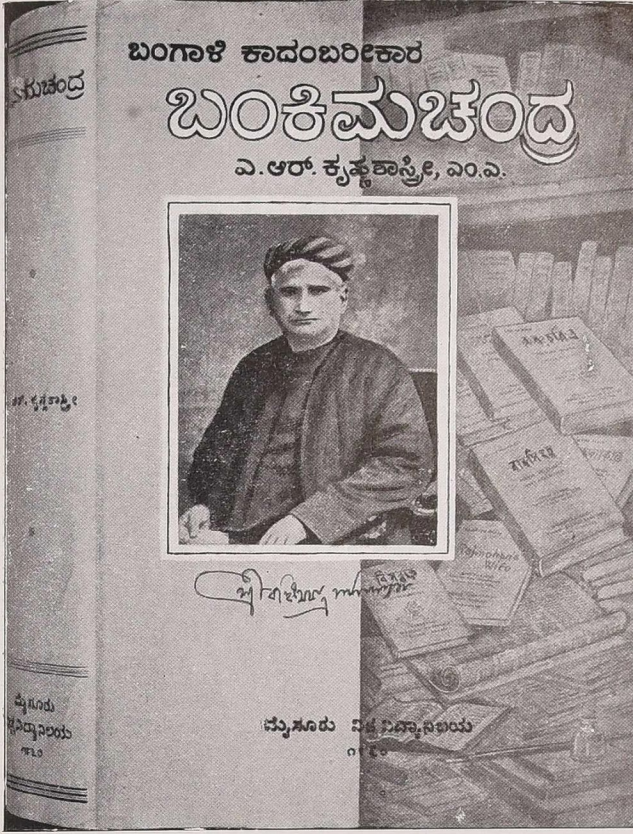
Ti : Anamika (Hindi)
 PUB : Popular Book Depot
 PR : Kanatak Printing Press
 AR : P. S. Gorey



Ti : Agdum Bagdum (Bengali)
 PUB :
 & : Art Union Printing Works
 PR



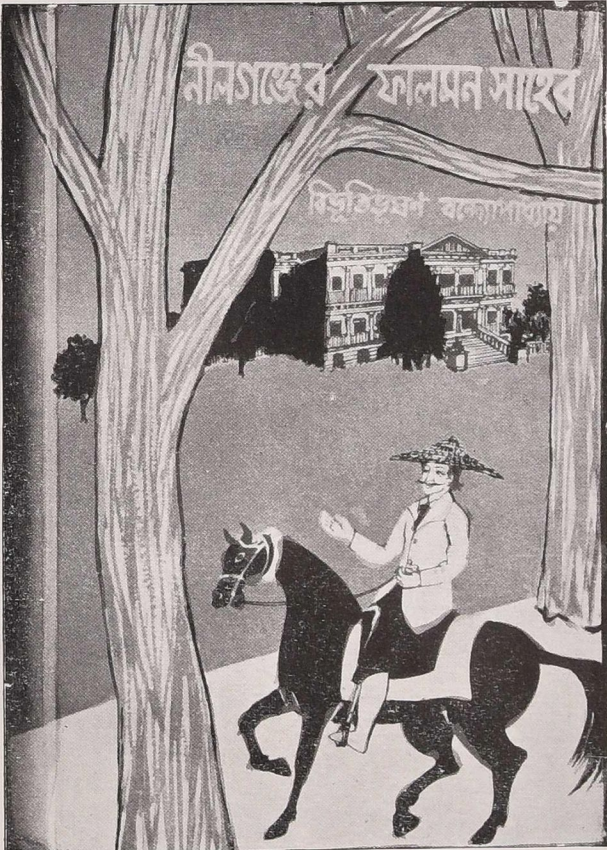
Ti : Tin Sunya (Bengali)
 PUB : Ananda Publishers
 PR : Imperial Art Cottage
 AR : Purnendu Patri



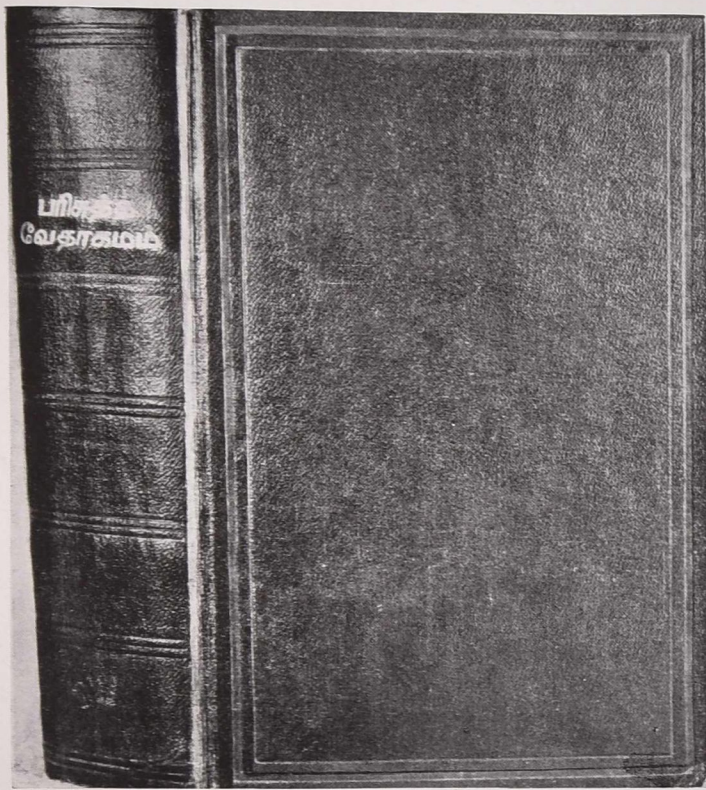
Ti : Bankim Chandra (Kannada)
 PUB : University of Mysore
 PR : B. B. D. Power Press



Ti : Vyapar Shashtra (Hindi)
 PUB
 & : Chitrashala Printing Press
 PR



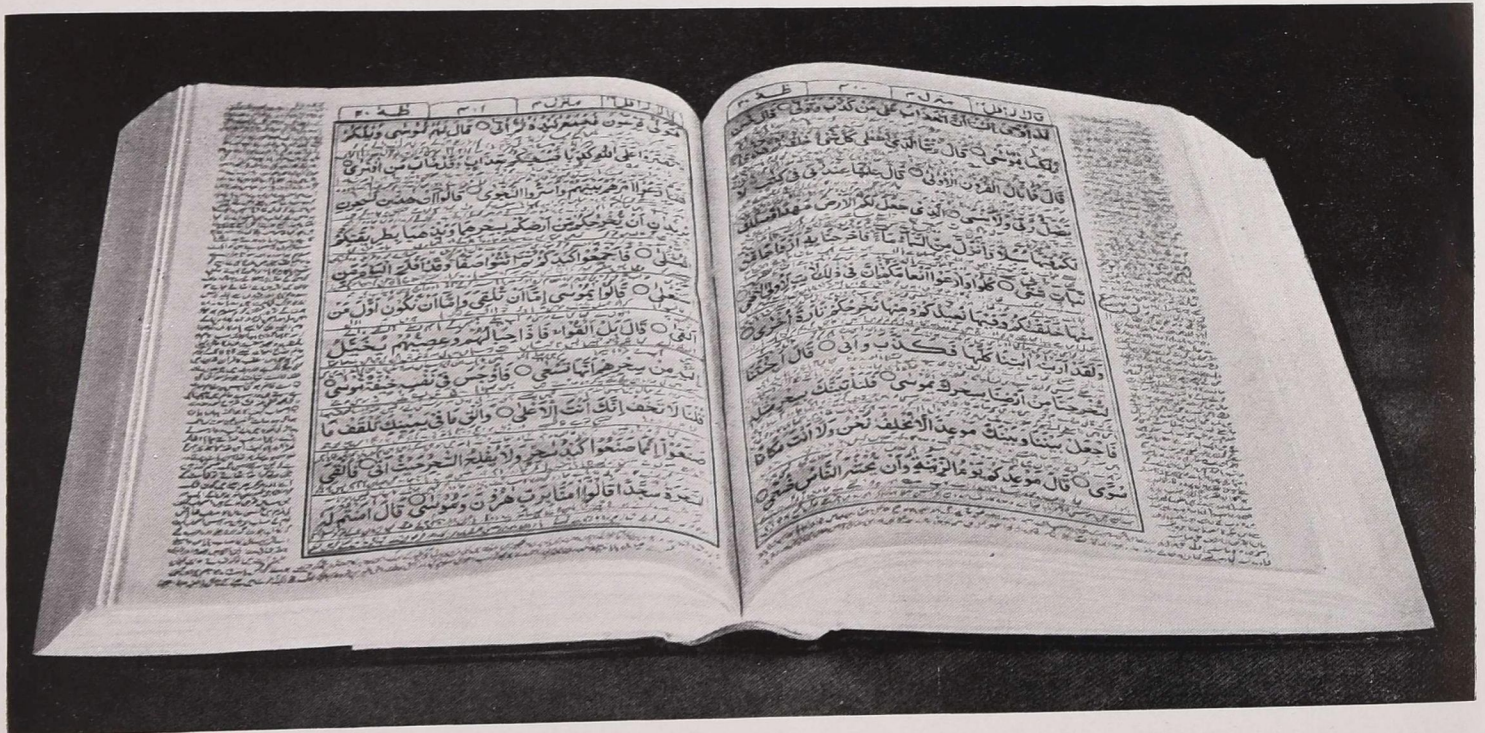
Ti : Nilgonjer Halmon
 Sahib (Bengali)
 PUB : Bibhuti Prakasan
 PR : Sri Gouranga Press



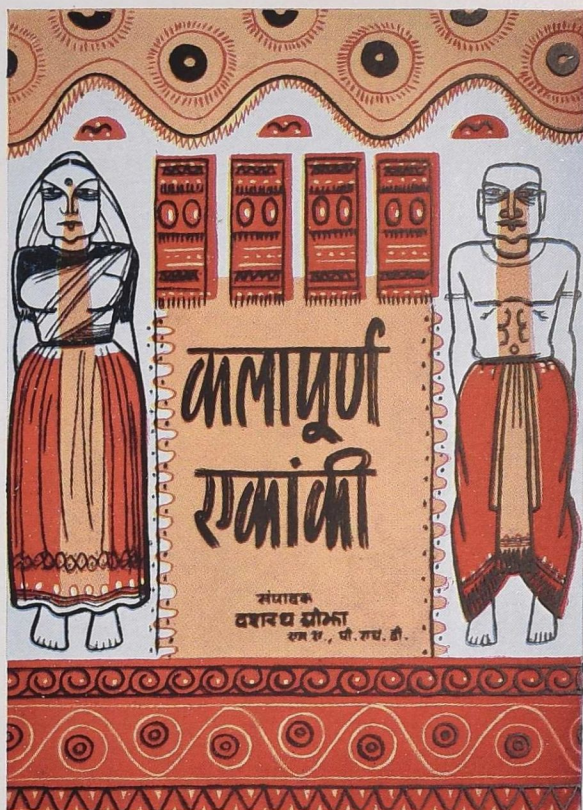
Ti : Parisuddha Vedagmam
(Tamil)
PUB : Bible Society of India & Ceylon
PR : C.L.S. Press.



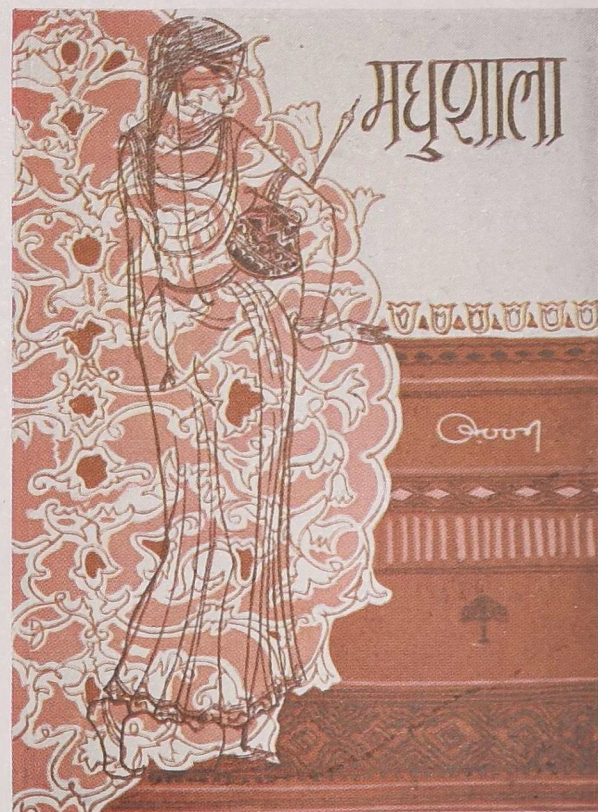
Ti : Hazar Bacharer Premer Kabita (Bengali)
PUB : Nutan Shahitya Bhavan
PR : Tapasi Press



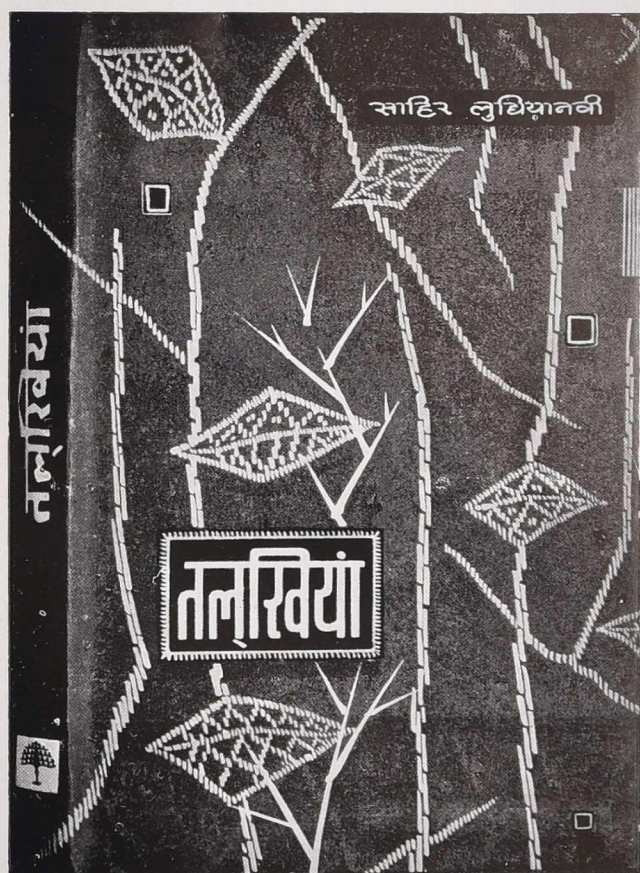
Ti : Quran (Arabic)
PUB & : Taj Art Press
PR



Ti : Kalpurna Ekanki (Hindi)
 PUB : Rajpal & Sons
 PR : Yugantar Press
 AR : Associated Artists



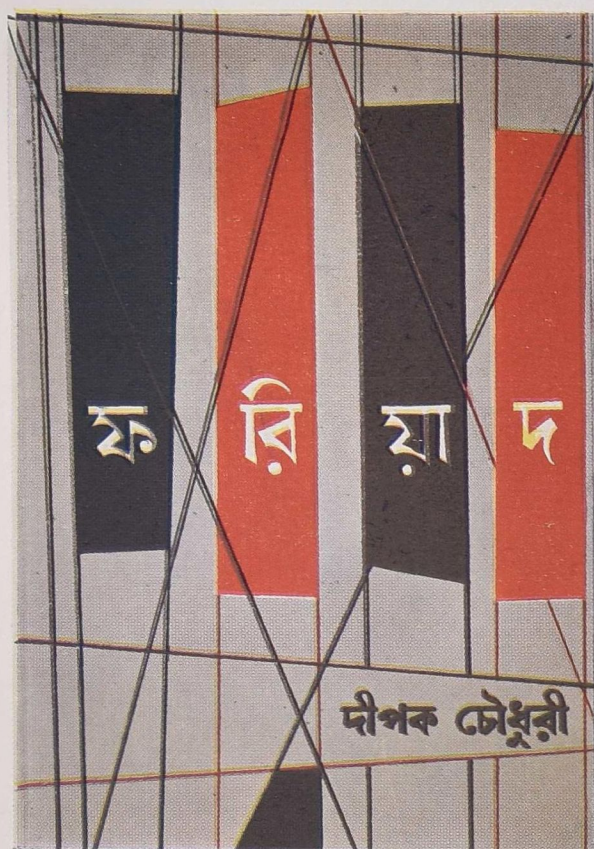
Ti : Madhushala (Hindi)
 PUB : Rajpal & Sons
 PR : Yugantar Press



Ti : Talkhian (Hindi)
 PUB : Rajpal & Sons
 PR : Yugantar Press

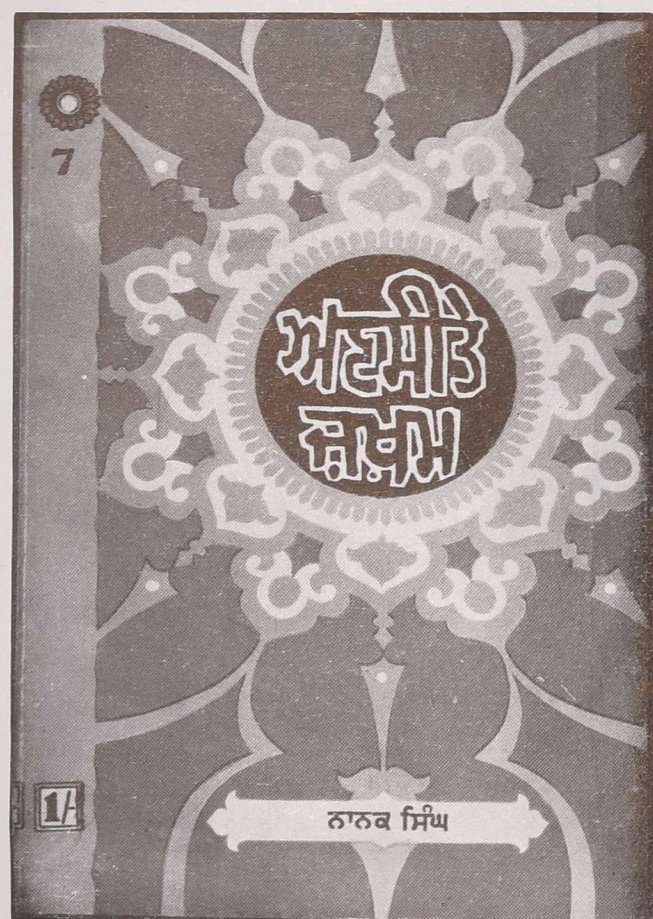
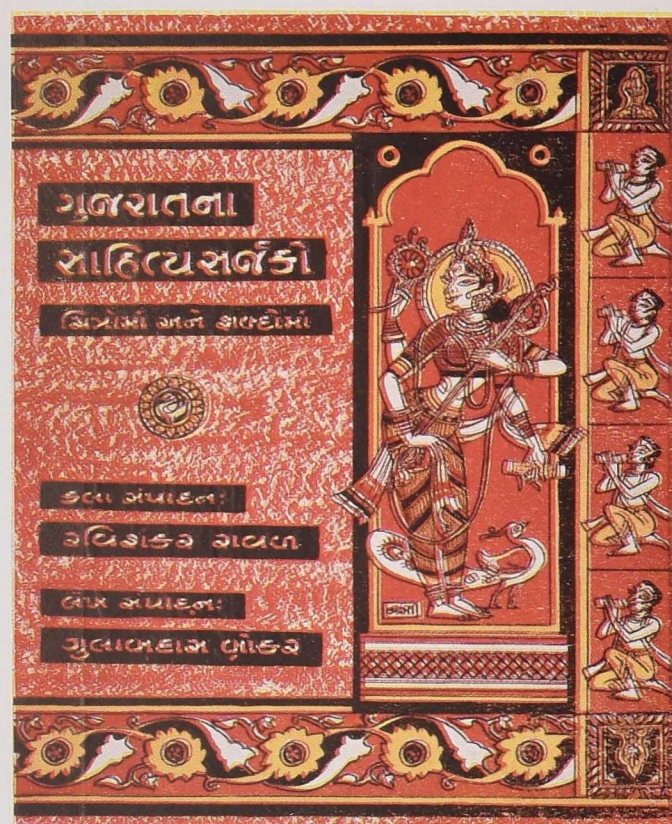


Ti : Jayaketu (Hindi)
 PUB : Popular Book Depot
 PR : Karnatak Printing Press
 AR : D. G. Godse

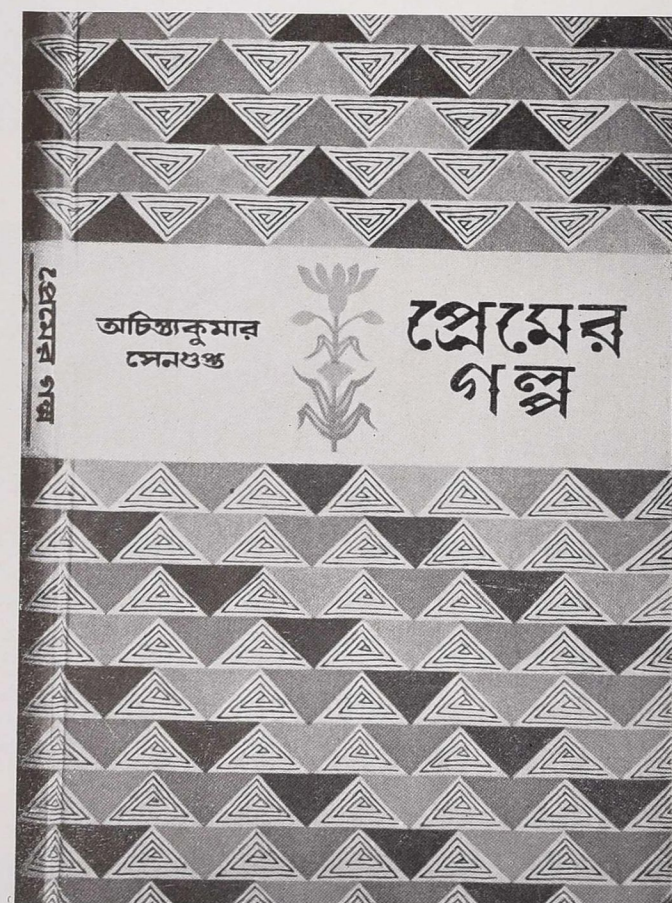


Ti : Gujaratna
Sahityasar-
jako Chitr-
oman ane
Shabd o-
man (Guj-
arati)
PUB : SEA Sup-
plier's
PR : Associated
Advertisers
& Printers

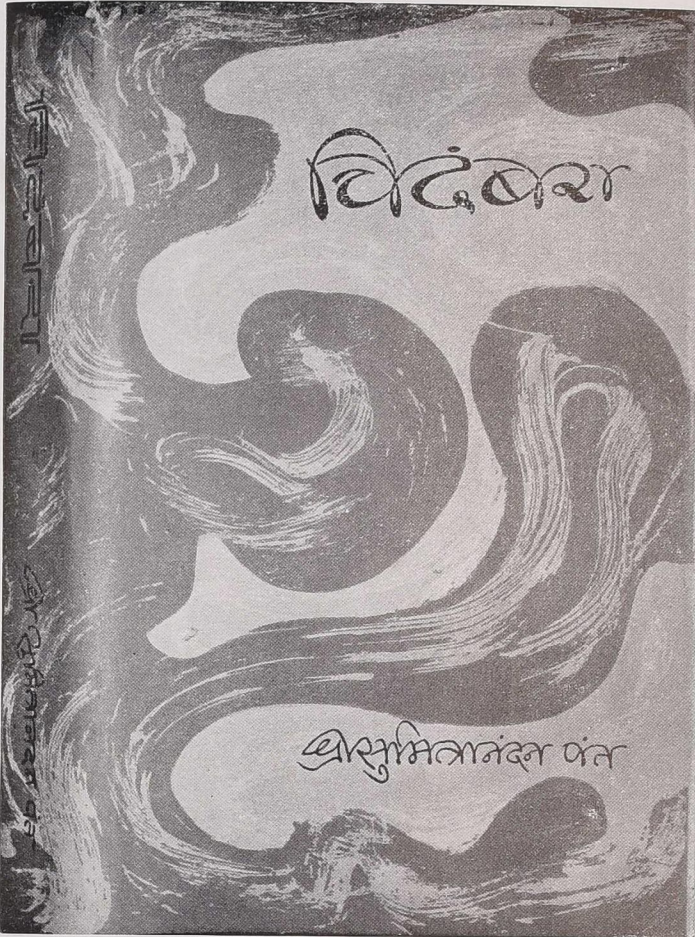
Ti : Fariad (Bengali)
PUB : Navana
PR : Navana Prin-
ting Works



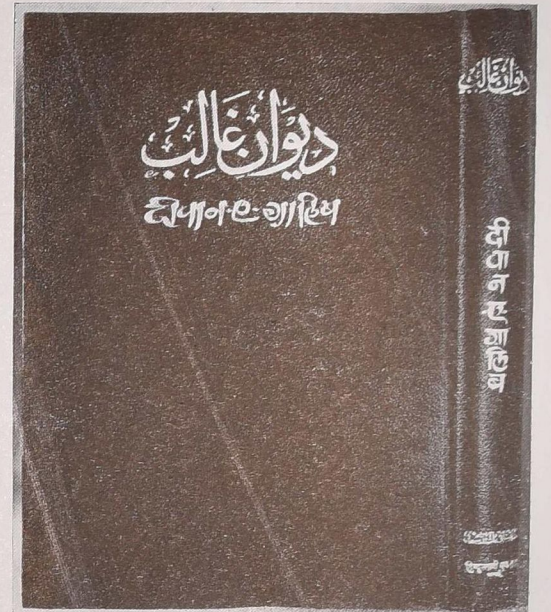
Ti : Anseete Zakham (Punjabi)
PUB : Arsee Prakashan
PR : Navyug Press
AR : Daleep Singh



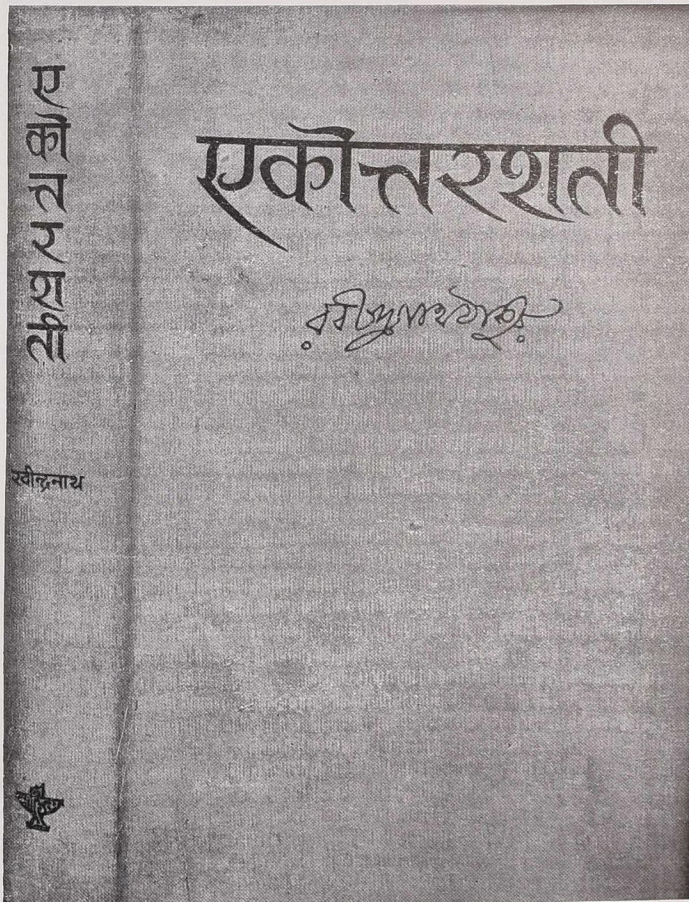
Ti : Premer Galpa (Bengali)
PUB : Ananda Publishers
PR : Imperial Art Cottage
AR : Purnendu Patri



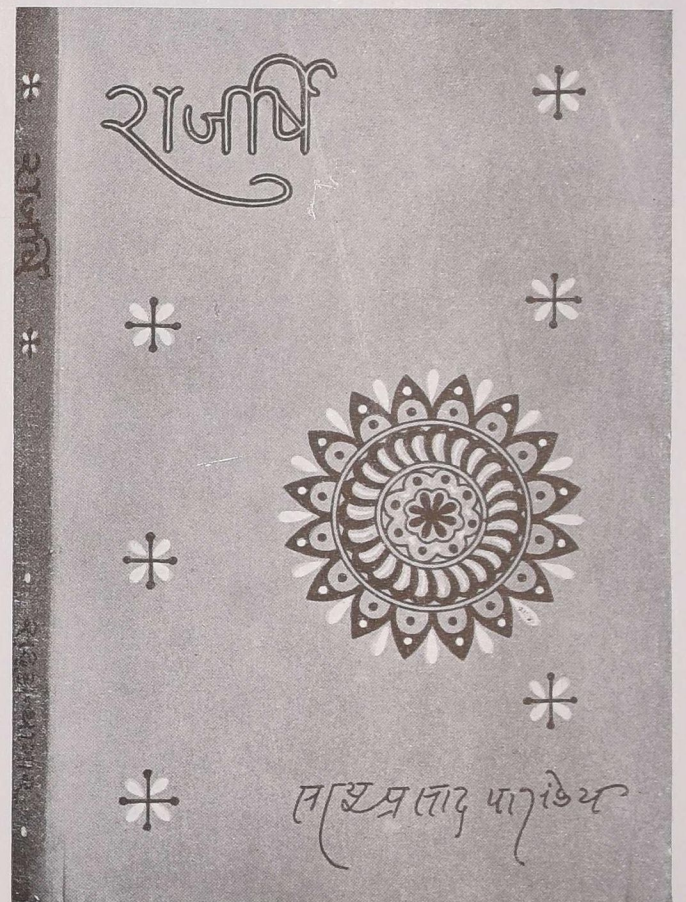
Ti : Chidambara (Hindi)
 PUB : Rajkamal Prakashan
 PR : Sammelan Mudranalaya



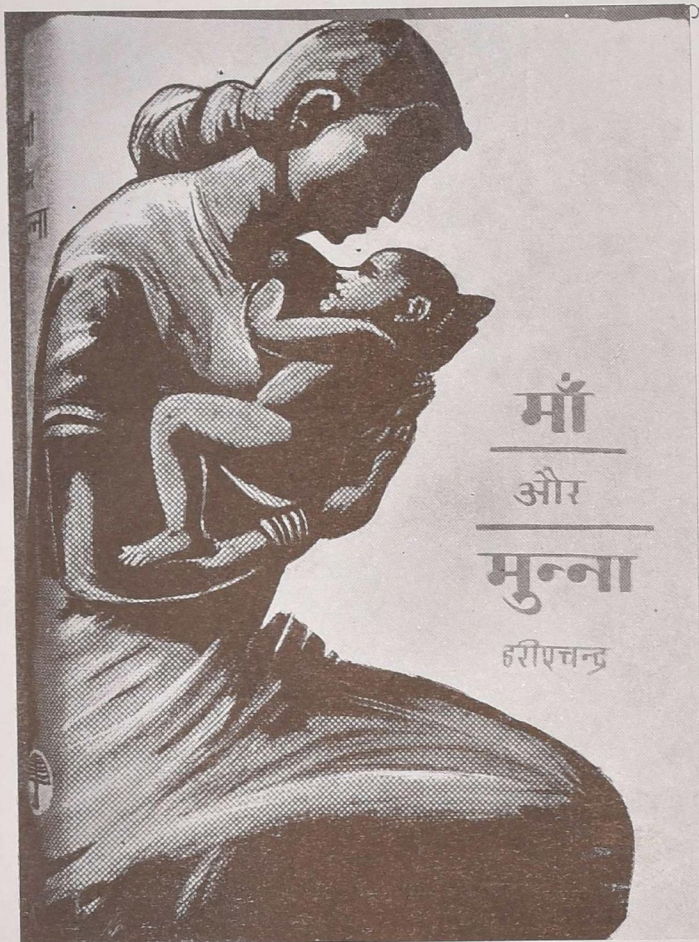
Ti : Diwan-E-Ghalib (Urdu)
 PUB : Hindustani Book Trust
 PR : Adabi Printing Press
 AR : Saiyhar



Ti : Ekottarasati (Hindi)
 PUB : Sahitya Akademi
 PR : Sree Saraswati Press



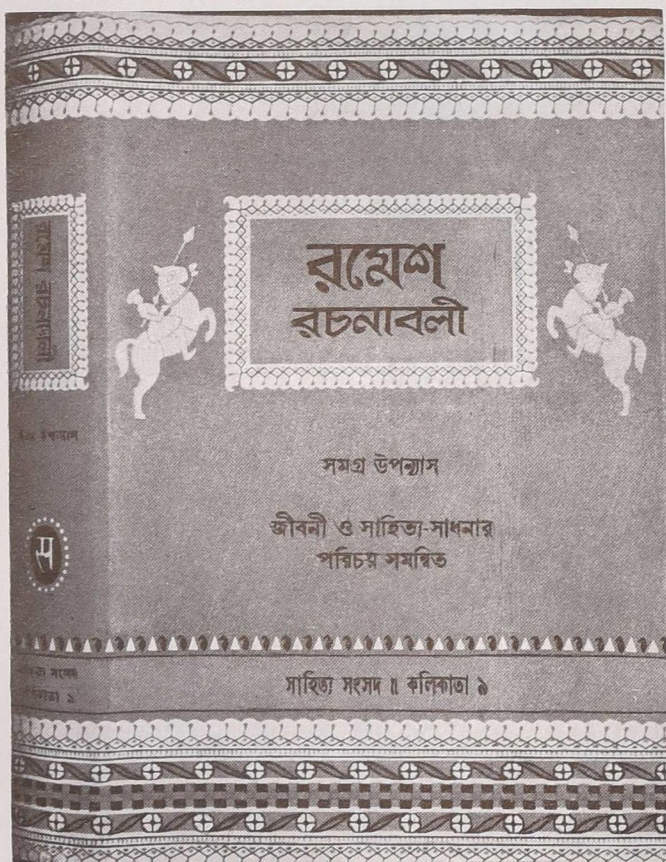
Ti : Rajashri (Hindi)
 PUB : Sadgranthagar
 PR : Surana Printing Works
 AR : Brij Roy Choudhury



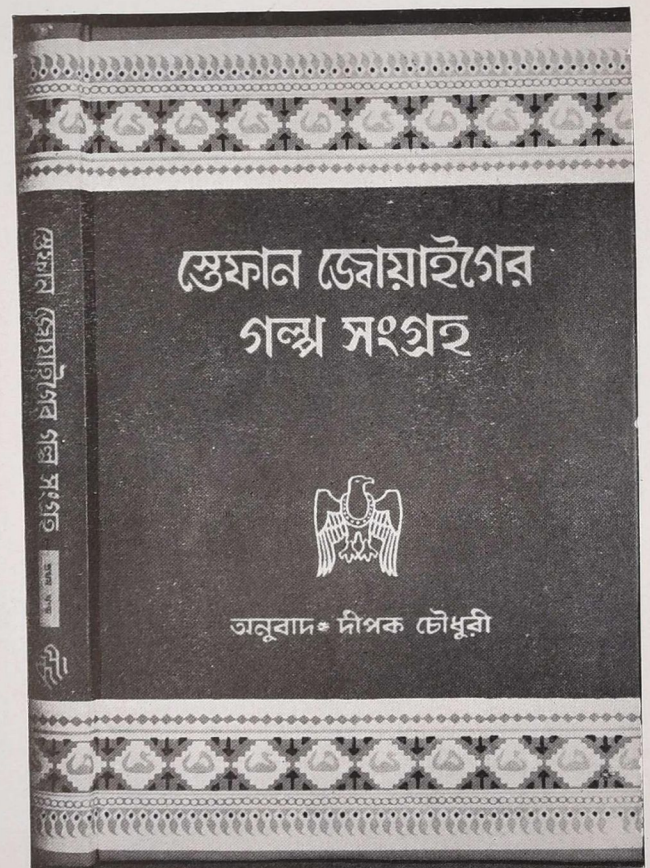
Ti : Maa aur Munna (Hindi)
 PUB : Rajpal & Sons
 Pr : Hindi Printing Press



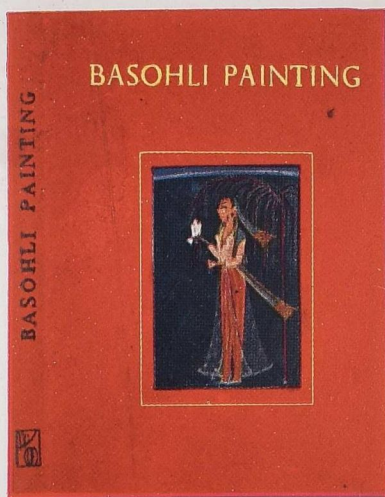
Ti : Aasia (Punjabi)
 PUB : Arsee Prakashan
 Pr : Navyug Press
 AR : Daleep Singh



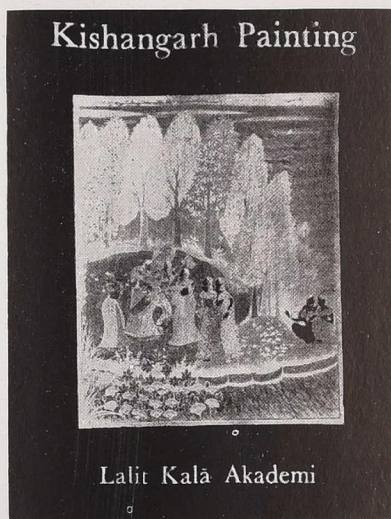
Ti : Ramesh Rachanavali (Bengali)
 PUB : Sahitya Sansad
 Pr : Sree Saraswati Press
 AR : Narendra Nath Dutt



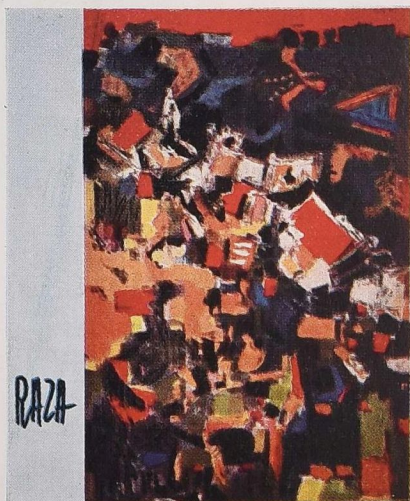
Ti : Stefan Zwaiger Galpa
 Sangraha (Bengali)
 PUB : Rupa & Company
 Pr : Navana Printing Works
 AR : Narendra Nath Dutt



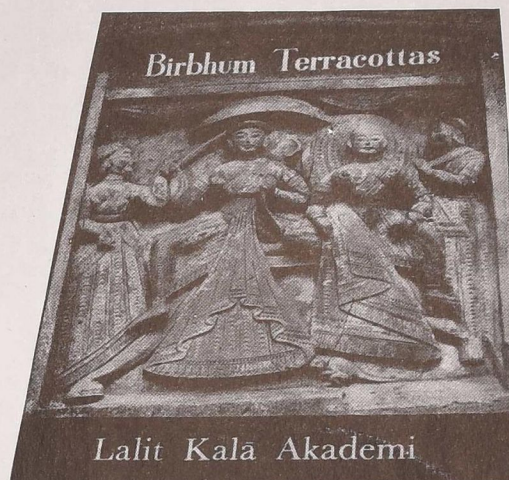
PUB : Publication Division
PR : Sree Saraswaty Press



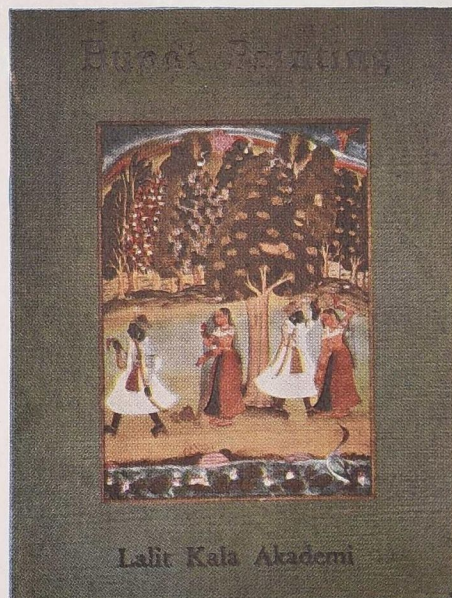
PUB : Lalit Kala Akademi
PR : Vakil & Sons



PUB : Sadanga
PR : Vakil & Sons



PUB : Lalit Kala Akademi
PR : Vakil & Sons

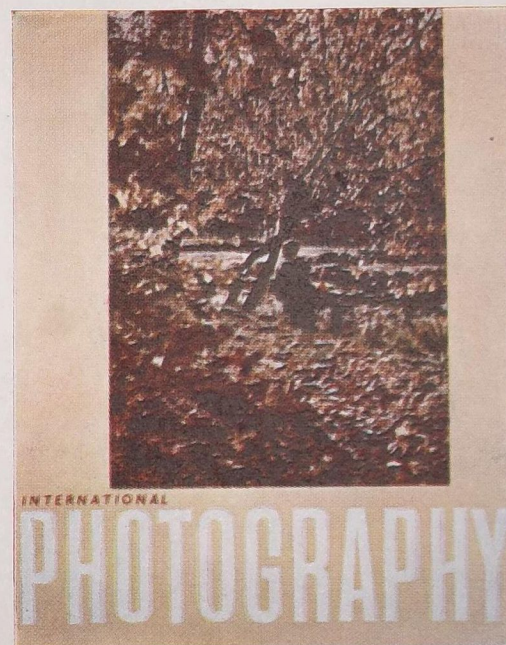


PUB : Lalit Kala Akademi
PR : Vakil & Sons

ART BOOKS



PUB : Federation of Indian
Photography
PR : Gossain & Co.



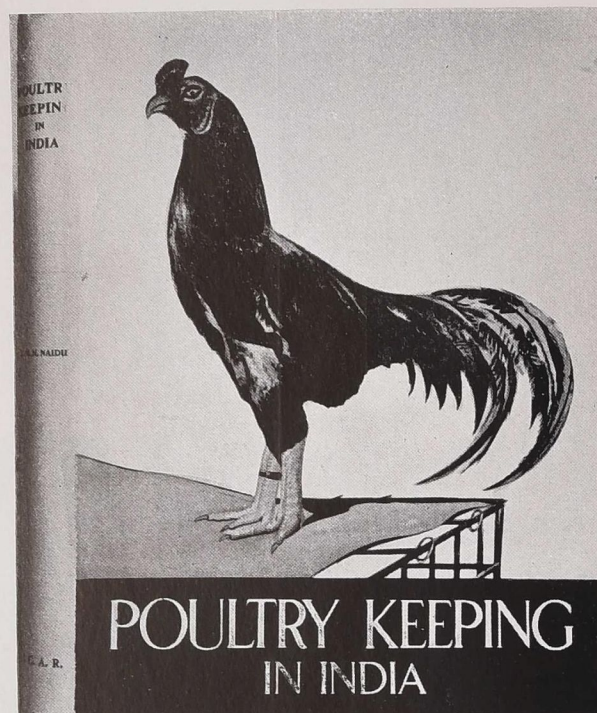
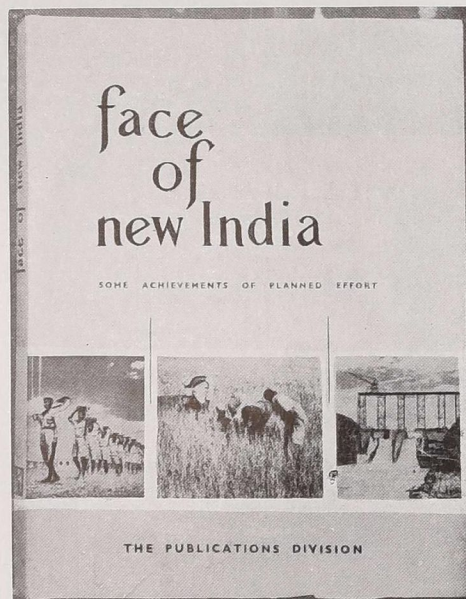
PUB : Asram Photography
PR : Cameo
AR : R. R. Ganguly

ILLUSTRATED BOOKS

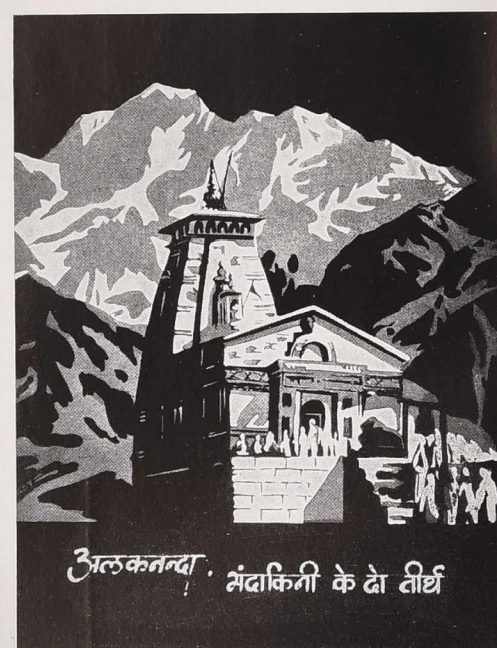
PUB : United States
Information Service
PR : Albion Press



PUB : Publications Division
PR : The Caxton Press



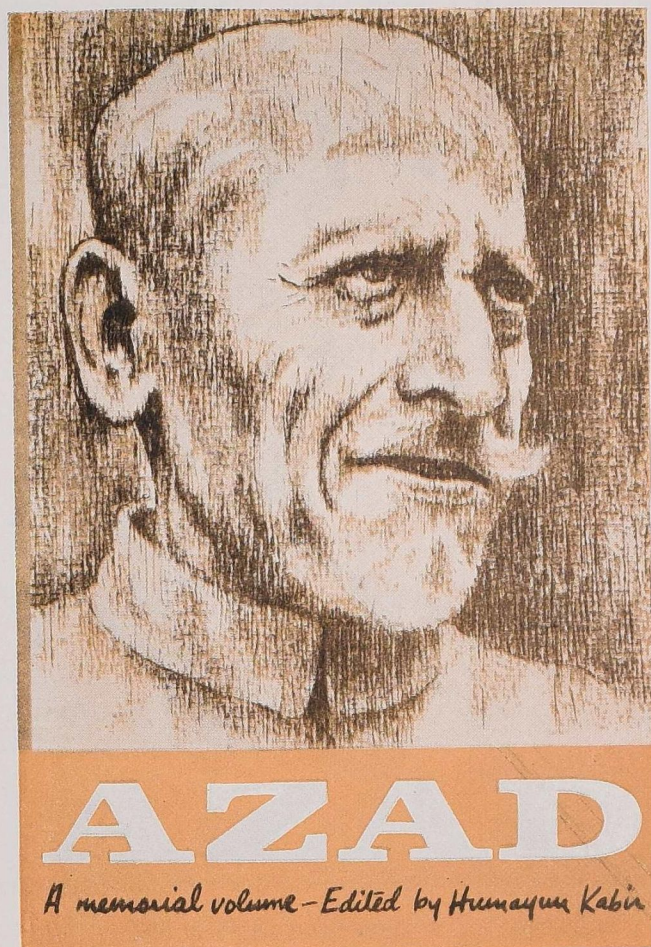
PUB : India Council of Agricultural
Research
PR : Sree Saraswaty Press



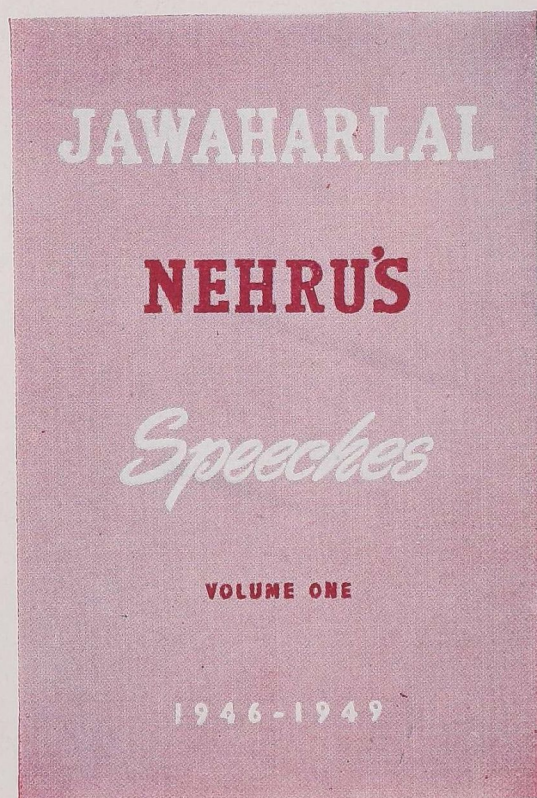
TI : Kedarnath & Badrinath (Hindi)
PUB : Publications Bureau
PR : The Times of India Press



PUB : Publications Division
PR : The Times of India Press

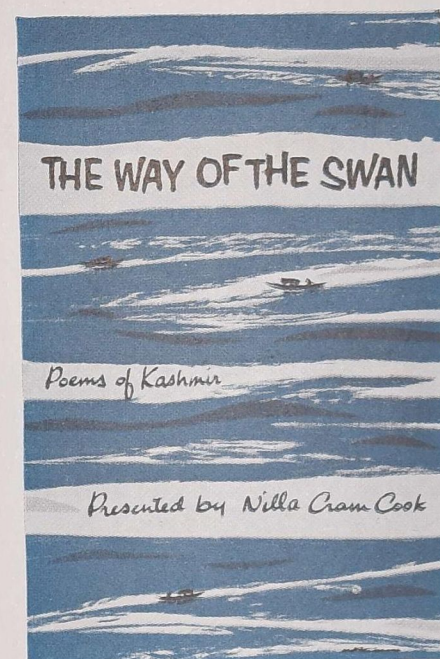


PUB : Publications Division
 PR : Sree Saraswati Press

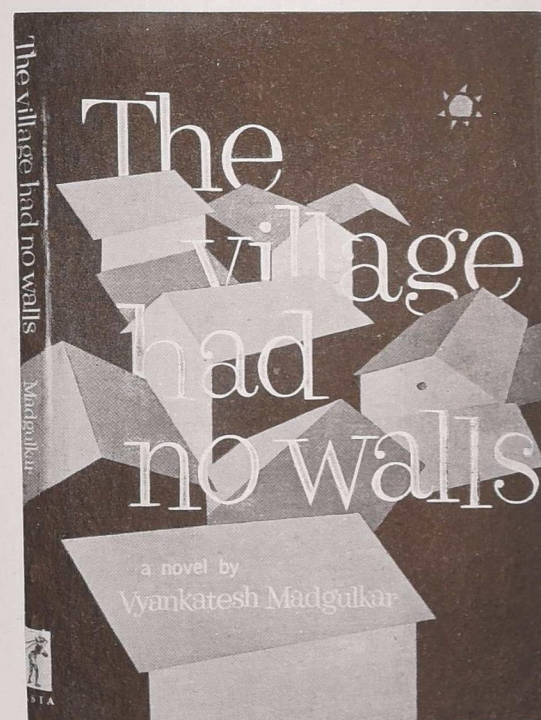


BOOK PRODUCTION— ENGLISH

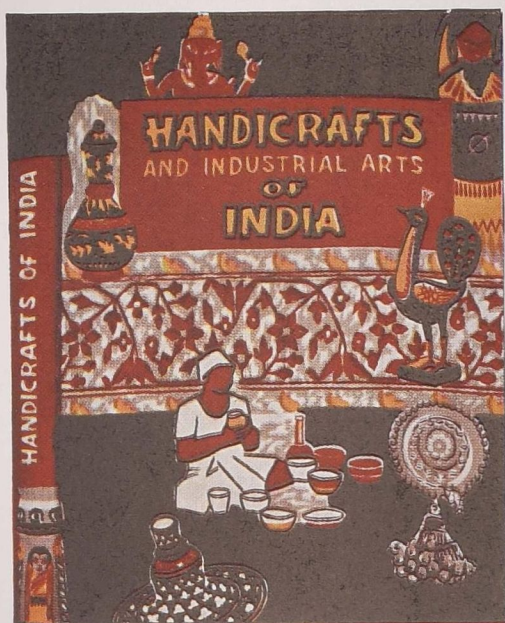
PUB : Asia Publishing
 House
 PR : The Times of
 India Press



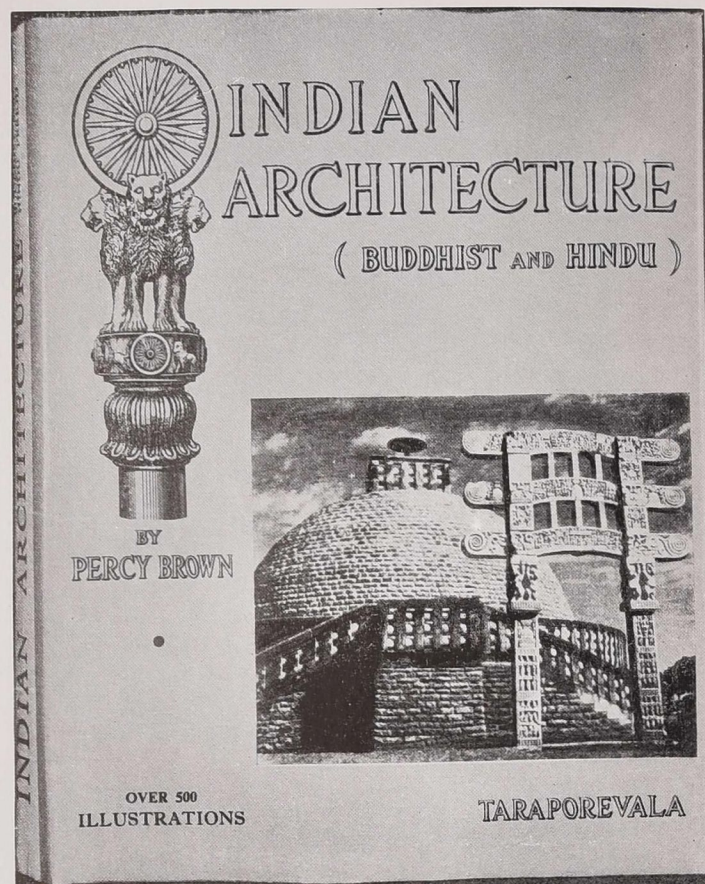
PUB : Asia Publishing
 House
 PR : Leaders Press



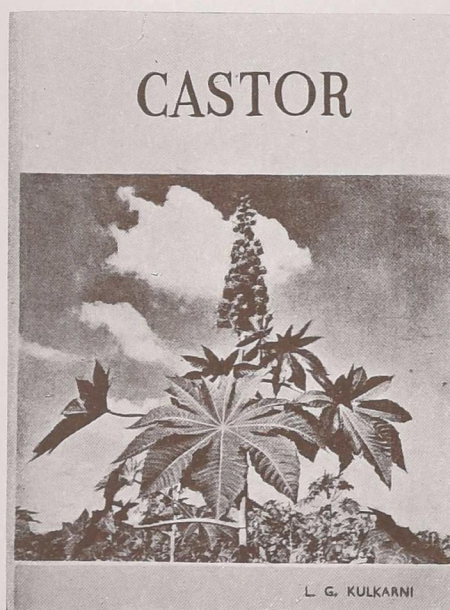
PUB : Asia Publishing
 House
 PR : Jai Gujarat Prin-
 ting Press
 AR : Cedric Barco



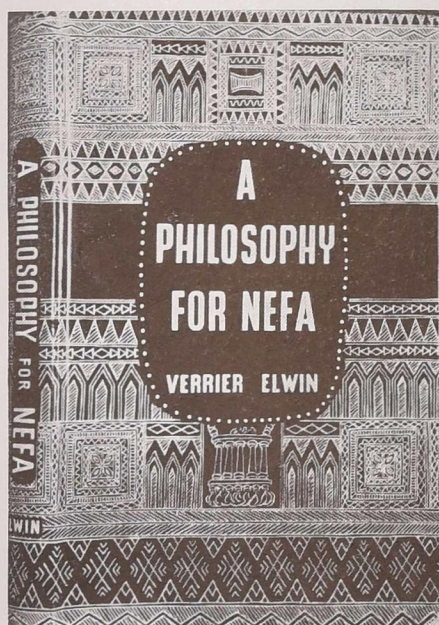
PUB : D. B. Tarapore-
vala Sons & Co.
PR : Vakil & Sons



PUB : D. B. Taraporevala Sons & Co.
PR : Vakil & Sons



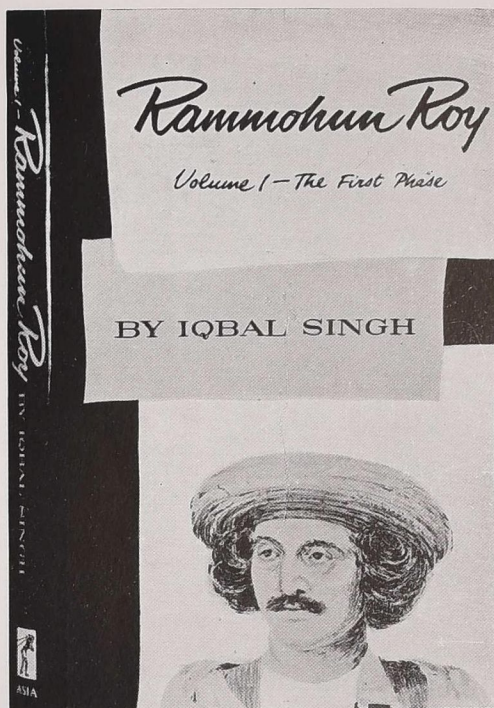
PUB : Indian Central
Oilseeds Committee
PR : Examiner Press



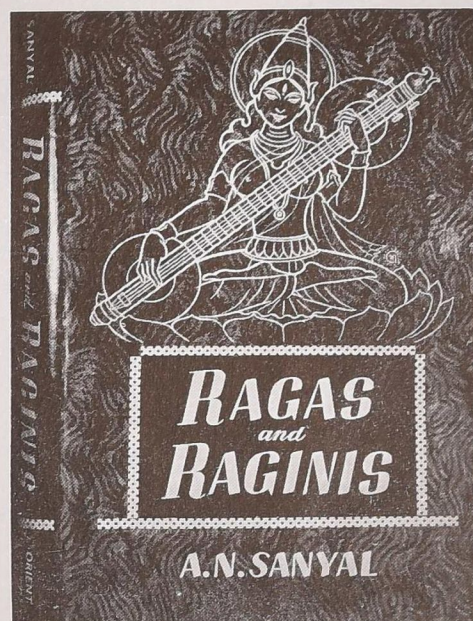
PUB : North-East Fron-
tier Agency
PR : Navana Printing
Works



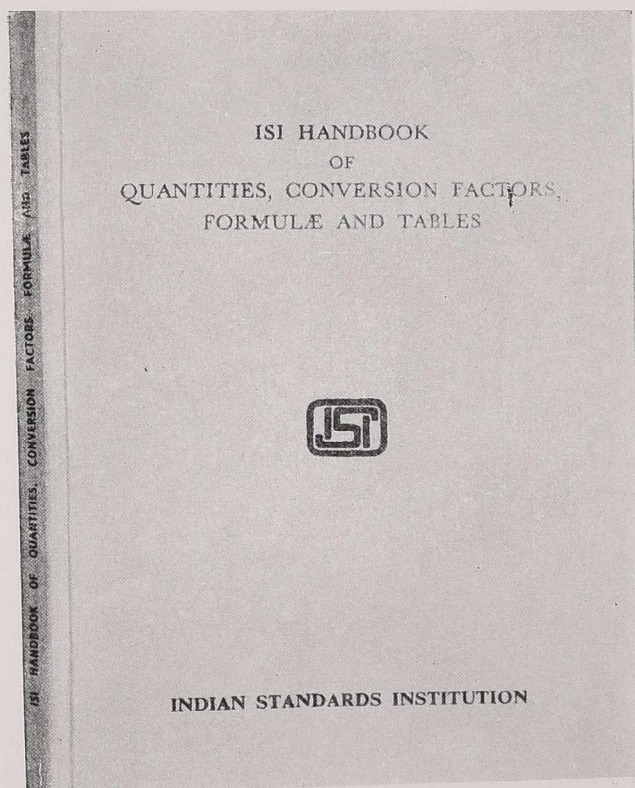
PUB : Deshmukh Prakashan
PR : Sangam Press



PUB : Asia Publishing House
PR : The Popular Press

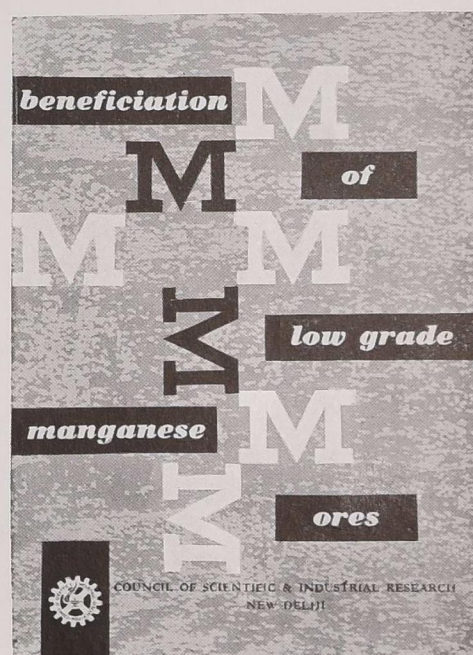


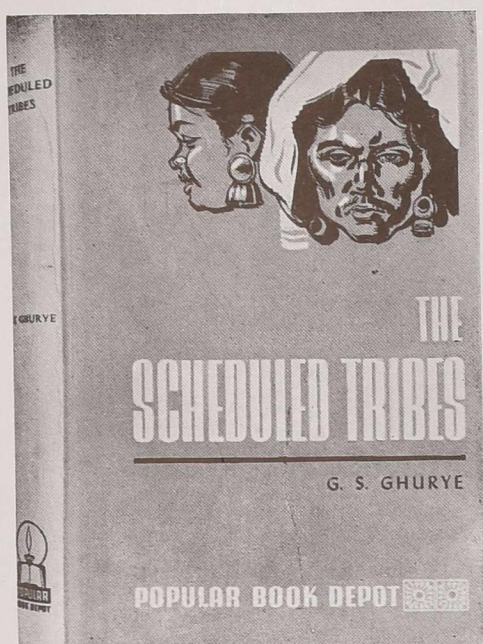
PUB : Orient Longmans
PR : The Calcutta Press



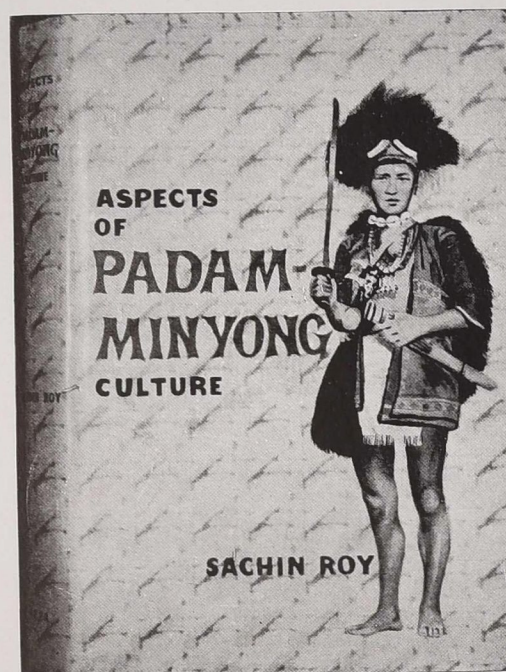
PUB : Indian Standards Institution
PR : Sree Saraswaty Press

PUB : Council of Scientific and Industrial Research
PR : The Associated Printers

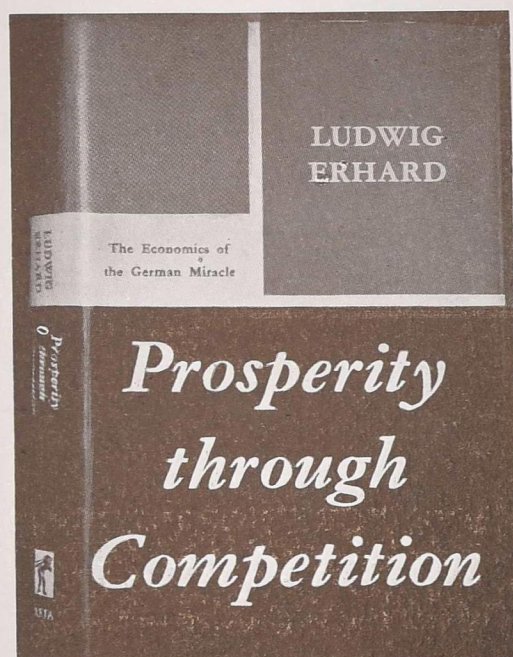




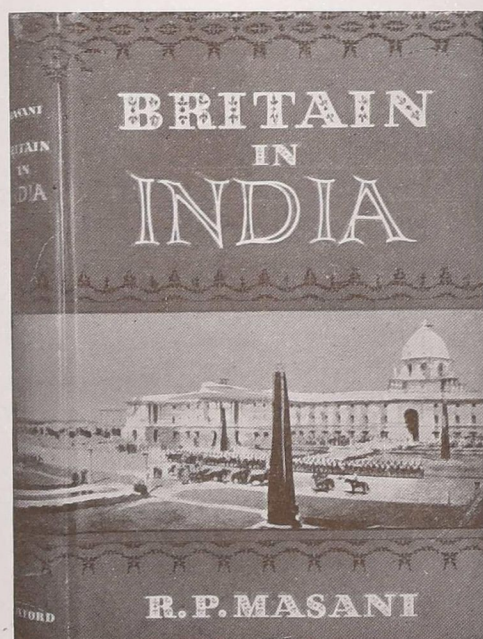
PUB: Popular Book
Depot
PR: The Popular Press



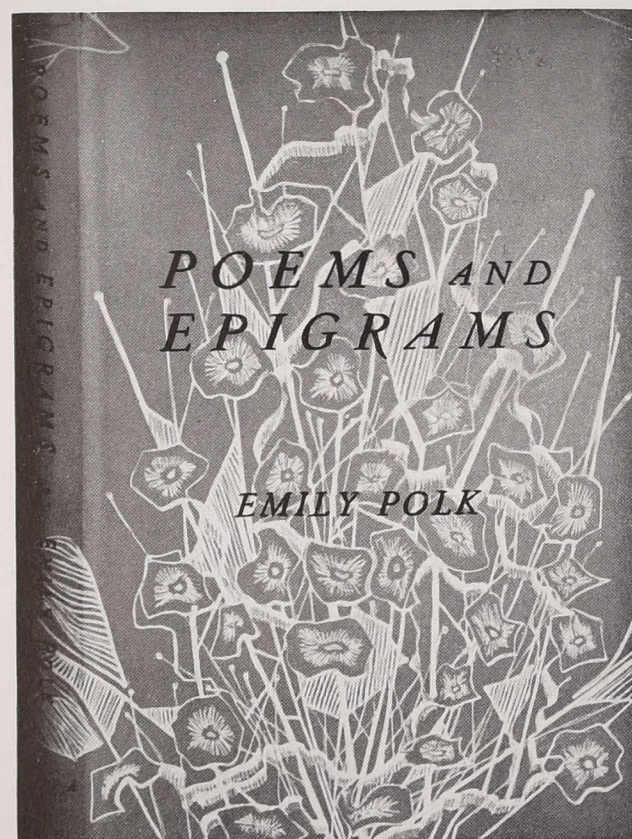
PUB : North-East Frontier Agency
PR : Navana Printing Works
AR : R. Bagchi



PUB : Asia Publishing
House
PR : The Times of
India Press

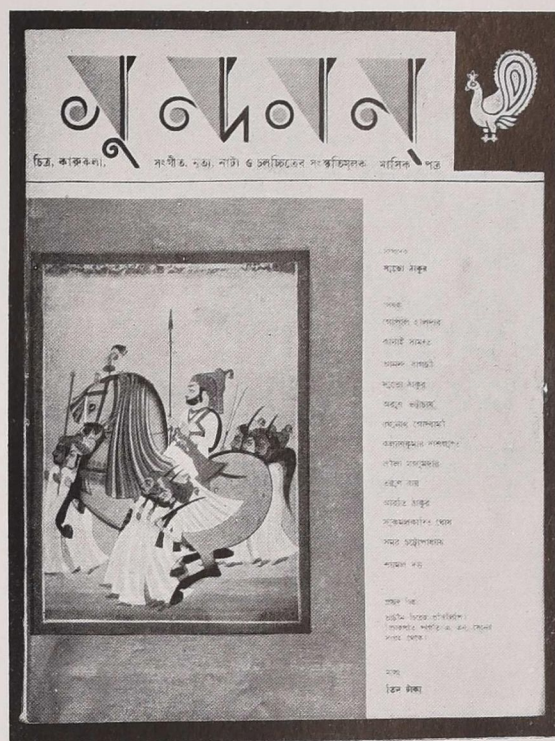


PUB : Oxford University
Press
PR : Calcutta Press

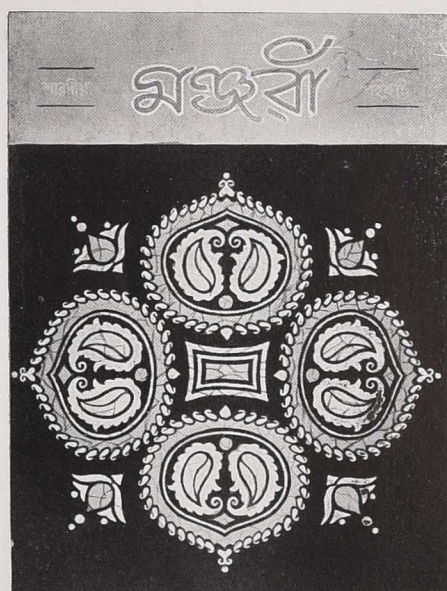


PUB : Rupa & Co.
PR : Sree Saraswaty
Press

PERIODICALS



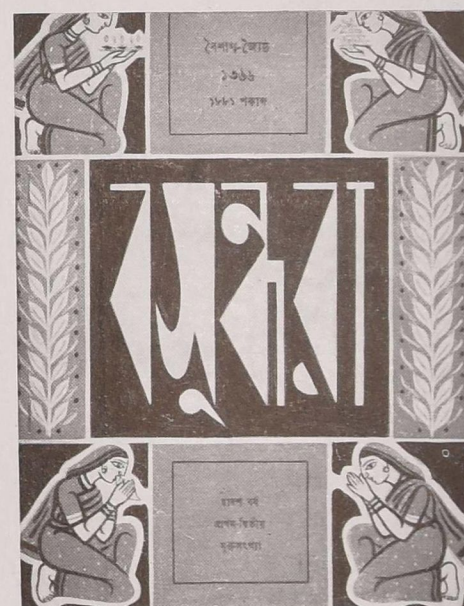
Ti : Sundaram (Bengali Cultural Monthly)
 PUB : Subho Thakur
 PR : Lalchand Roy & Co.



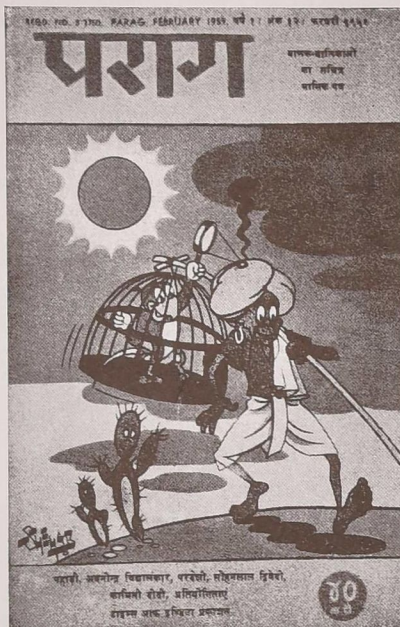
Ti : Manjari (Bengali Annual devoted to arts and literature)
 PUB : Arati Sen
 PR : Sri Gouranga Press
 AR : Shyam Dulal Kundu



Ti : Maghrebi Bengal (Urdu Fortnightly)
 PUB : Government of West Bengal
 PR : Ratnakar Press



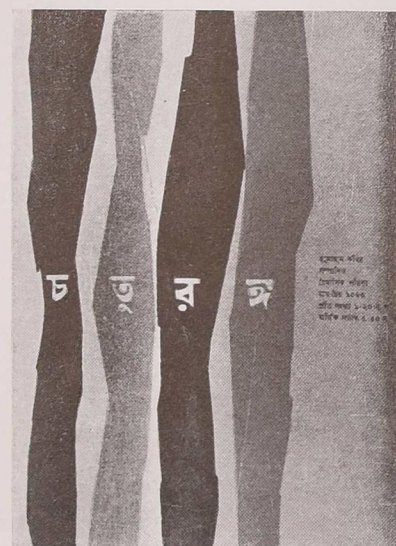
Ti : Basundhara (Bengali Literary Monthly)
 PUB : Government of West Bengal
 PR : West Bengal Government Press



Ti : Parag (Hindi
Monthly for
Childrens)
PUB : Bennett, Coleman
& Co.
PR : The Times of India
Press



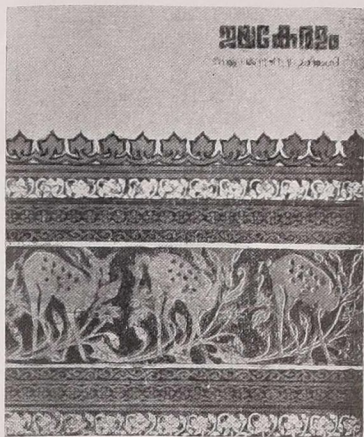
Ti : Akhand Anand
(Gujarati Literary
Monthly)
PUB Sastu Sahitya
& : Vardhak
PR Karyalaya



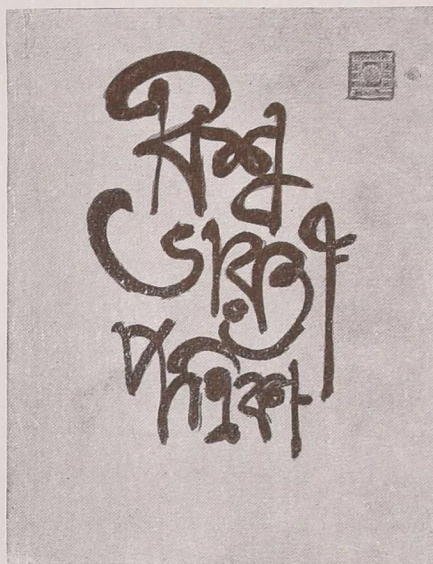
Ti : Chaturanga (Bengali
Literary Quaterly)
PUB : Atawar Rahaman
PR : Sri Gouranga Press



Ti : Sarita (Urdu Literary Monthly)
PUB : Delhi Printing & Publishing
Co.
PR : Delhi Press



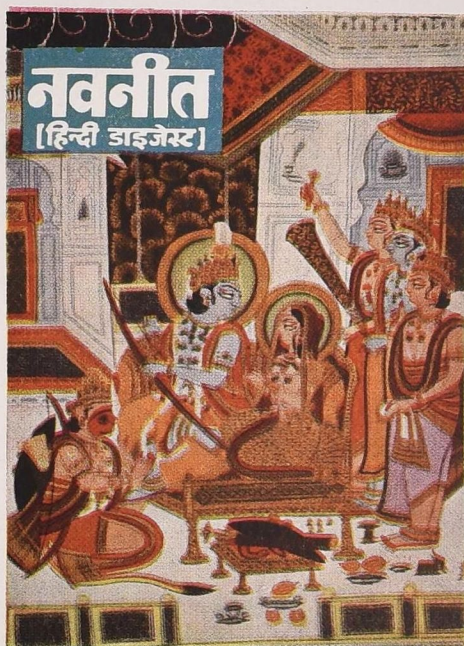
Ti : Jayakeralam (Annual
issue of a Telugu
weekly)
PUB Janatha Printing &
& : Publishing
PR Co.
AR : Krishnakumari & A.
S. Nair



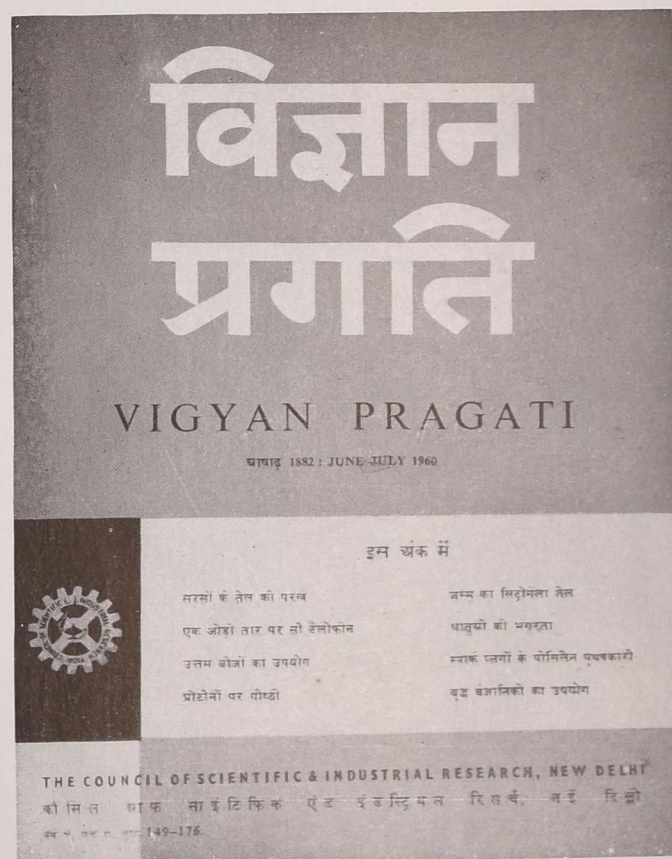
Ti : Visva-Bharati Patrika
(Bengali Quaterly)
PUB : Visva-Bharati
PR : Sri Gouranga Press
AR : Binod Behari
Mukhopadhyay



Ti : Naya Daur (Urdu Monthly)
PUB : Government of Uttar Pradesh
PR : Government Press



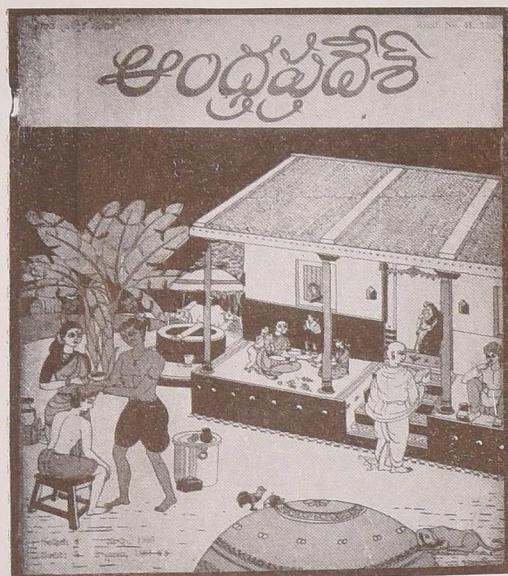
Ti : Navaneet (Hindi
Literary Monthly)
PUB
& : Navaneet Pra-
PR kashan



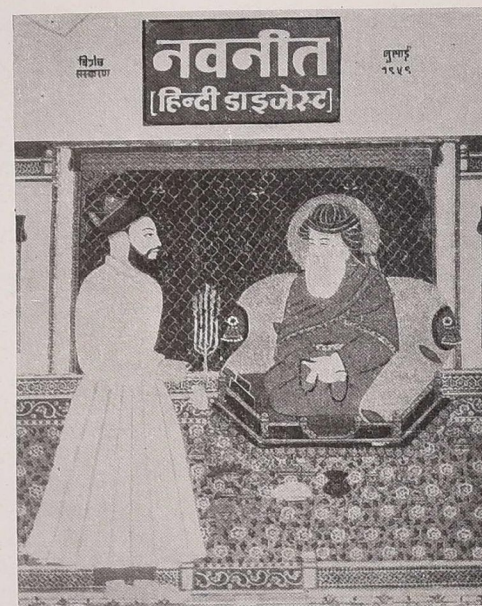
Ti : Vigyan Pragati (Hindi Monthly
devoted to Science)
PUB : Council of Scientific &
Industrial Research
PR : Asia Press



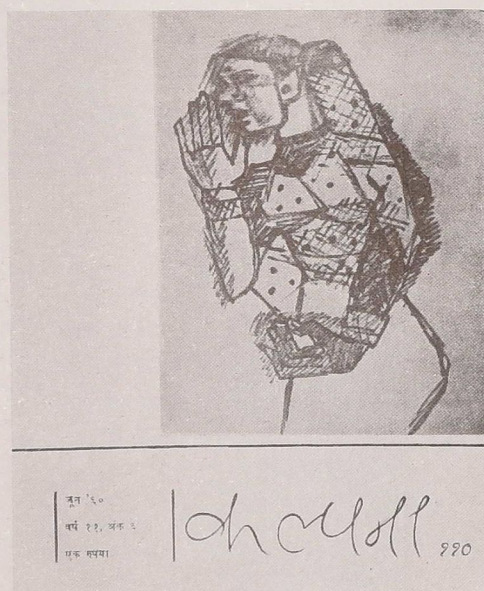
Ti : Jiwan Shiksha
(Hindi Monthly
for children's)
PUB : Sarvodaya Sa-
litya Prakashan
PR : Jnanamandal



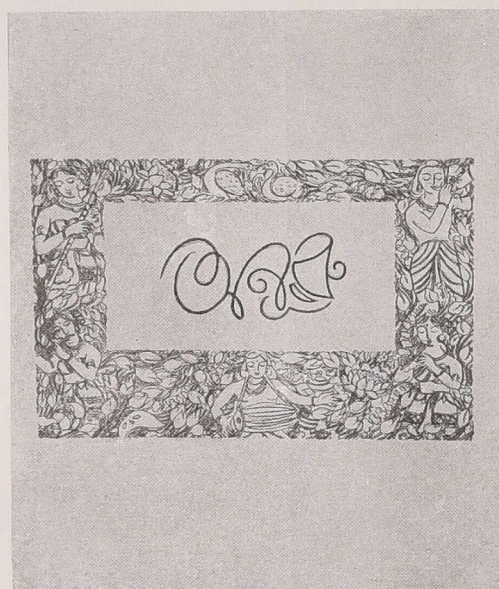
Ti : Andhra Pradesh (Telugu Monthly)
 PUB : Government of Andhra Pradesh
 PR : Vir Milap Press



Ti : Navaneet (Hindi Literary Monthly)
 PUB & : Navaneet Prakashan
 PR



Ti : Kalpana (Hindi Literary Monthly)
 PUB : Kalpana Karayalaya
 PR : The Commercial Printing Press



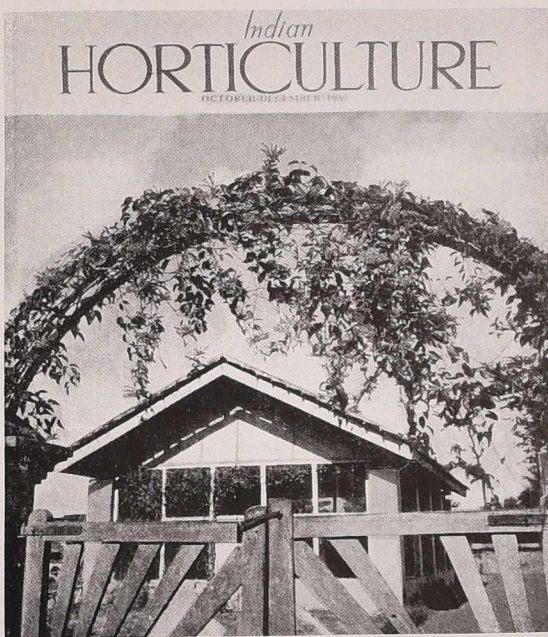
Ti : Anuru (Bengali yearly)
 PUB & : Sree Press
 PR



Ti : Akashi (Assamese Fortnightly of All India Radio)
 PUB : All India Radio
 PR : Sree Saraswaty Press



Ti : Sainik Samachar (Telugu Monthly devoted to Defence)
 PUB : Ministry of Defence
 PR : Union Printers Cooperative Society



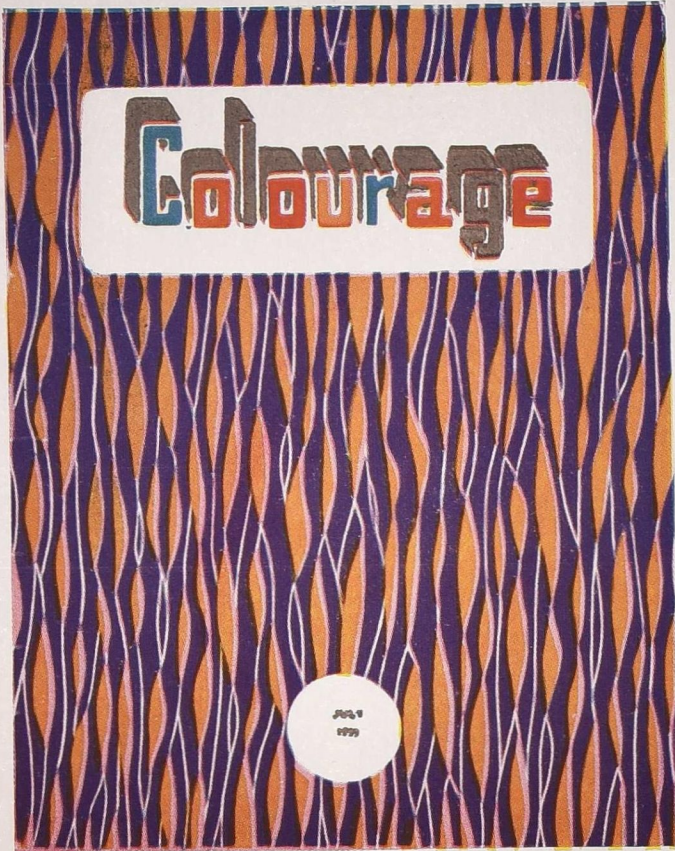
Quarterly
 PUB : Indian Council of Agricultural Research
 PR : National Printing Works



PUB : Eve's Weekly
 PR : Sanj Vartaman Press

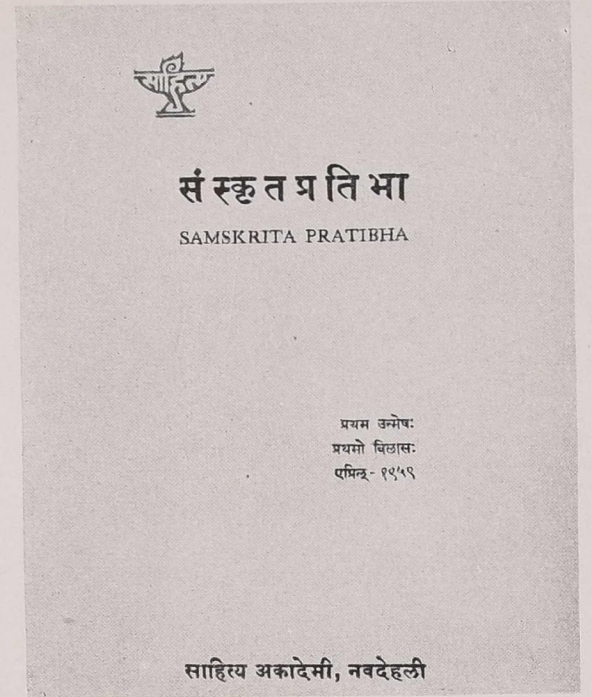


Ti : Samaj Kalyan (Hindi Monthly devoted to social welfare)
 PUB : Publications Division
 PR : Albion Press



Monthly
PUB : K. S. S. Raghavan
PR : Vindhya Press

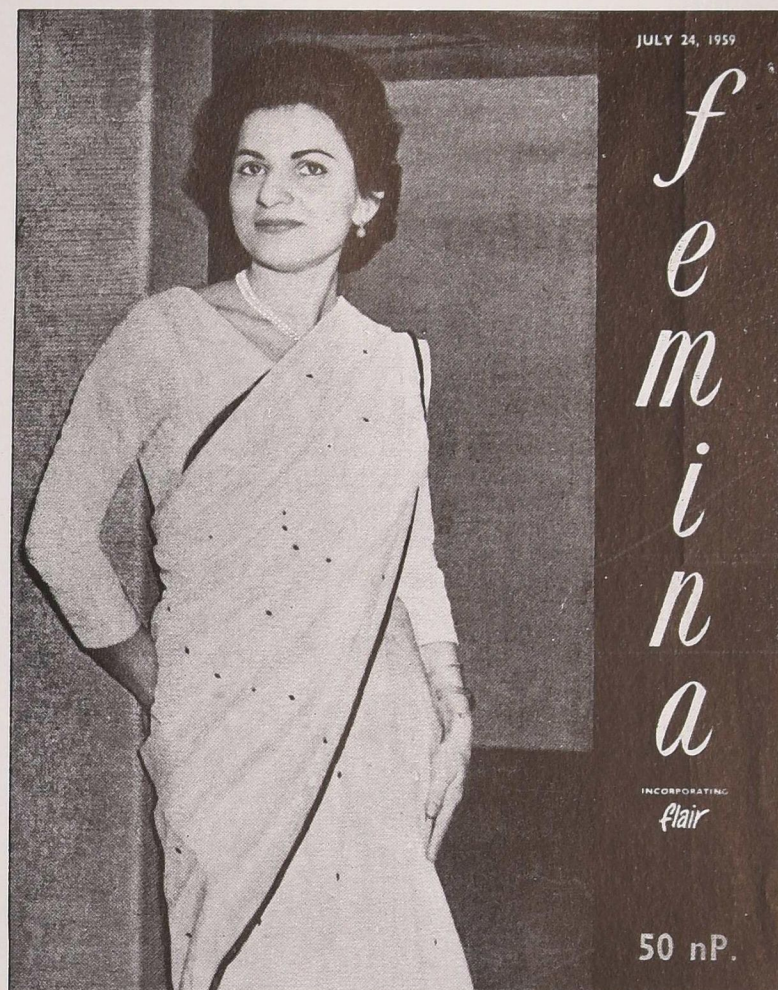
Monthly
PUB : United States Information Service
PR : National Printing Works



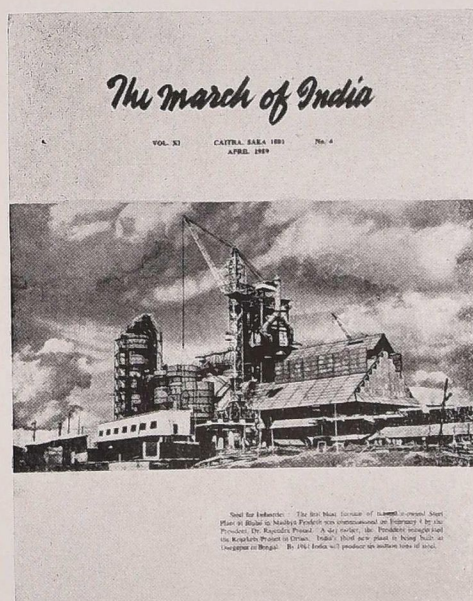
TI : Samskrita Pratibha (Sanskrit Half Yearly)
PUB : Sahitya Academy
PR : Vasanta Press

PUB : The Silk & Rayon Textiles Export Promotion Council
PR : Leaders' Press

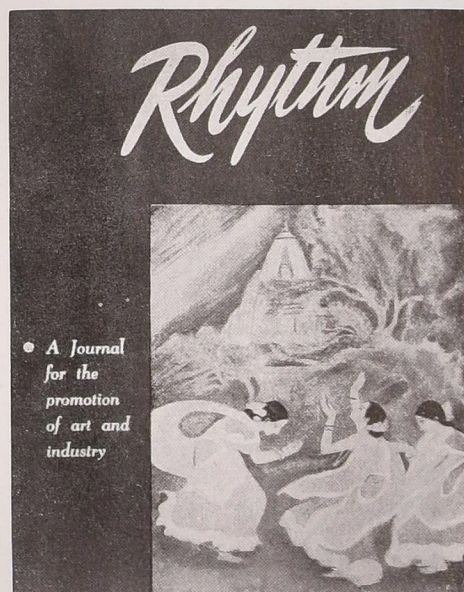




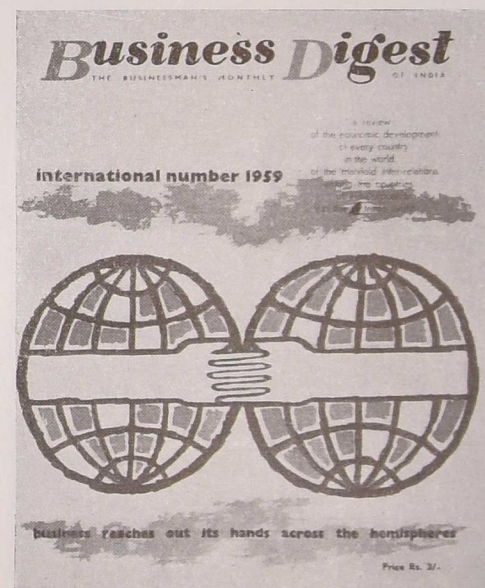
Fortnightly devoted to women
 PUB : Bennett, Coleman & Co.
 PR : The Times of India Press



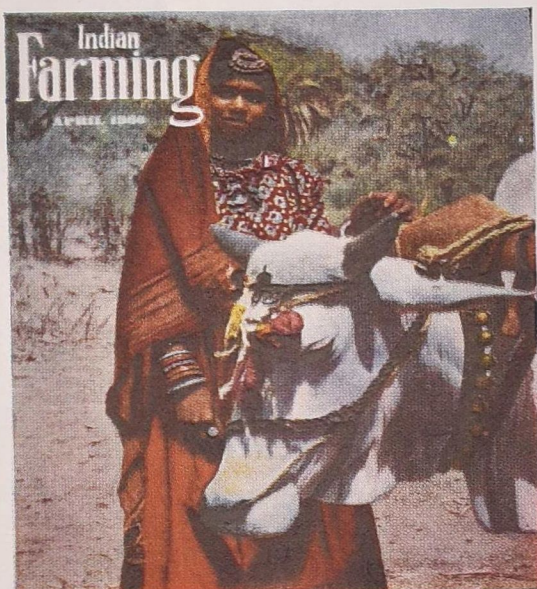
Monthly devoted to current
 and cultural topics
 PUB : Publications Division
 PR : Government of India
 Press



Monthly
 PUB : Asha Mukerji
 PR : N. K. Gossain & Co.

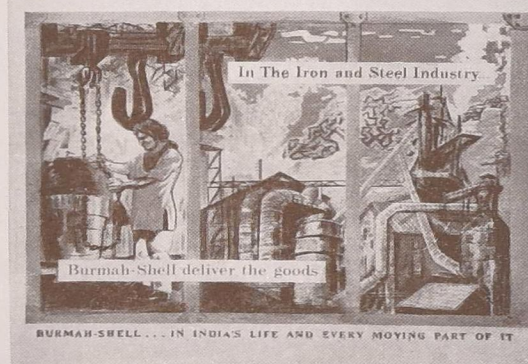
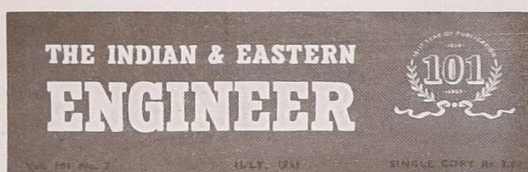
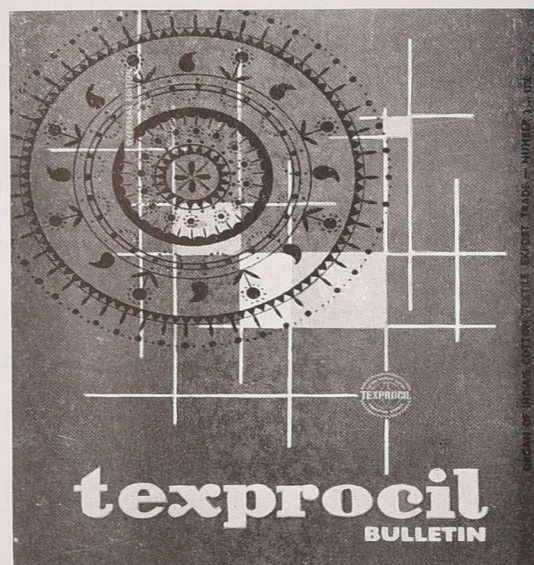


Monthly
 PUB : Business Digest Pub-
 lishing Co.
 PR : Schema Printers &
 Publishers

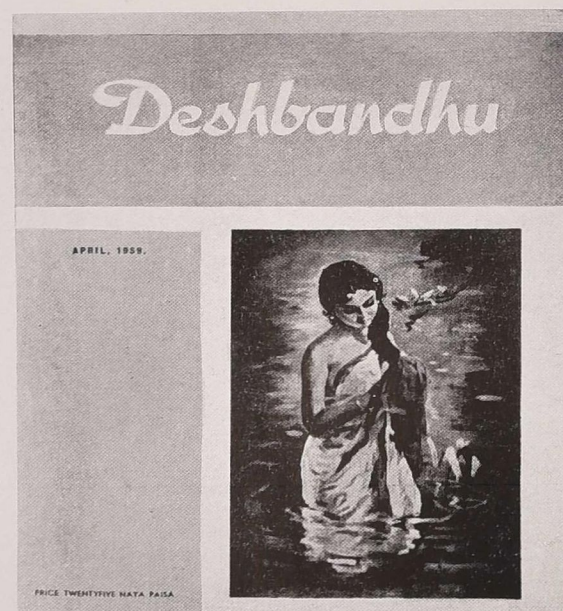


Monthly
 PUB : Indian Council of
 Agricultural Research
 PR : National Printing
 Works

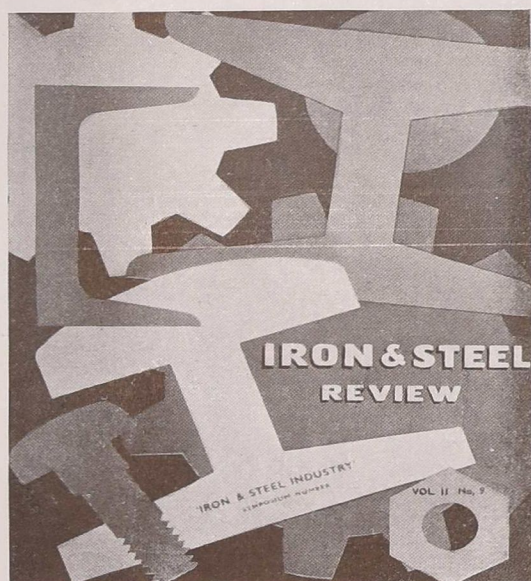
PUB : Cotton Textile
 Export Promo-
 tion Council
 PR : Examiner Press



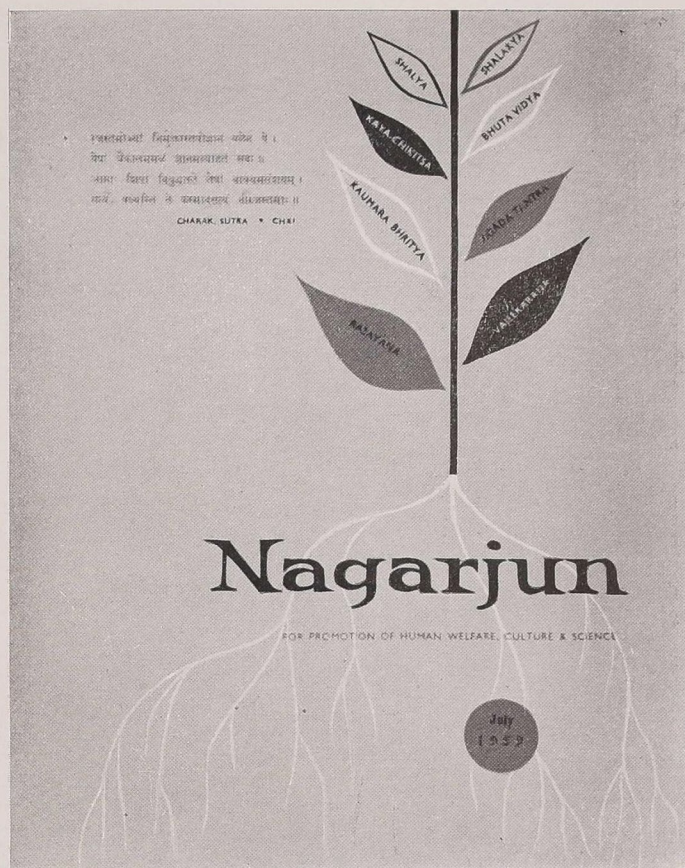
Monthly
 PUB : The Indian &
 Eastern Engi-
 neer Co.
 PR : New Era Prin-
 ting Press



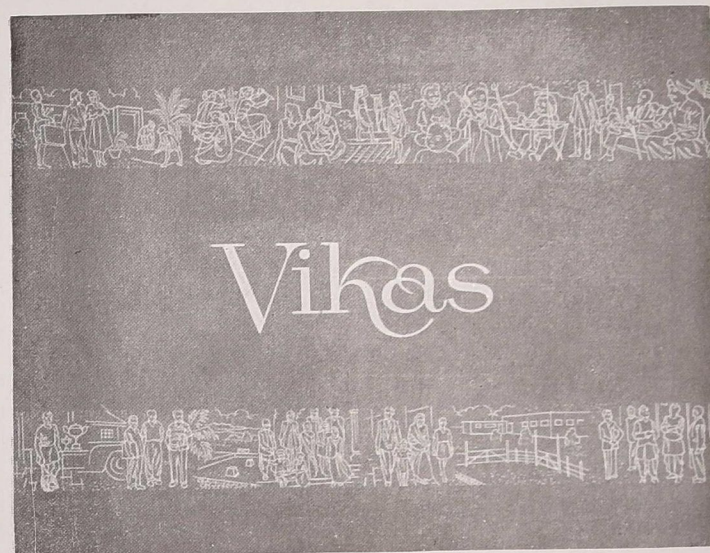
Quarterly
 PUB : Ajit Kumar
 Banerji
 PR : Art Press



Monthly
 PUB : Commercial
 Publishers
 PR : Sri Kali Press



Monthly devoted to Ayurved
PUB : Lakshmi Kant Pandya
PR : Nagarjun Press



For staff members
PUB : Lederle Laboratories
PR : Rational Art and Press



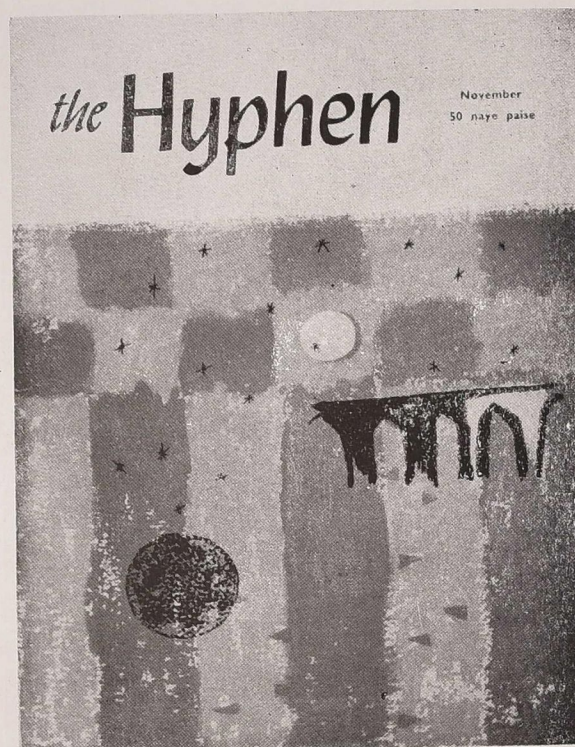
Monthly
PUB : S. B. Garware
PR : Western Printers & Publishers



Monthly
PUB : Krishna K. Malani
PR : The Bombay Press



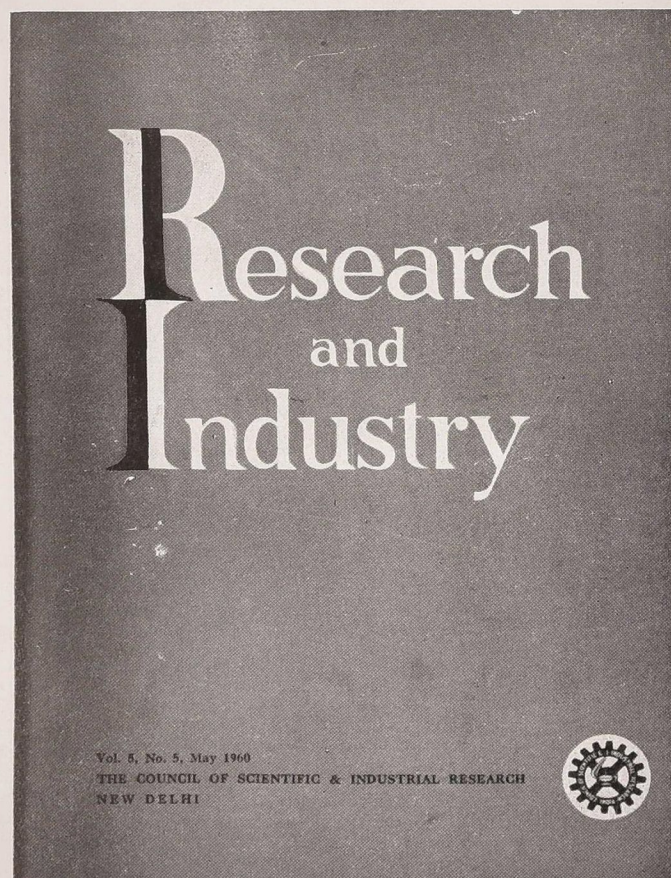
TI : Kheti (Hindi monthly devoted to farming)
 PUB : Indian Council of Agricultural Research
 PR : National Printing Works



Monthly
 PUB : Anand Mohan
 PR : Popular Press

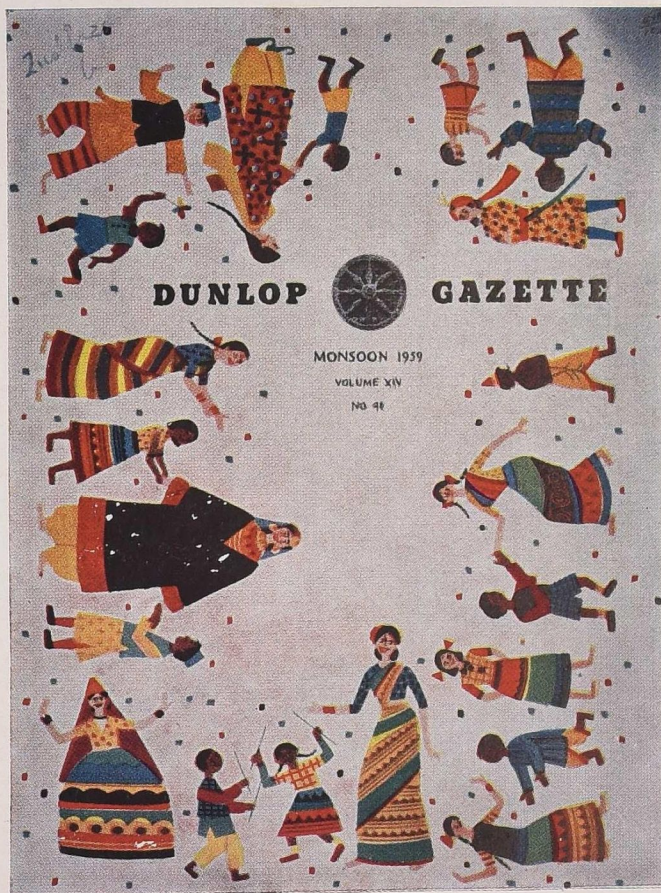


PUB : Shankar's Weekly
 PR : National Printing Works

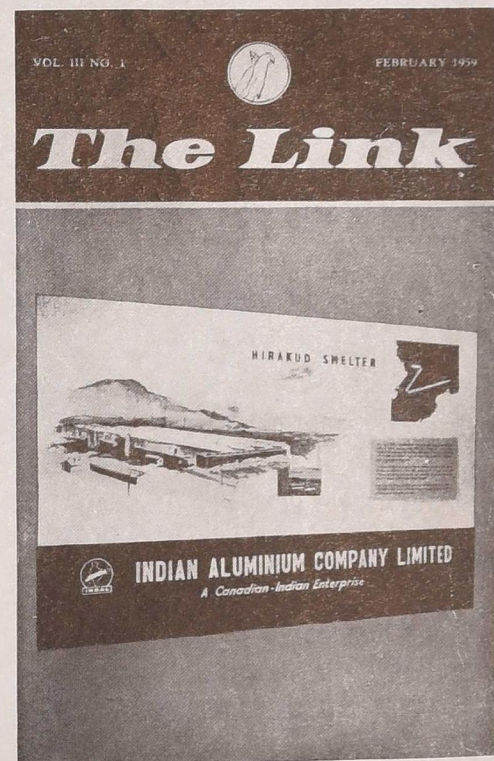


Monthly
 PUB : Council of Scientific and Industrial Research
 PR : Catholic Press

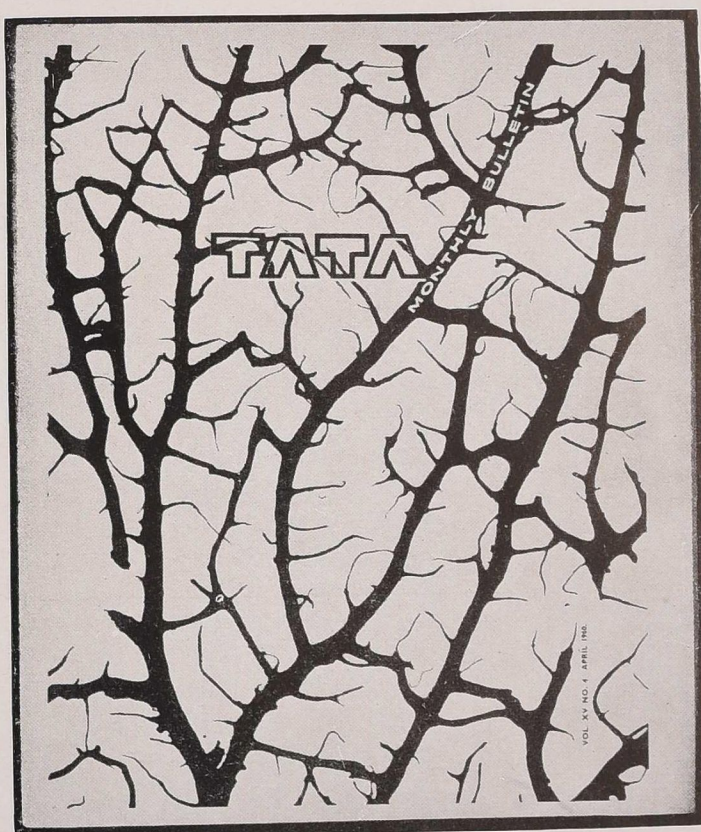
HOUSE JOURNALS



Monthly
PUB : Dunlop Rubber Co.
PR : Gossain & Co.



Quarterly
PUB : The Indian Aluminium Co.
PR : Navana Printing Works



Monthly
PUB : Tata Sons
PR : The Commercial Printing Press



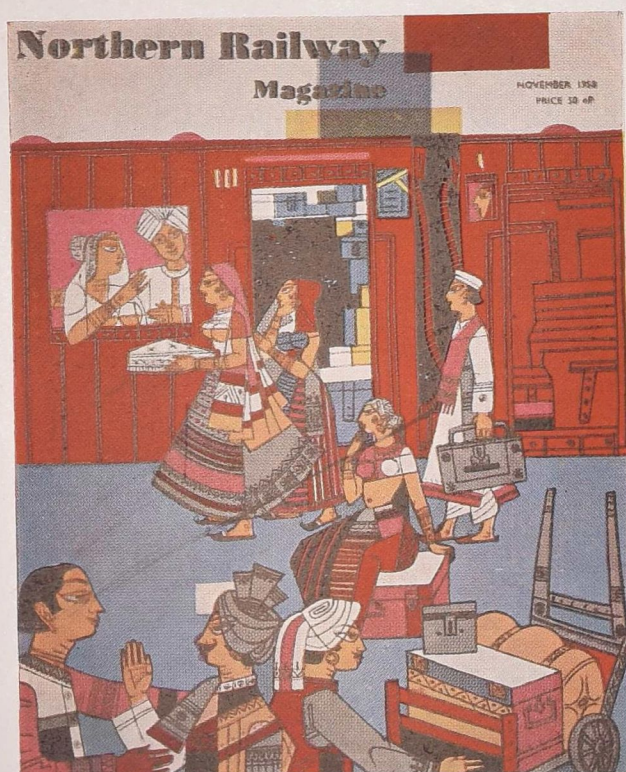
T1 : ACC Sandesh (Hindi)
PUB : Cement Marketing Co.
of India
PR : Thackers Press



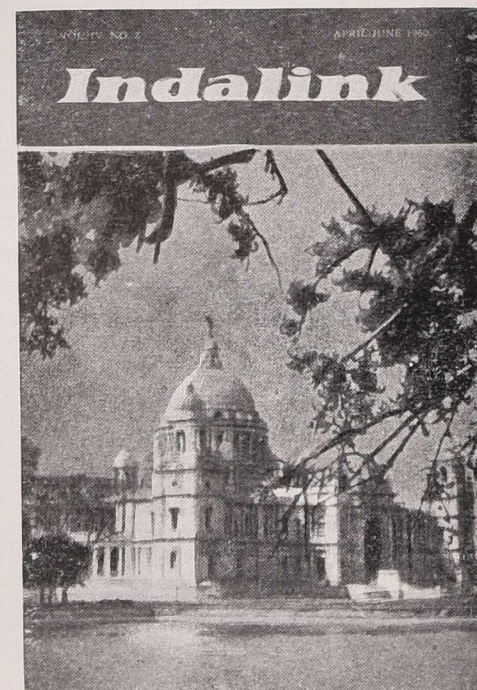
PUB : Burmah-Shell
PR : Bolton Fine Art Litho Works



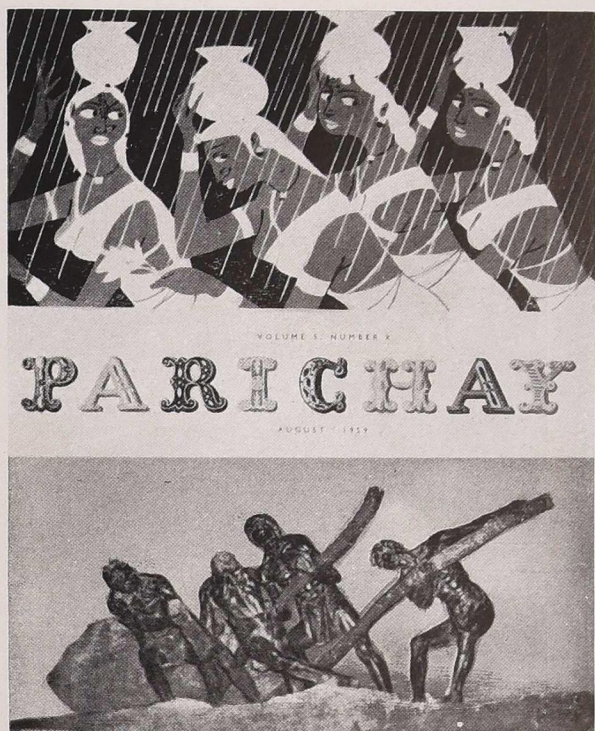
Monthly
PUB : Life Insurance Corporation of India
PR : G. Claridge & Co.



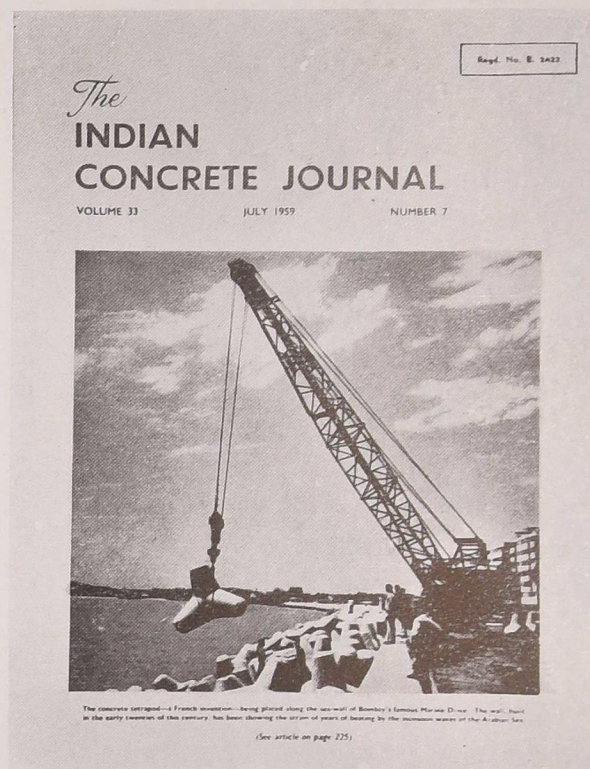
Monthly
PUB : Northern Railway
PR : Caxton Press, New Delhi



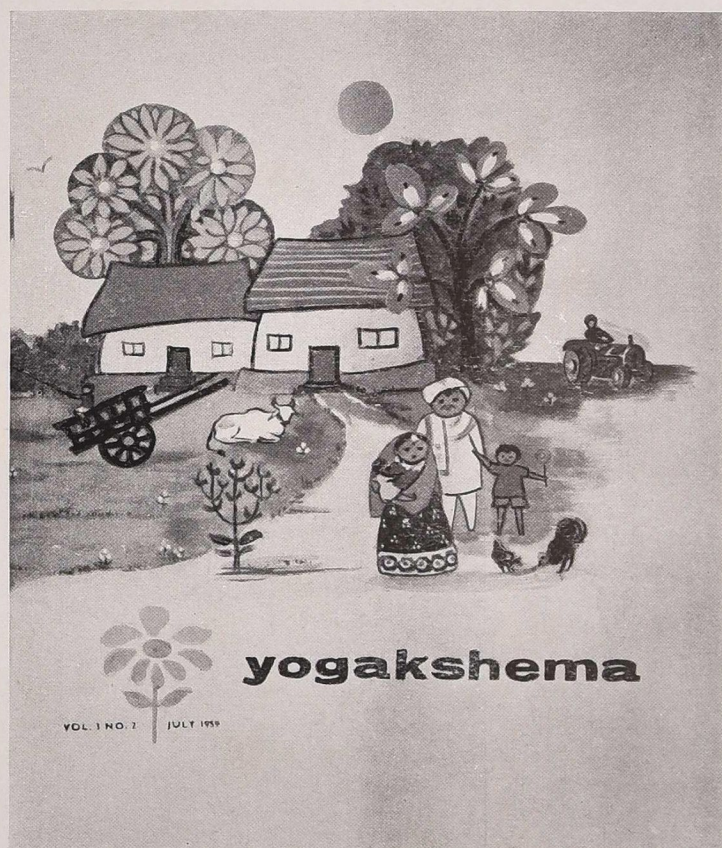
PUB : Indian Aluminium Co.
AG : J. Walter Thompson
PR : Navana Printing Works



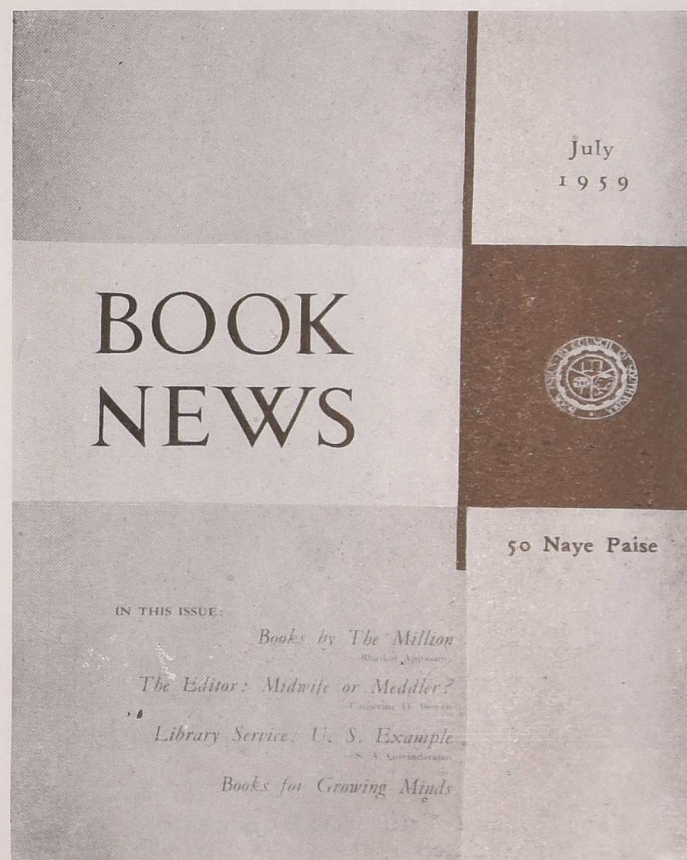
Monthly
PUB : Philips
PR : Lalchand Roy & Co.



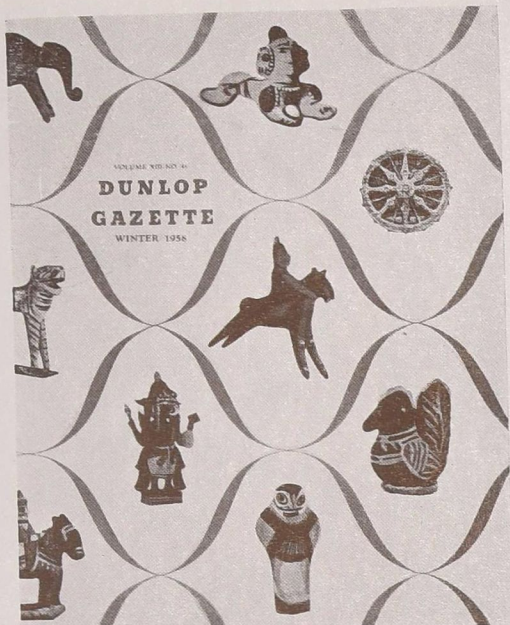
Monthly
PUB : Cement Marketing Co.
PR : The Times of India Press



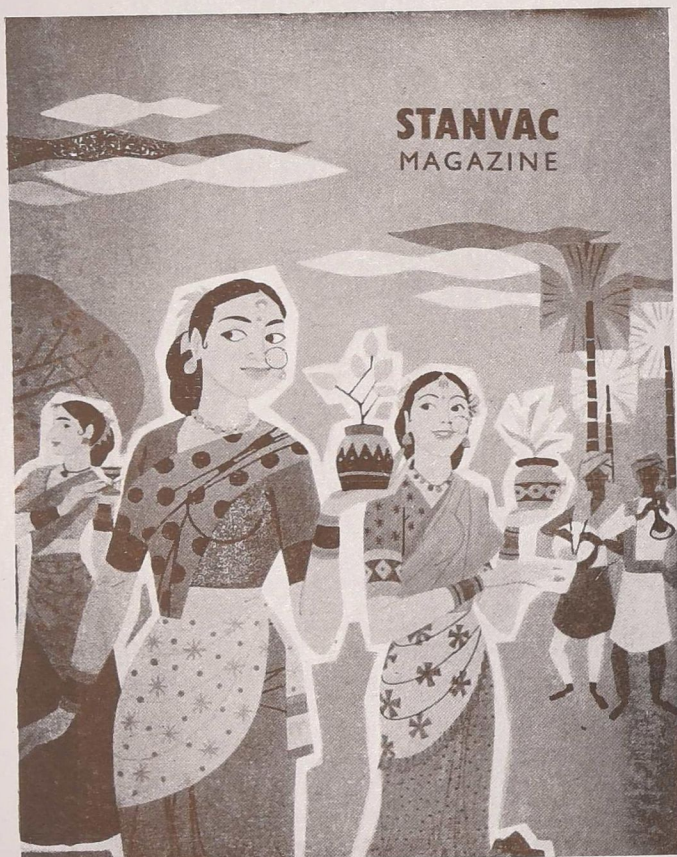
Quarterly
PUB : Life Insurance Corporation of India
PR : G. Claridge & Co.



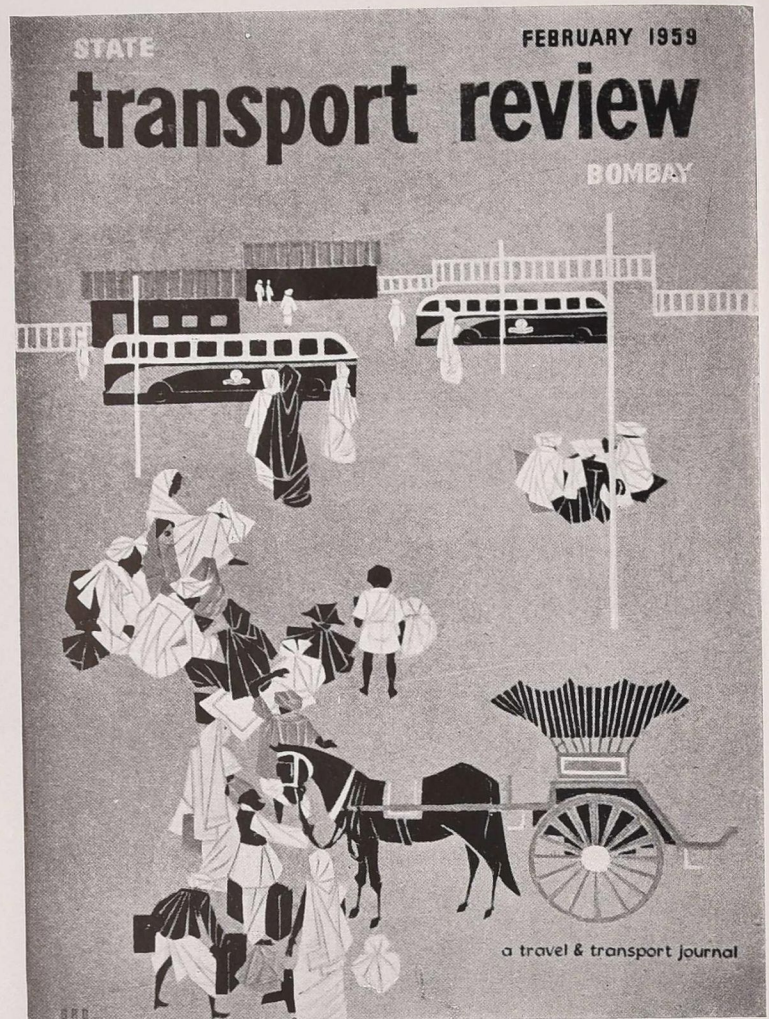
Monthly devoted to book industry of South India
PUB : Book Industry Council of South India
PR : Associated Printers (Madras)



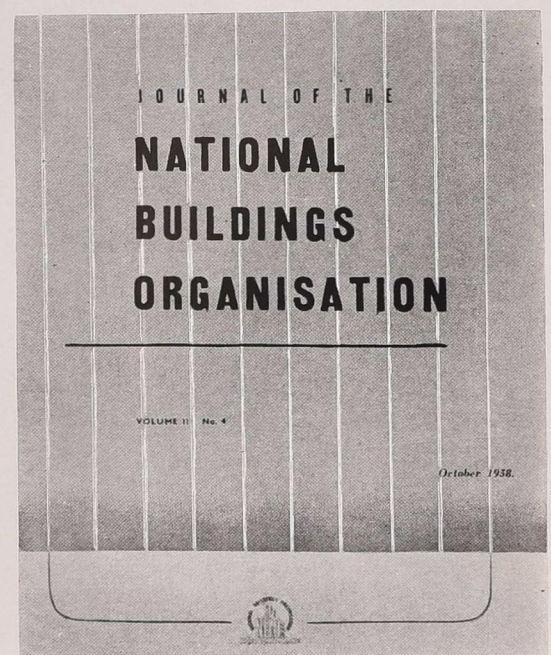
PUB : Dunlop Rubber Co.
PR : Gossain & Co.



Monthly
PUB : Standard Vacuum Oil Company
PR : Asian Printers

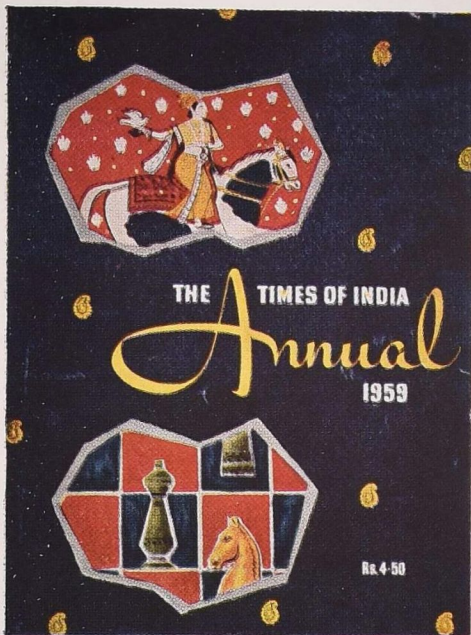


Monthly
PUB : Bombay State Road Transport Corporation
PR : Associated Advertisers & Printers

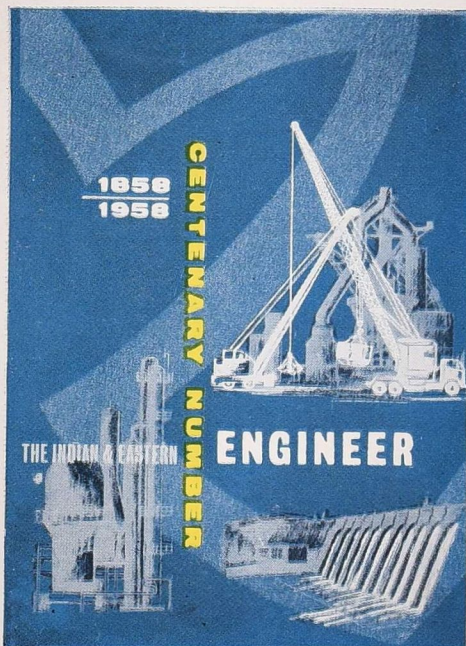


Quarterly
PUB : National Buildings Organisation
PR : Albion Press

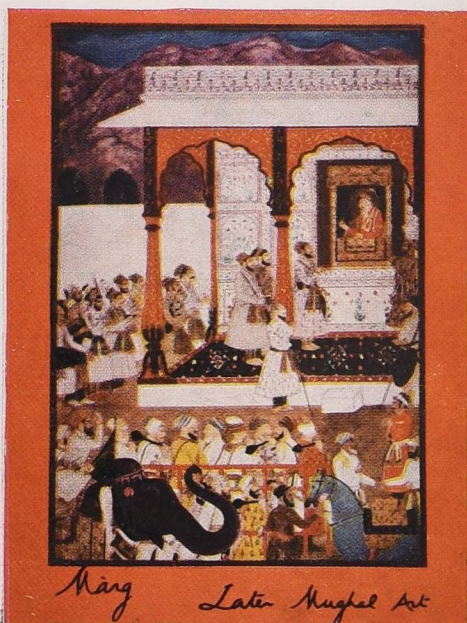
ART MAGAZINES & ANNUALS



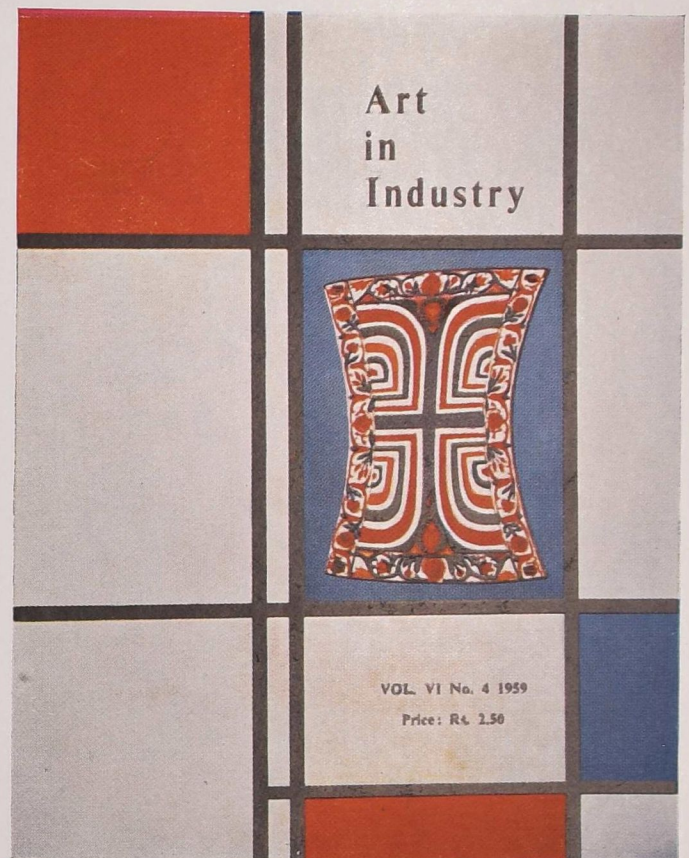
Annual
PUB : Bennett, Coleman
& Co.
PR : The Times of India
Press



PUB : The Indian & Eastern Engineer Co.
PR : New Era Printing
Press



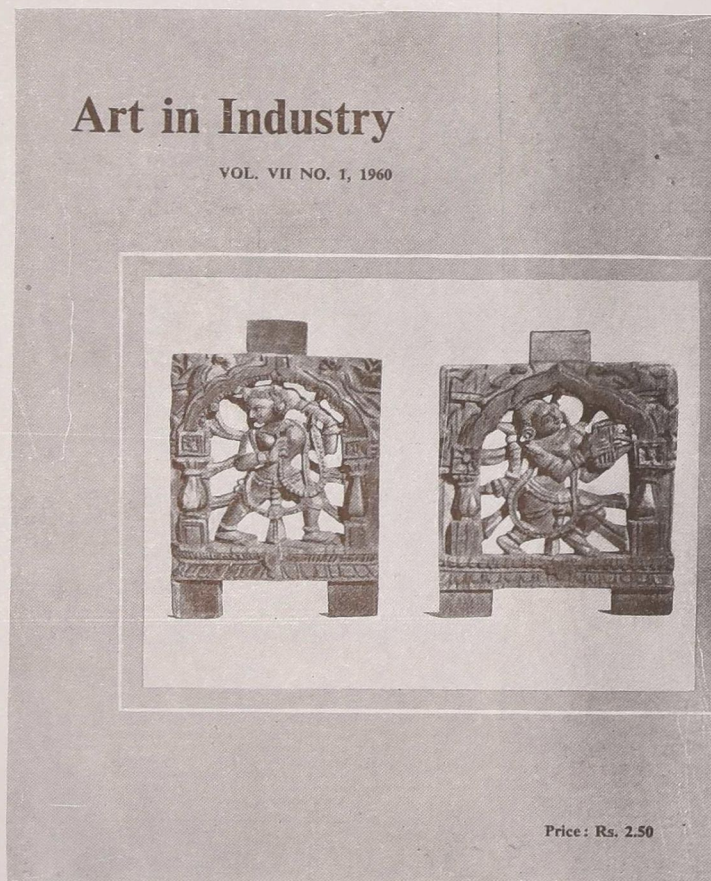
Quarterly
PUB : Marg Publications
PR : The Commercial Print-
ing Press



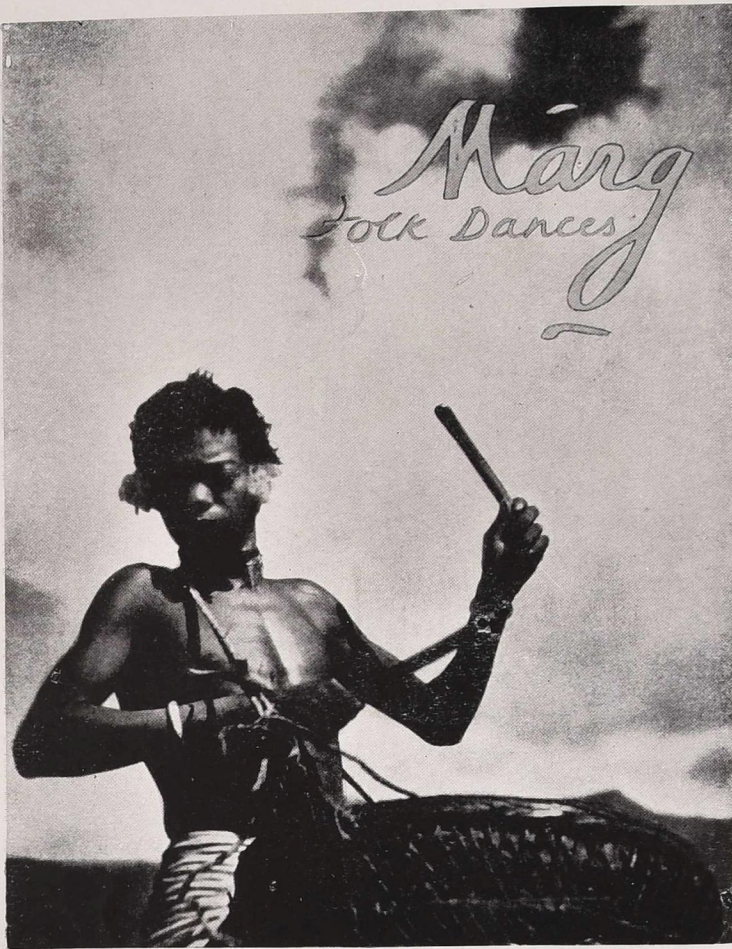
Quarterly
PUB : Indian Institute of Art
in Industry
PR : Sree Saraswaty Press



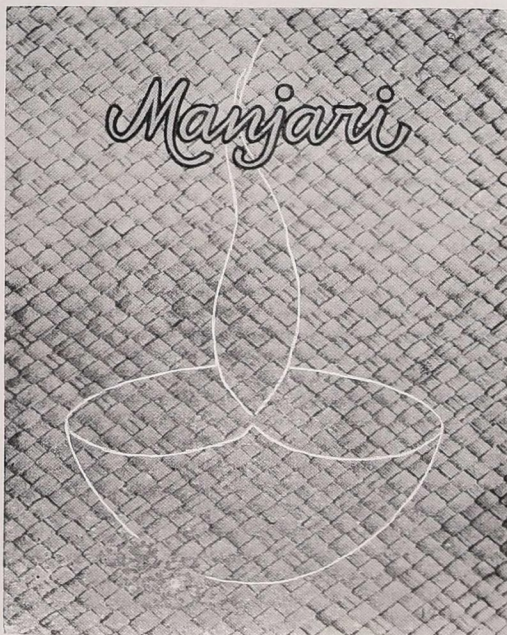
Monthly
 PUB : Builders Publications
 of India
 PR : G. Claridge & Co.



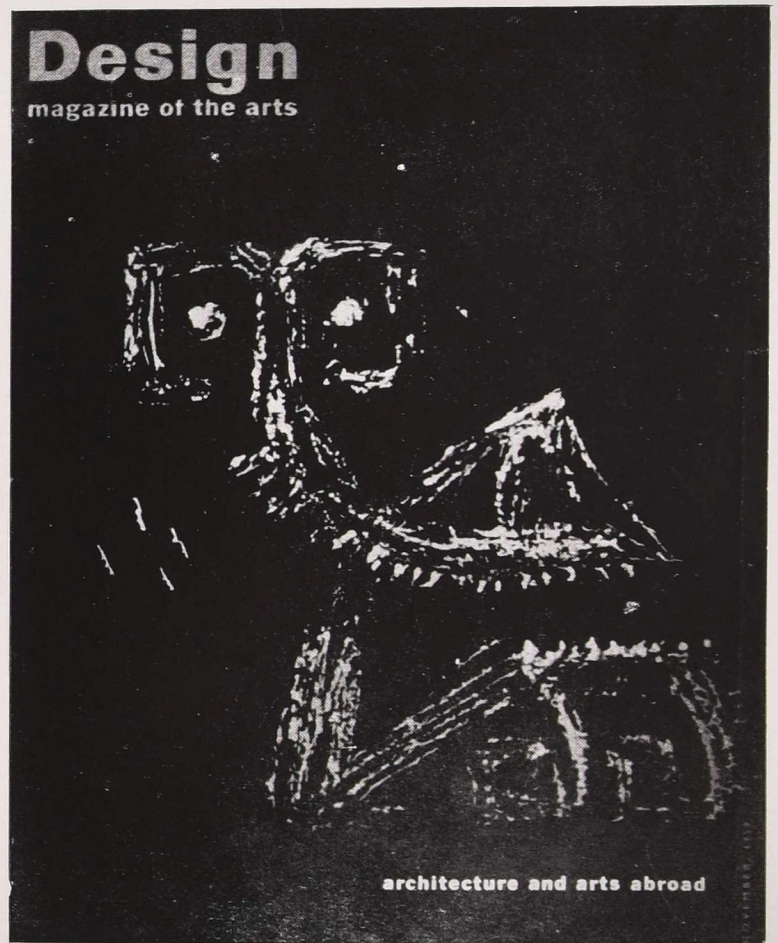
Quarterly
 PUB : Indian Institute of Art
 in Industry
 PR : Sree Saraswaty Press



Quarterly
 PUB : Marg Publications
 PR : The Commercial Printing Press



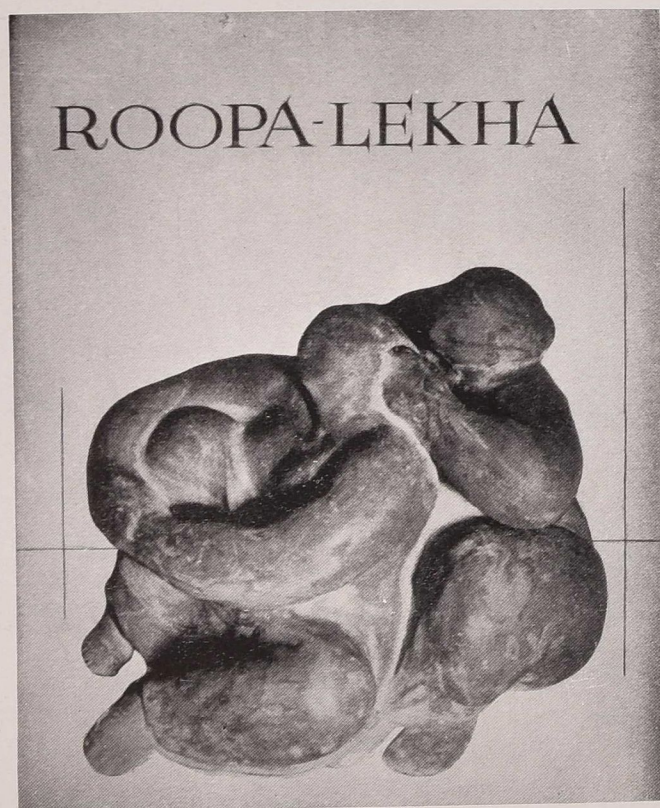
Yearly devoted to arts and literature
 PUB : Arati Sen
 PR : Gouranga Press



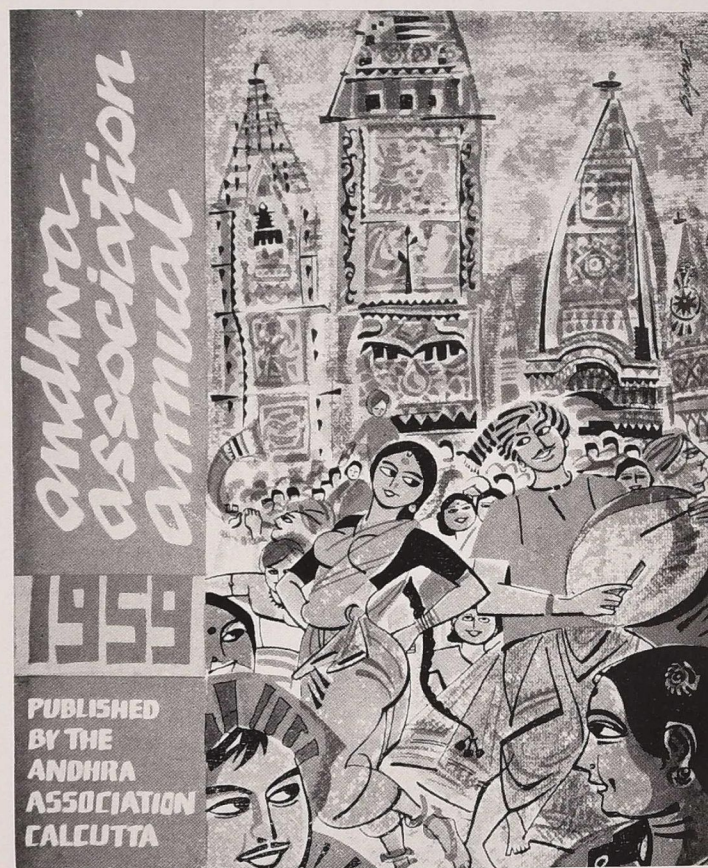
Monthly
 PUB : Builders Publications of India
 PR : G. Claridge & Co.



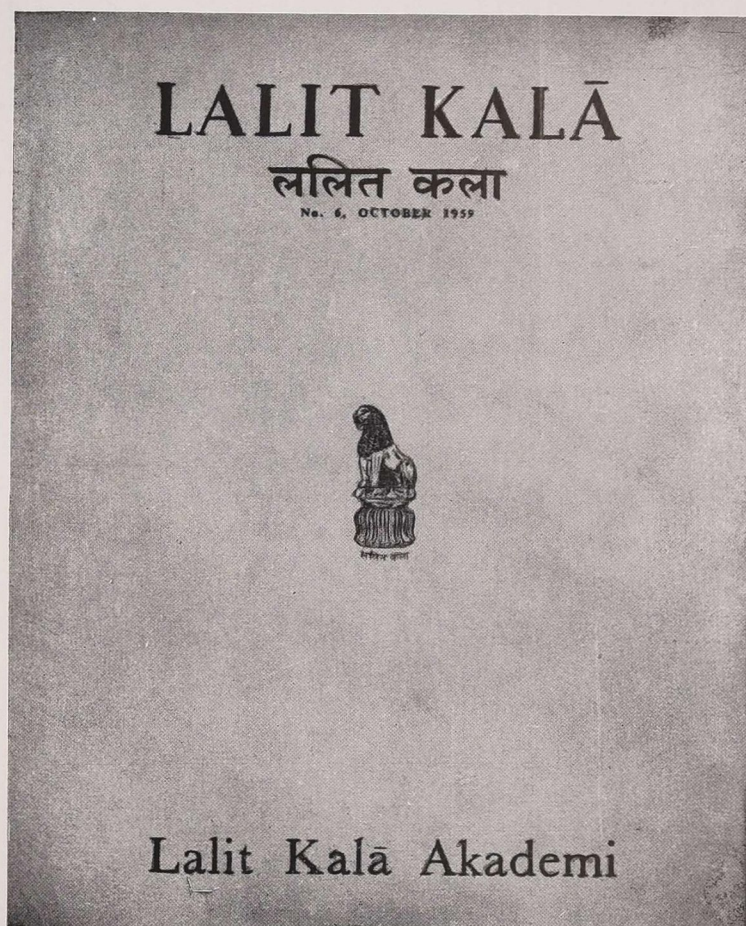
Annual
 PUB : Shanker's International
 Competition Committee
 PR : National Printing Works



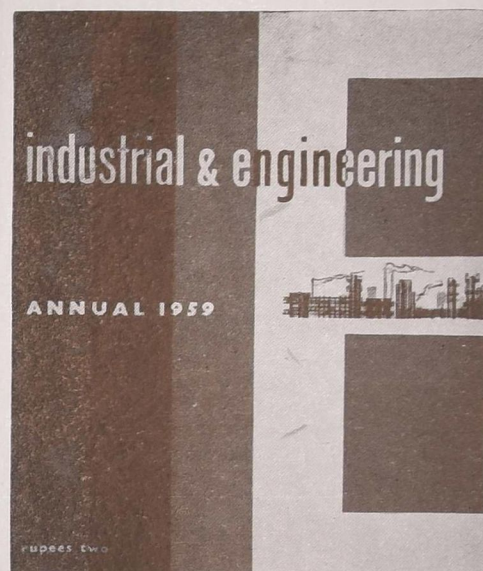
Biannual
 PUB : All India Fine Arts &
 Crafts Society
 PR : N. K. Gossain & Co.



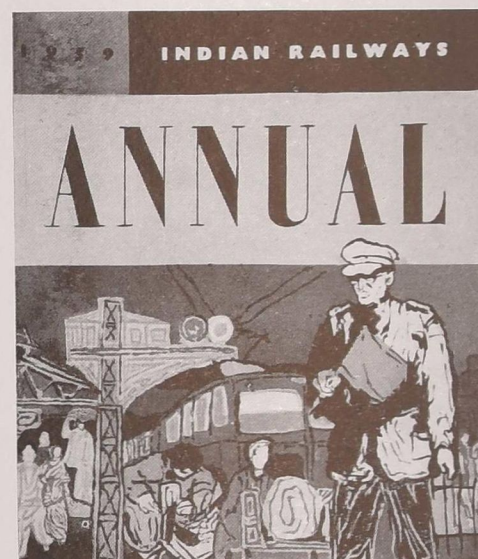
PUB : Andhra Association, Calcutta
 PR : Navana Printing Works



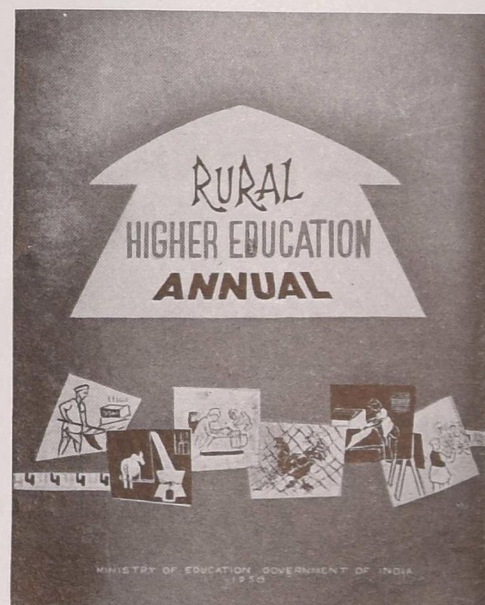
Biannual
 PUB : Lalit Kala Akademi
 PR : Vakil & Sons



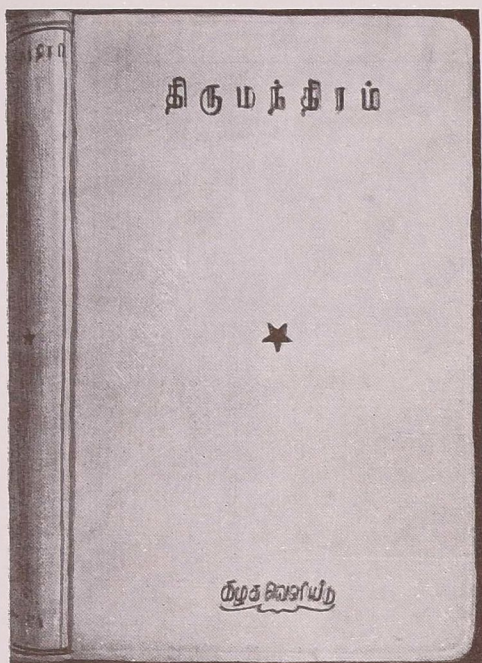
Annual
 PUB : Eve's Weekly
 PR : Sanj Vartaman Press



Annual
 PUB : Railway Board
 PR : Caxton Press

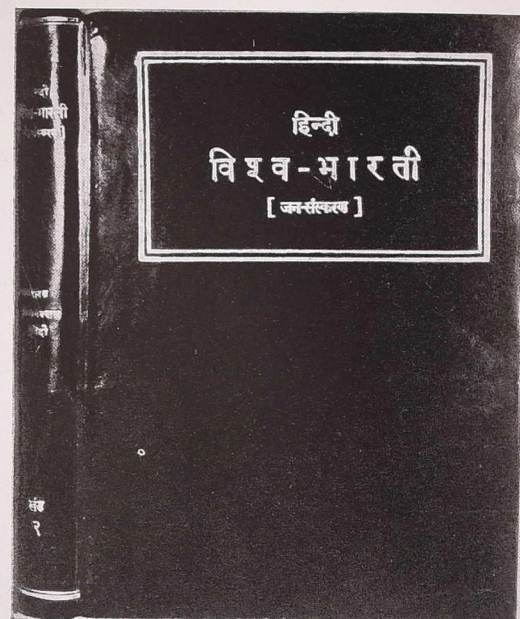


PUB : Ministry of Education
 PR : Government of India Press

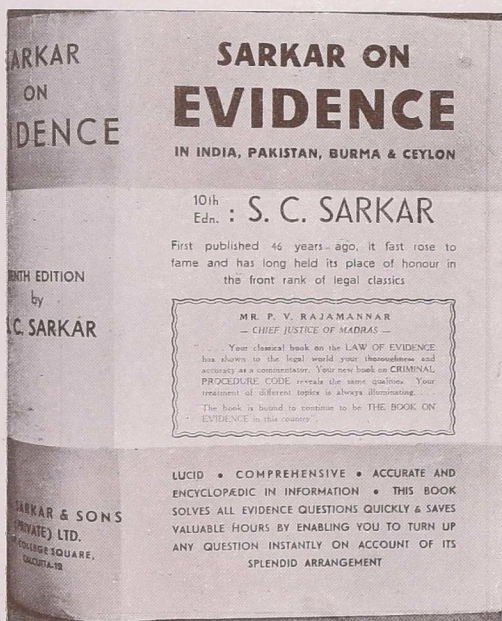


Tr : Tirumatram
(Tamil)
BIN : R. Manickaswamy

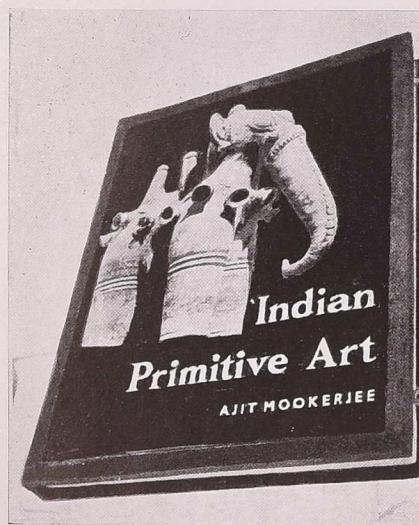
BEST BOUND BOOKS



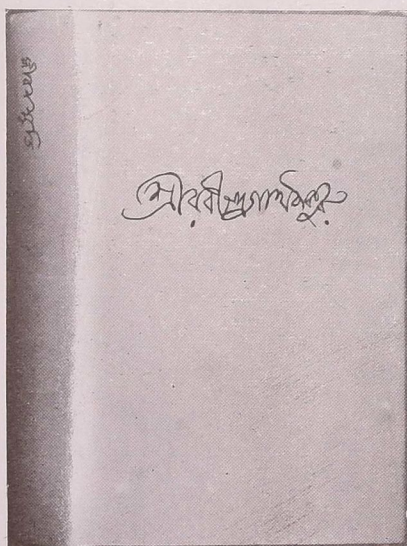
Tr : Hindi Viswa Bharati, Vol. 2
(Hindi)
BIN : Northern Regional School
of Printing Technology



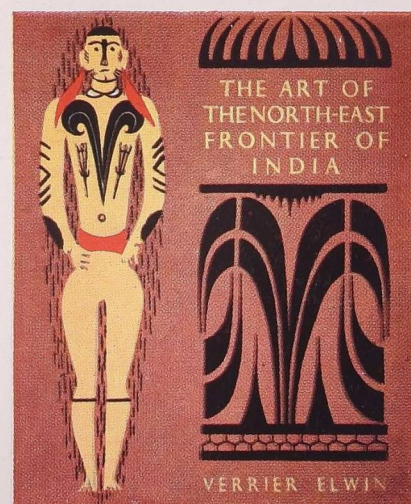
BIN : Basanti Binding
Works



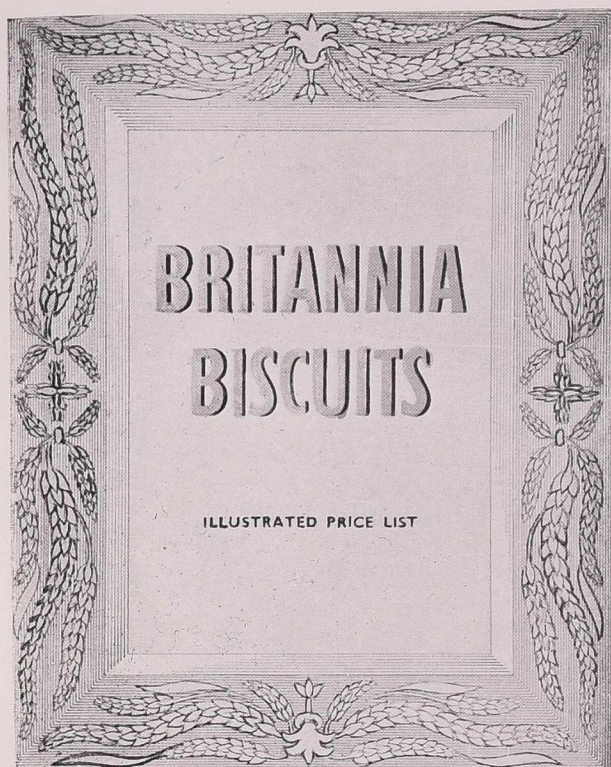
BIN : Swapana Printing
& Binding Works



Tr : Jiban Smriti
(Bengali)
BIN : Basanti Binding
Works

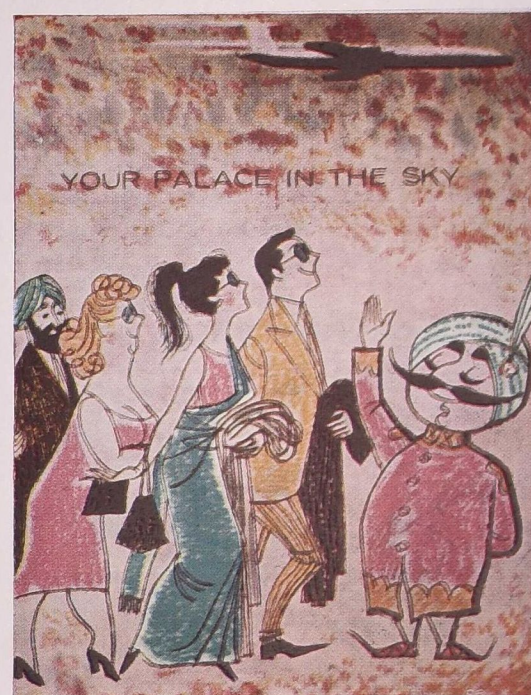


BIN : Basanti Binding
Works

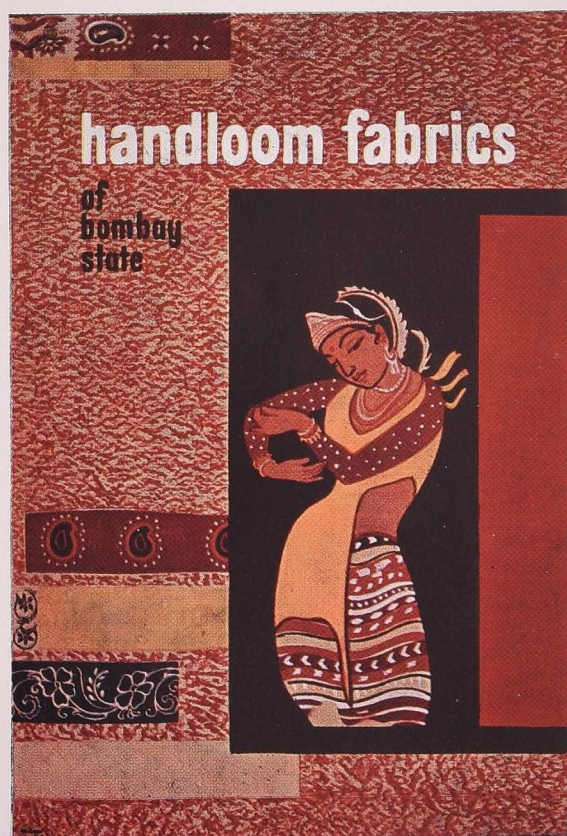


AD : Britannia Biscuit Co.
 AG : J. Walter Thompson
 PR : The Eagle Lithographing Co.

PUBLICITY BOOKLETS



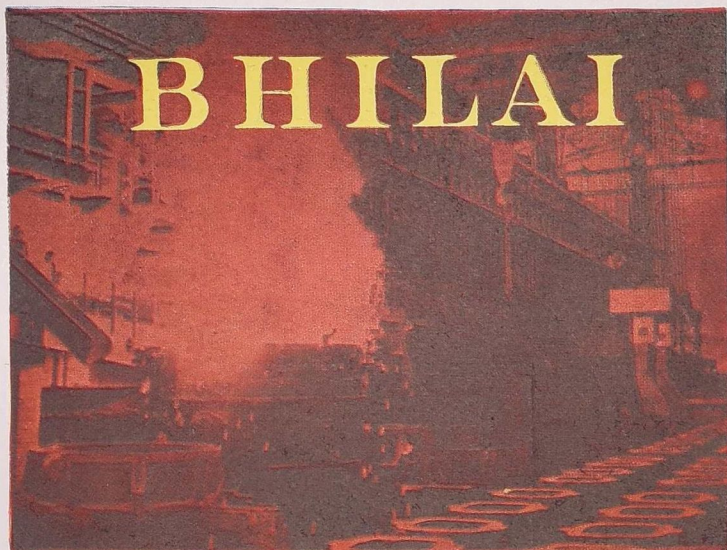
AD : Air India International
 PR : The Commercial Printing Press



AD : Government of Bombay
 PR : G. Claridge & Co.



AD : Devidayal Stainless Steel Industries
 AG : Shilpi Advertising
 PR : G. Claridge & Co.
 AR : K. S. Raje



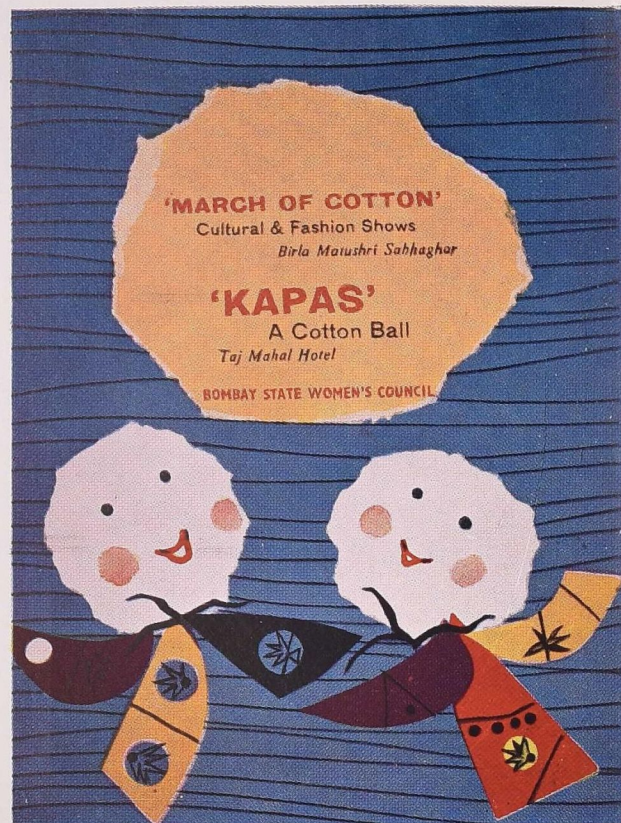
Ad : Hindustan Steel
 Ag : Press Syndicate
 Pr : Lal Chand Roy & Co.



Ad : Asia Publishing
 House
 Pr : Leaders' Press



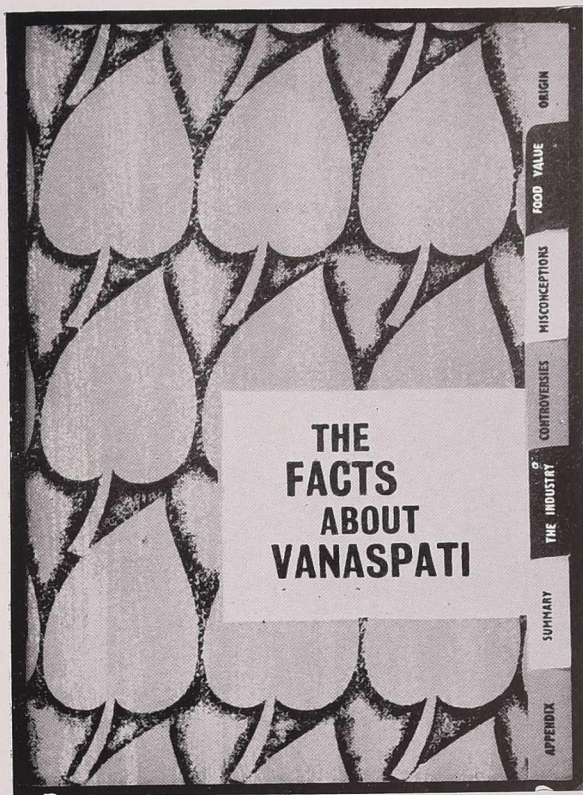
Ad : Hindustan Steel
 Pr : Lal Chand Roy & Co.



Ad : Bombay State
 Women's Council

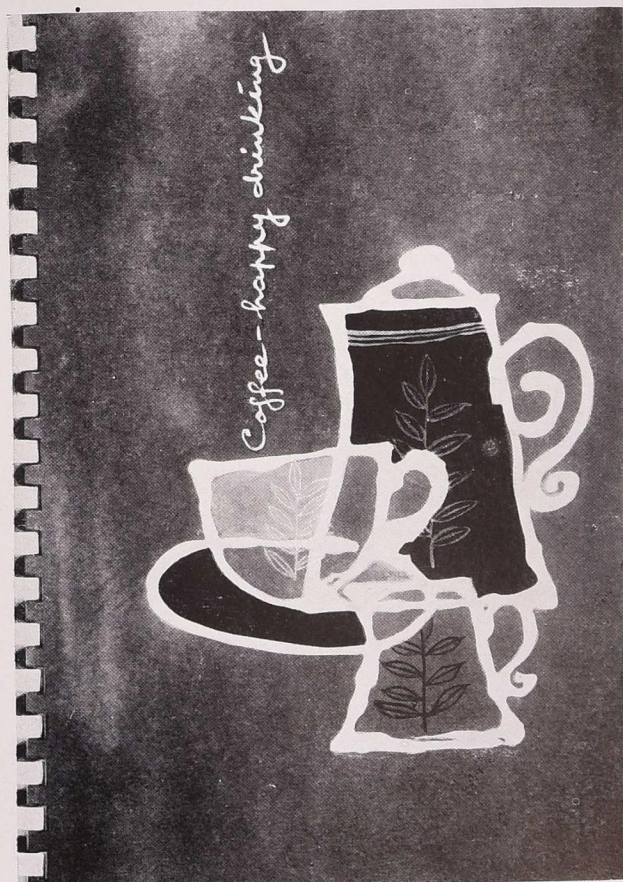


Ad : Kamdar
 Pr : The Times of India Press

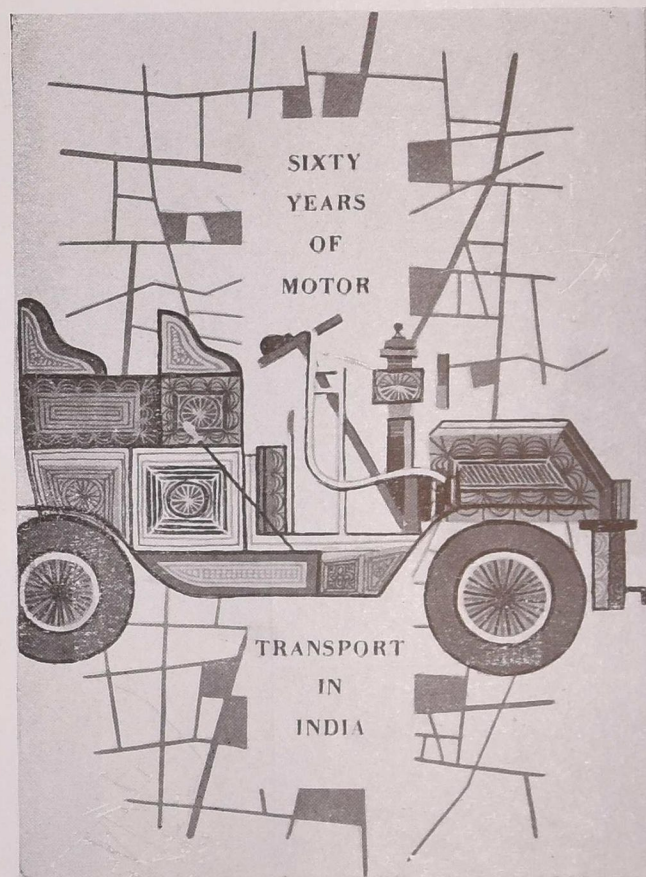


AD : Vanaspati Manufacturers
Association of India
AG : J. Walter Thompson
PR : Thackers' Press

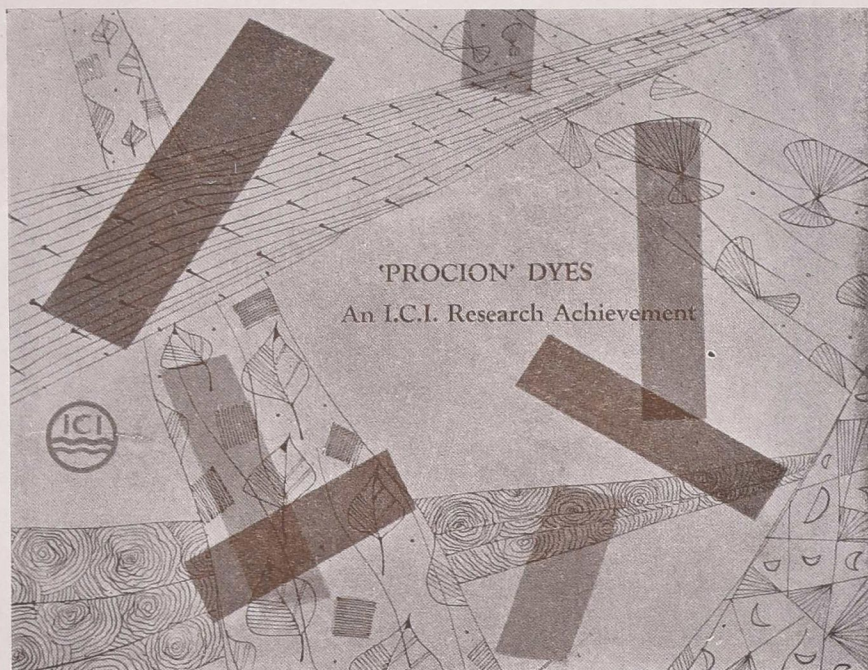
AD : Coffee Board
AG : Clarion Advertising
Services
PR : The Commercial
Printing Press



AD : Voltas
PR : The Commercial Print-
ing Press



AD : Dunlop Rubber Co.
AG : Clarion Advertising
Services
PR : Gossain & Co.
AR : Samir Sarkar

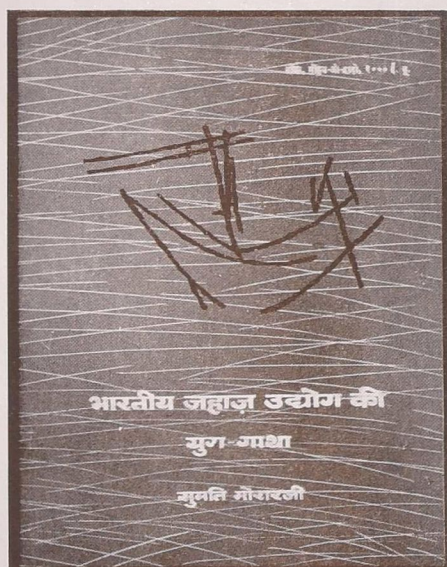


AD : Imperial Chemical Industries
AG : J. Walter Thompson
PR : Cameo

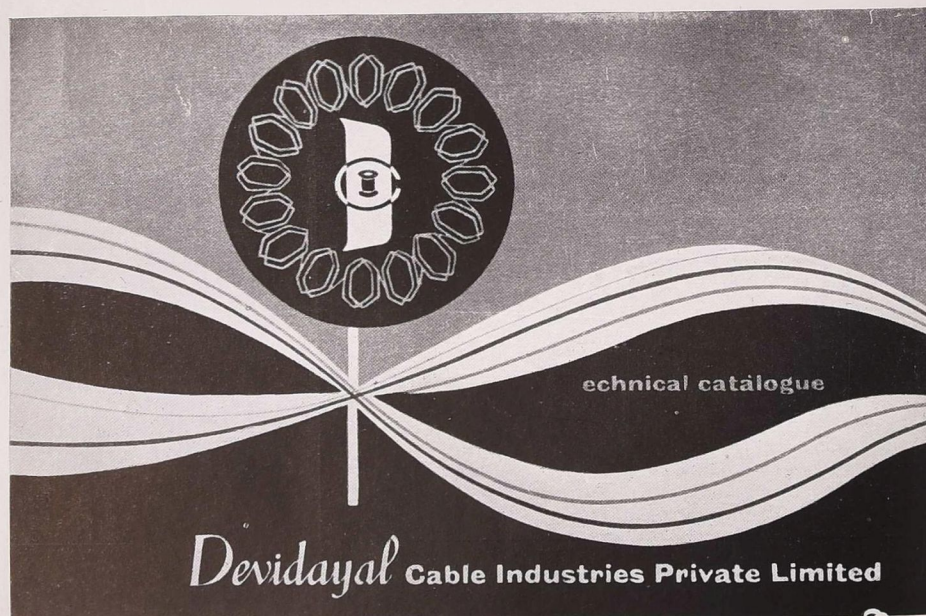


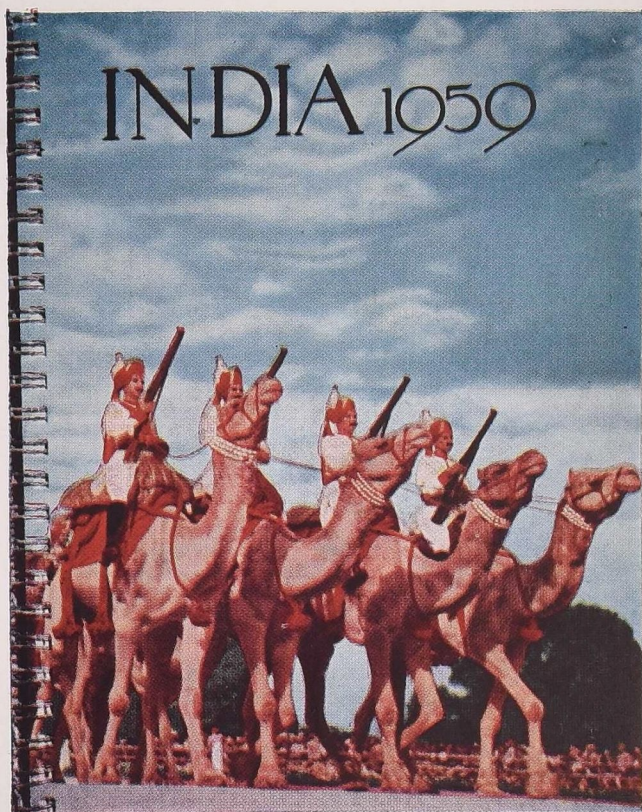
AG : Studio Design
PR : The Commercial
Printing Press

AD : Devidayal Cable Industries
AG : Shilpi Advertising
PR : Leaders' Press
AR : Sunil Sen



AG : Sista's
PR : The Times of
India Press



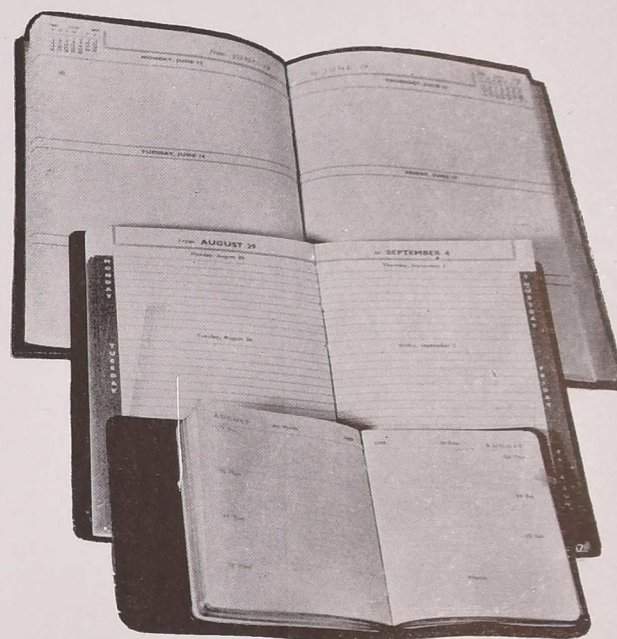


PUB : Directorate of Advertising
& Visual Publicity
PR : Sree Saraswati Press

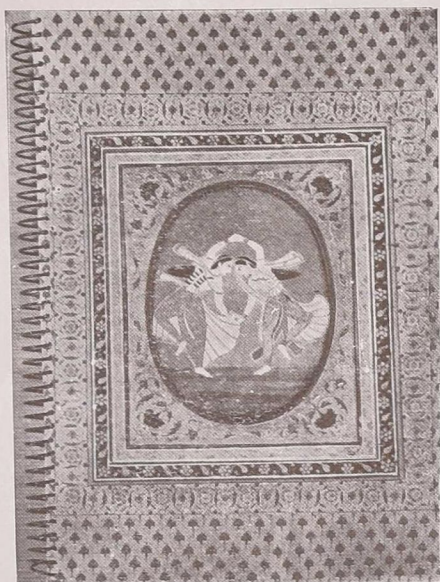
AD : Tata Industries
PR : The Commercial
Printing Press



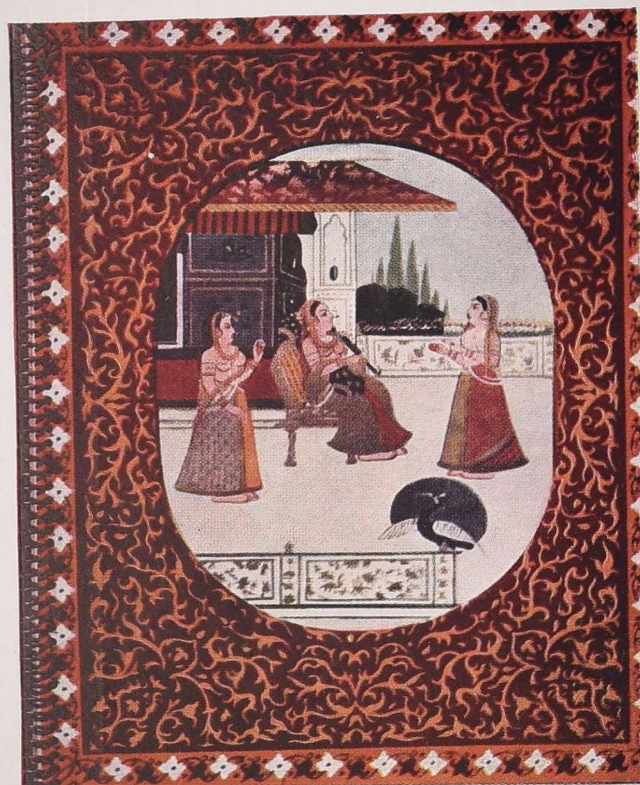
DIARIES



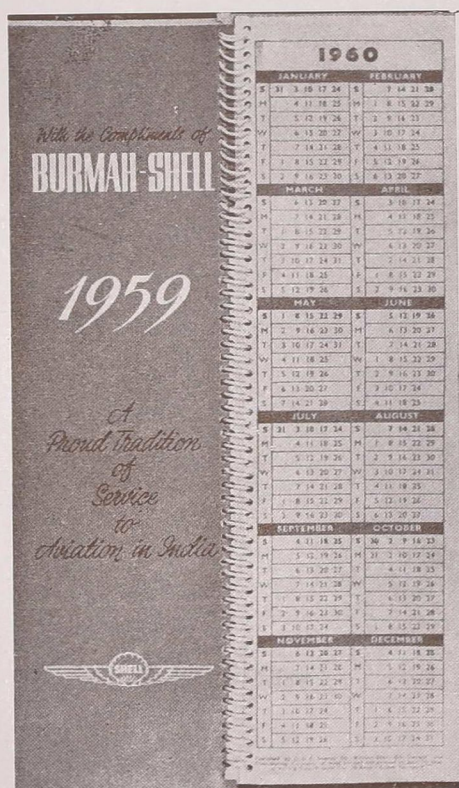
- (i) PUB
& : Marf & Co.
PR
- (ii) PUB
& : Marf & Co.
PR
- (iii) PUB Siemens Engineering
& : Mfg. Co. of India
PR Thackers Press



AD : Information Service of India
PR : The Commercial Printing Press



AD : Orient Paper Mills
AG : Press & Publicity Syndicate
PR : Glasgow Printing Co.



AD : Burmah-Shell
PR : Vakil & Sons



AD : Tata & Sons
PR : The Commercial Printing Press

हिन्दी टाइप के डिजायनों में एक नया सूचना

TY : 36 pt. Suvasree (Inlined)
Fo : Sree Type Foundry
DE : J. C. Hui

DEVNAGARI TYPE

सरकारी कर्मचारियों के लिए वेतन आयोग की रिपोर्ट

TY : 32 pt. Mita
Bold
Fo : Friend's Type
Foundry
DE : Nandalal Roy

सुदूरवर्ती पर्वत सुगम्य और उसपर चढ़ना सरल मालूम होता है। उसका शिखर आवाहन करता दिखाई देता है, लेकिन ज्यों ज्यों हम उसके नजदीक पहुंचते हैं, कठिनाइयां दिखाई देने लगती हैं, जैसे जैसे ऊंचे बढ़ते जाते हैं, चढ़ाई अधिकाधिक मालूम होने लगती है और शिखर बादलों में छिपता दिखाई पड़ने लगता है। फिर भी चढ़ाई के प्रयत्नका एक अनोखा मूल्य रहता है और इसमें एक विचित्र आनन्द और एक विचित्र संतोष मिलता है। शायद जीवन का मूल्य पुरुषार्थ में है, फल में नहीं। अक्सर यह जानना मुश्किल होता है कि सही रास्ता कौनसा है। कभी कभी यह जानना ज्यादा आसान होता है कि कौनसा रास्ता सही नहीं है और उससे बचे रहना भी श्रेयस्कर होता है। अत्यंत नम्रता के साथ मैं महान सुकशात के अन्तिम शब्दों का उल्लेख करना पसन्द करूंगा। - श्री जवाहरलाल नेहरू

TY : 14 pt. Narayan
Fo : Prakash Type Foundry
DE : V. R. Karandikar

जातीय संगीत
—:0:—

जनगणमन अधिनायक

जय हे

भारत माग्य विधाता ॥

.....

तव शुभ नामे जागे

तव शुभ आशीष मागे

गाहे तव जयगाथा ॥

TY : 18 pt. Bharatsree
Fo : Sree Type
Foundry
DE : J. C. Hui

TY : 14 pt. Kishoresree
Fo : Sree Type
Foundry
DE : J. C. Hui

भगवान् बुद्ध संसार के उन इने-गिने महापुरुषों में हैं जिन्होंने मानव-कल्याण के लिए सर्वस्व अर्पित कर दिया, ओर ऐसा मार्ग दिखाया जिसपर चलकर असंख्य मानवता को संसार यात्रा में सम्बल मिला तथा आत्मिक शांति मिली। उनका आध्यात्मिक साम्राज्य भौगोलिक सीमाओं को पार कर प्रत्येक देश और रंग के मनुष्यों के हृदयों में फैला हुआ है। अशोक के शब्दों में उनकी विजय धर्म की विजय थी।

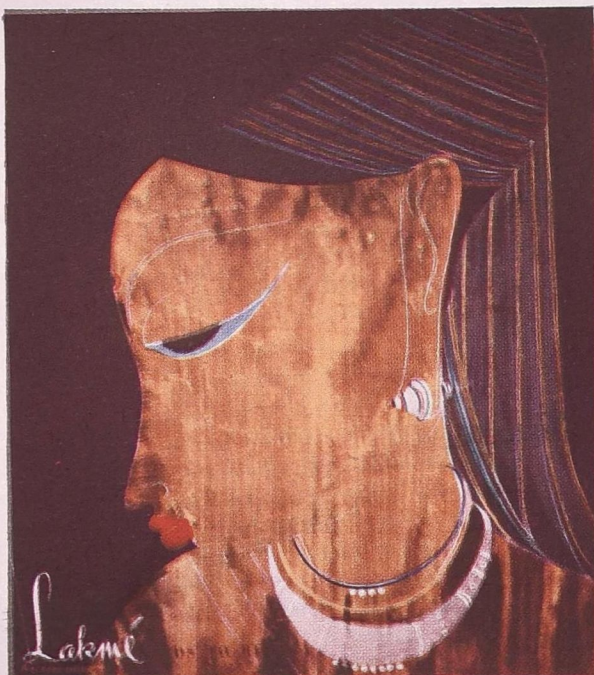
POINT OF SALES



AD : Air India International



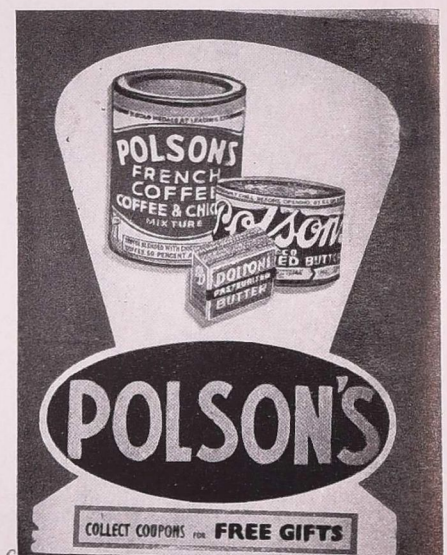
AD : Associated Electrical
Industries
AG : Everest Advertising
PR : Cameo



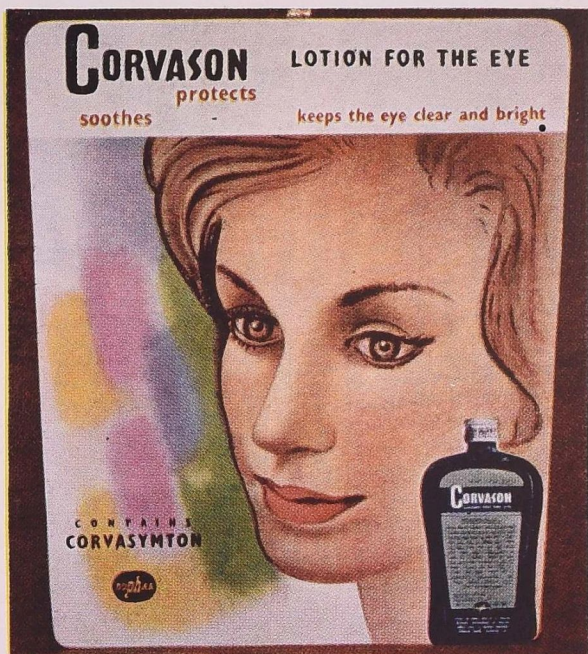
AD : Lakme
PR : Vakil & Sons
AR : Rasik Raval



AD : Imperial Chemical
Industries
AG : Clarion Advertising
Services
PR : Great Bengal Cardboard
Manufacturing Co.



AD : Polson's
PR : Murthy Publi-
city Service



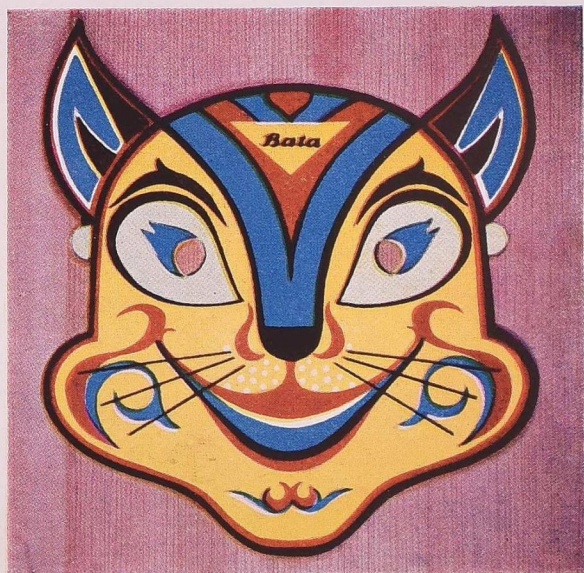
AD : Philips
PR : Easebe Printers
AR : Hutchinson



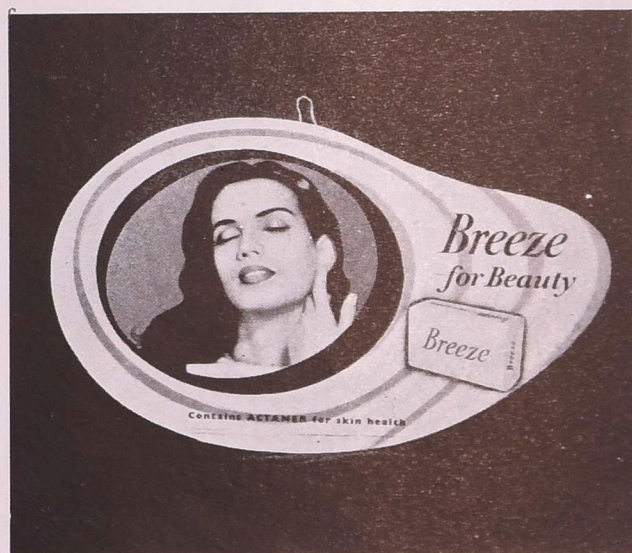
AD : Atlantis East
AG : J. Walter Thompson
PR : Studio Grafic



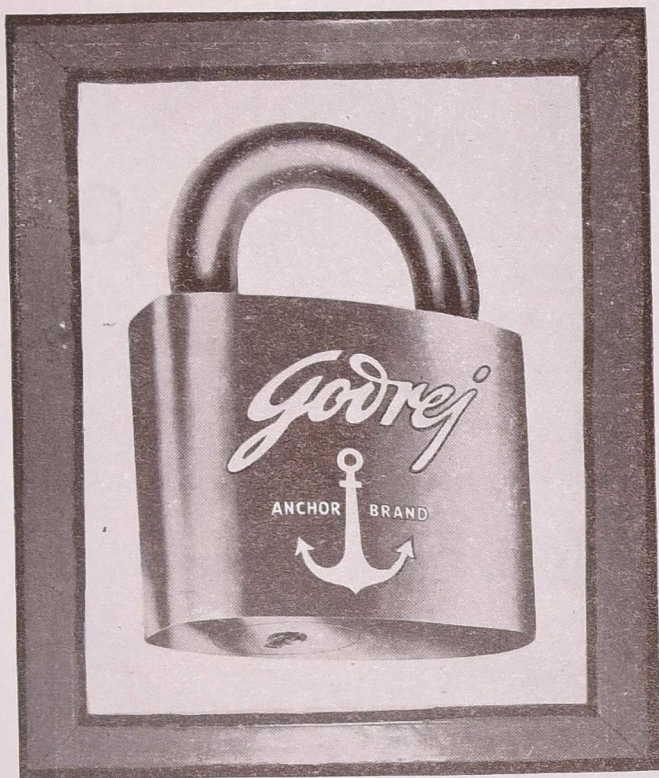
AD : Bata Shoe Co.
PR : Rae & Co.



AD : Standard Vacuum Oil Co.
PR : Murthi Publicity Service



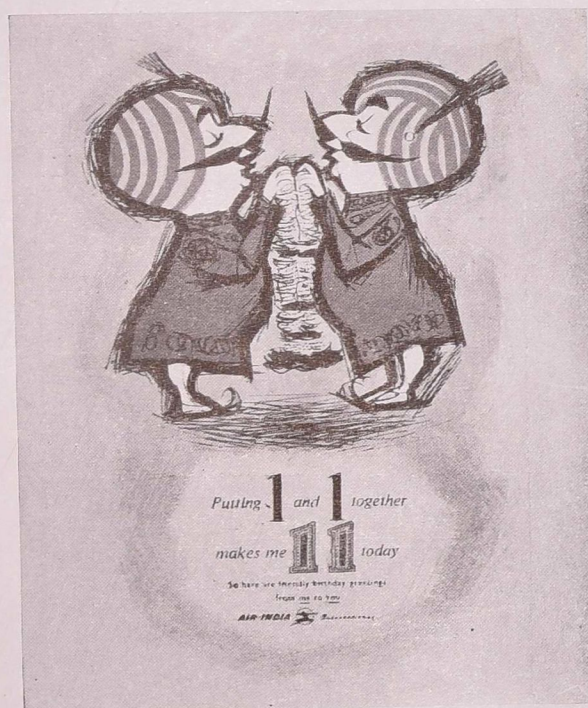
AD : Hindustan Lever
PR : Bombay Fine Art



AD : Godrej
PR : Mohammadi Fine Art
Litho Works



AD : National Carbon Co.
AG : J. Walter Thompson
PR : Lal Chand Roy & Co.



AD : Air India International
AG : J. Walter Thompson
PR : Stores Printing Section
A.I.I.



AD : Teddington Chemical Factory
AG : Asiat Advertising &
Allied Services
PR : Leaders Press
AR : Sudhaker Nadkarni



AD : Imperial Chemical
Industries
AG : Clarion Advertising
Services
PR : Calcutta Job Press



AG : Murthy Publicity Service
PR : Chamundi Art Printers



AD : Bata Shoe Co.
PR : Rae & Co.



AD : The Indian Plastics
AG : Murthy Publicity Service
PR : Chamundi Art Printers

The Hindustan Times
Largest Circulation in Northern, North-Western and Central India

INDUS WATER TREATY A DEPUTY FOR PM NEXT YEAR
Suggestion At Party Meet

No Hitches Now Says Hiff

COST OF NEW WORKS Rs 467 CRORES
Gandhi Says, Will Be Done In 1954-55

JAIN AND MALAVIYA REPORT ON U.P. CRISIS
Mrs Gandhi Meets Top Party Leaders

Action Against

Ti : The Hindustan Times
PR : Hindustan Times Press
Ti : The Tribune
PR : Tribune Press

DAILY NEWSPAPERS

The Sunday Tribune
LARGEST CIRCULATION IN NORTH-WESTERN INDIA
AMRITSAR, PUNJAB, SEPTEMBER 2, 1953

FAR EAST CRISIS CAUSES CONCERN
U.K. Fully Ranged Behind U.S. Stand

TOP COMMUNISTS MEET AT YALTA
International Issues Discussed

FOOD SATYAGRAHA IN U.P. GAINS
CERTIFIED LABOUR CERTIFIED, KANUNDA DART

EXPLOSIVE SITUATION IN AFRICA

Ti : Prajavani (Kanada)
PR : Deccan Herald Press

The Statesman
LATE CITY EDITION
PUBLISHED DAILY EXCEPT ON SUNDAYS, PUBLIC HOLIDAYS AND ON 15th AUGUST AND 26th JANUARY
CALCUTTA MONDAY JANUARY 26, 1954

INDIA DETERMINED TO FORGE AHEAD
President Calls For Sacrifices

AUSTERITY NOW FOR ABUNDANCE LATER

37 Republic Day Awards
Padma Vibhushan For Radha Binode Pal

West Indies Left With Easy Task

Ti : The Statesman
PR : The Statesman Press

THE HINDU
INDIAN NATIONAL NEWSPAPER
MADRAS, TAMIL NADU, INDIA

KHRUSHCHEV TO GO TO U.S.
INVITATION ACCEPTED: TRIP TO TAKE PLACE NEXT MONTH

ATOMIC TESTS IN SAHARA
QUESTIONS TO BE RAISED IN U.N.

CANAL WATER DISPUTE
INDO-PAKISTAN TALKS

COMMUNIST RULE IN KERALA
"AN ASTONISHING FAILURE"

CEYLON INDIAN PROBLEM
NO PROPOSAL FOR TALUK

IKK MAKING RETURN VISIT IN DECEMBER

Ti : The Hindu
PR : National Press

The Times of India
MADRAS, TAMIL NADU, INDIA

OVERWHELMING VICTORY FOR DE GAULLE PLAN
78 p.c. Vote For New French Constitution

STRONG POWERS FOR EXECUTIVE

Palace Reception To Dr. Prasad In Tokyo
PLEDGE TO WORK FOR INDO-JAPANESE AMITY

लोकरसत्ता
विरोधी पक्षांच्या घोषणांमुळे विधानसभेची बैठक तहकूब

यशवंतराव चव्हाण, राजीनामा या 'सीमा' मागाना न्याय या या गर्जनांनी समाग्रहोत गांधी

लोकरसत्ता पक्षानेच विरोधी कम्युनिस्ट गटाचा समायाग कर्नाटक केंद्रात हस्तगतवा निषेध

Ti : The Times of India
PR : The Times of India Press

हिन्दुस्तान
The Leading Hindustani Daily

१९६५ तक बच्चों की निशुल्क व अनिवार्य शिक्षा की व्यवस्था

राज्यों के शिक्षा मंत्रियों के सम्मेलन की निष्फारिश

हम से तीन अरब रु० की सहायता

पय सेवक दल के विरुद्ध अकाली-प्रदर्शन
पुलिस द्वारा निरस्त

Ti : Hindustan (Hindi)
PR : Hindustan Times Press

Ti : Loksattha (Marathi)
PR : Standard Press

विशाळ सह्याद्री

विजय कृष्ण सोलार, मुंबई

नवभारत टाइम्स

हिन्दी

संयुक्त कर्नाटक

कर्नाटक

सायप्रसचे प्रशासक शेवटी ग्रीस-तुर्कस्तान

सायप्रसचे प्रशासक शेवटी ग्रीस-तुर्कस्तान. सायप्रसचे प्रशासक शेवटी ग्रीस-तुर्कस्तान. सायप्रसचे प्रशासक शेवटी ग्रीस-तुर्कस्तान.

नवभारत टाइम्स

सरकारी कर्मचारियोंको हड़ताल

प्रतिक्रिया

प्रतिक्रिया

सुदार्शन विदेशीयक

सुदार्शन विदेशीयक. सुदार्शन विदेशीयक. सुदार्शन विदेशीयक.

Ti : Vishal Sahyadri (Marathi)

Pr : Chitrashala Printing Press

Ti : Nav Bharat Times (Hindi)

Pr : The Times of India Press

Ti : Samyukta Karnataka (Kannada)

Pr : Samyukta Karnataka Press

ജനയുഗം

ജനയുഗം

युगान्तर

युगान्तर

ఆంధ్రపత్రిక

ఆంధ్రపత్రిక

Ti : Janayugom (Malayalam)

Pr : Janayugom Press

Ti : Jugantar (Bengali)

Pr : Patrika Press

Ti : Andhra Patrika (Telugu)

Pr : Andhra Patrika Press

પ્રતાપ

પ્રતાપ

FREE PRESS JOURNAL

FREE PRESS JOURNAL

The Daily Tej Delhi

The Daily Tej Delhi

Ti : Pratap (Gujarati)

Pr : Pratap Printing Press

Ti : Free Press Journal

Pr : Journal Press

Ti : The Daily Tej (Urdu)

Pr : Tej Press

પ્રતાપ

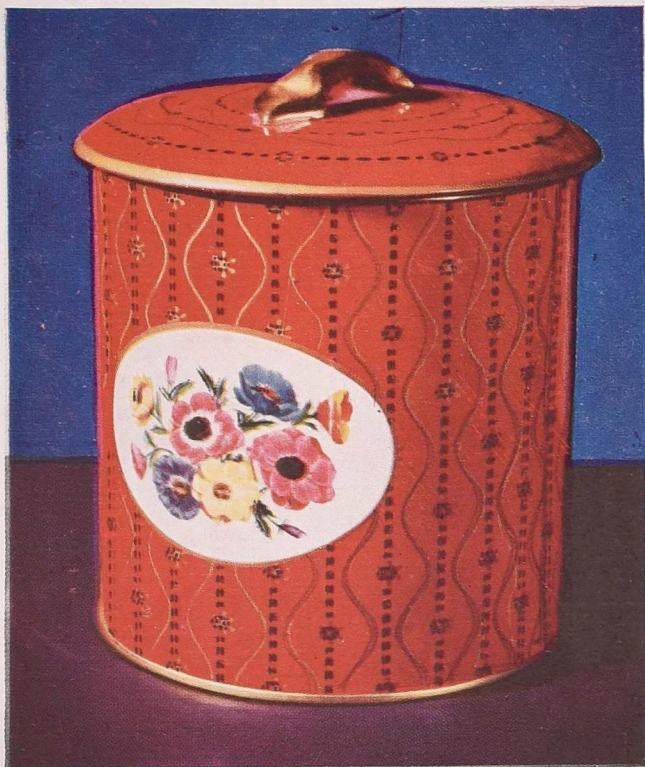
પ્રતાપ

DECCAN HERALD

DECCAN HERALD

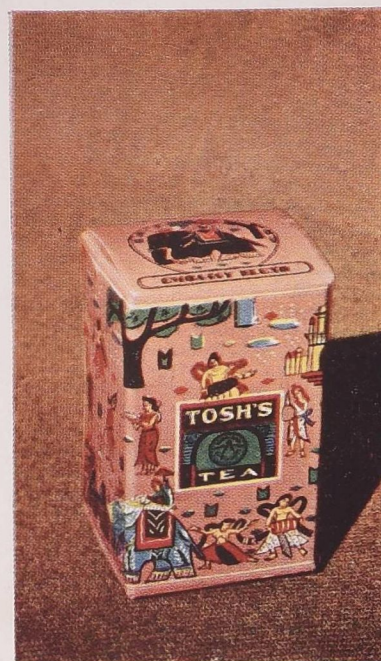
Deccan Herald

Deccan Herald



AD : Britannia Biscuits Co.
PR : Metal Box Co. of India

PACKAGING



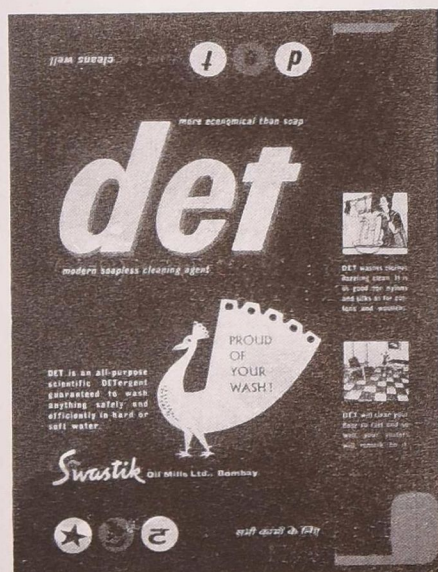
AD : A. Tosh & Sons
AG : The Press Syndicate
PR : Sree Biswanath Press



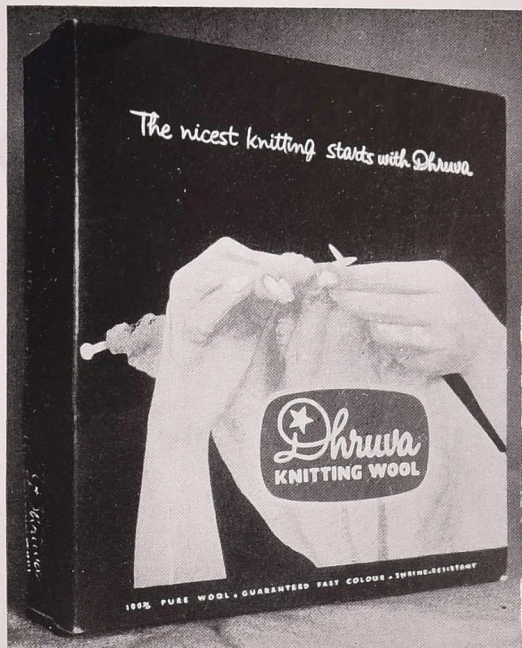
AG : Hill Hardware Co.
PR : Colour Cartons



PR Metal Box Co. of
& : India
DE



AD : Swastik Oil Mills
AG : Shilpi Advertising
PR : G. Claridge & Co.



AD : Dhruva Woollen Mills
AG : Grant Advertising
PR : G. Claridge & Co.

AD : The Calcutta
& : Chemical Co.
DE
PR : Great Bengal
Cardboard
Manufacturing
Co.

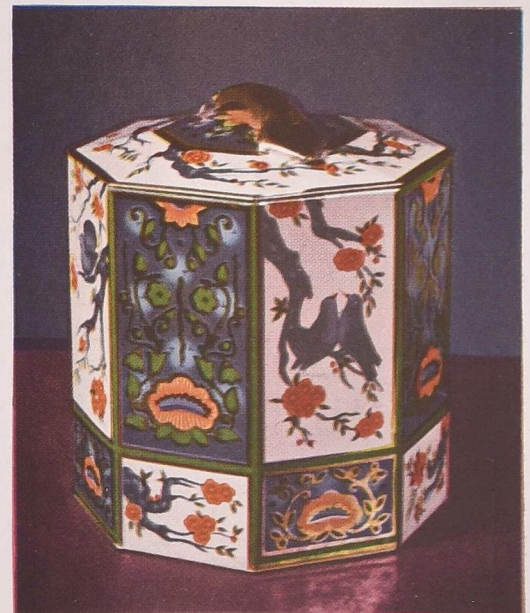


AD : Parle Products
PR : Metal Box Co. of India
DE : Mistry

AD : Union Carbide



AD : Dr. Writer's Chocolates
& Canning Co.
AG : Talcherner Art Studio
PR : G. Claridge & Co.



AD : Tea Board
PR : Metal Box Co. of India

AD : Swastik Oil Mills
AG : Shilpi Advertising
PR : G. Claridge & Co.





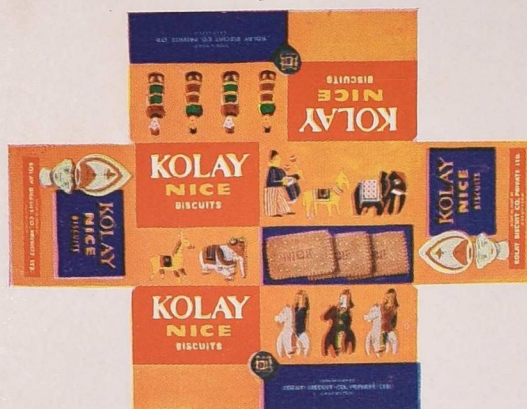
AD : Krishak—Udyog
AG : Parag Advertising

LABELS

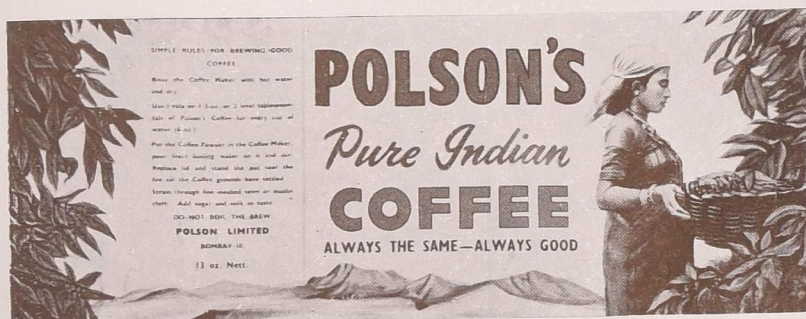


AD : Britannia
Biscuits
Co.

AG
& :
PR The Eagle
Lithogra-
phing Co.



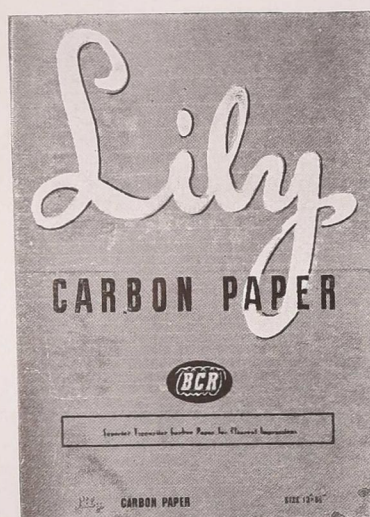
AD : Kolay Biscuit
Co.



AD : Polson
PR : Shiv Raj Fine
Art Litho Works
AR : H. S. Abbasi

AD : The Bharat Carbon
& Ribbon Manuf.
Co.

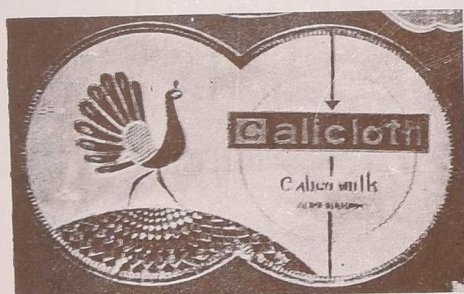
PR : Hind Union Press
AR : Roshan Lal



AD : Imperial Tobacco
Co.

AG : Grant Adver-
tising

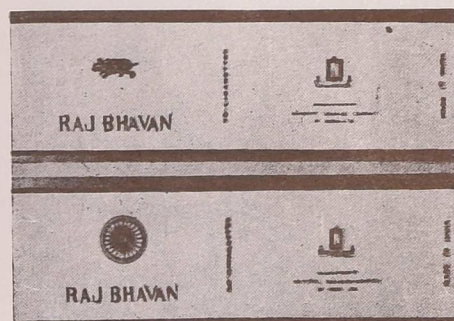
PR : Great Bengal
Cardboard
Manuf. Co.



AD : Calico Mills
PR : M. Vadilal &
& : Co.
AR



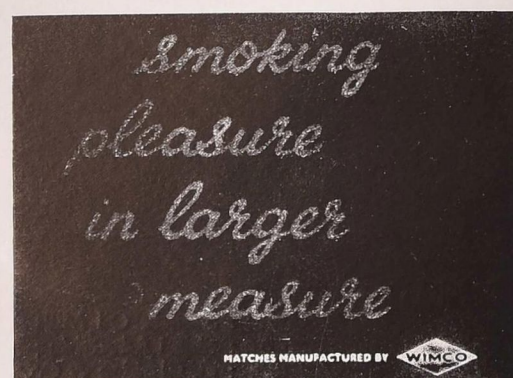
Ad : Chocs Canning
PR : Shiv Raj Fine
Art Litho
Works
AR : M. D. Raginwar



AD : National Tobacco
Co. of India

AG : Advertising Cor-
poration of India

PR : The Radiant Process



AD : Western India
Match Co.

AG : Clarion Adver-
tising Services

PR : N. K. Gossain &
Co.

ADVERTISEMENTS

list of advertisers

Sree Saraswaty Press Ltd.	117
The Monotype Corporation [®] Ltd.	118
Glasgow Printing Co. Pvt. Ltd.	119
The Tribune	120
The Eagle Lithographing Co. Pvt. Ltd.	121
Sri Gouranga Press Pvt. Ltd.				
The Bombay Samachar	122
The Times of India Press	123
Bambay Fine Art	124
R. Hoe & Crabtree Limited	125
Bomas	126
Colour Cartons Pvt. Ltd.				
The Aryavarta	127
B. Dattaram & Co.				
The State Trading Corporation of India Ltd.	128
Star Paper Sales Ltd.	129
Air-India	130
The Deccan Chronicle	131
Leaders Press Private Ltd.				
The Mahakoshal	132
The Statesman	133
Dunlop	134
National Lithographic & Printing Press	135
Godrej				
Rupa & Co.	136
Sree Biswanath Press	137
The Onlooker	138
Fine Art Litho Works	139
Shivraj Fine Art Litho Works				
Eve's Weekly Private Ltd.	140
The Metal Box Company of India Ltd.	141
Indian Aluminium Co. Ltd.	142
Structural Engineering Works Ltd.				
The Rozana-Hind	143
Kalaimagal				
Marf & Co.	144
The Mathrubhumi				
Hungarian Trading Co.	145
G. Claridge & Company Limited	146
Chittaranjan Traders	147
Swastik Oil Mills Ltd.	148
The Kerala Kaumudi				
The Assam Tribune	149
Burmah-Shell	150
The Radiant Process	151
Cameo Pvt. Ltd.	152
Andhra Pradesh				
The Standard Type Foundry Pvt. Ltd.	153
Rae & Company Pvt. Ltd.				
The Loka Shikshana Trust	154
Fry's Metal Foundries Ltd.	155
The Malayala Manorama Co. Ltd.	156
The Indian Nation				
Manubhai Sons & Co.	157
Jardine Henderson Ltd.	158
Mukand Iron and Steel Works	159
Bengal Handicrafts	160

The Print-Mark of Quality Printing



If, over the last thirty-eight years, we have built up a reputation in the world of printing, it is only because we are constantly striving for **printing perfection**

**SREE SARASWATY
PRESS LTD**

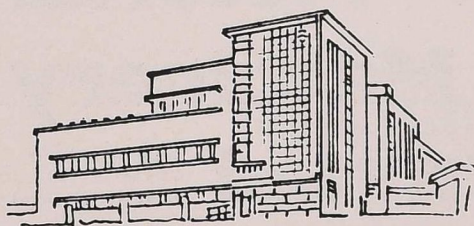


PHOTO-OFFSET & LETTERPRESS PRINTING, PROCESS
ENGRAVING, BOOK BINDING AND TYPECASTING

32 ACHARYA PROFULLA CHANDRA ROAD
CALCUTTA 9

FACTORY 2

1749 BARRACKPORE TRUNK ROAD
BELGHORIA (24 PARGANAS)

GOOD PRINTING TELLS A BETTER STORY

The Monotype Corporation Limited

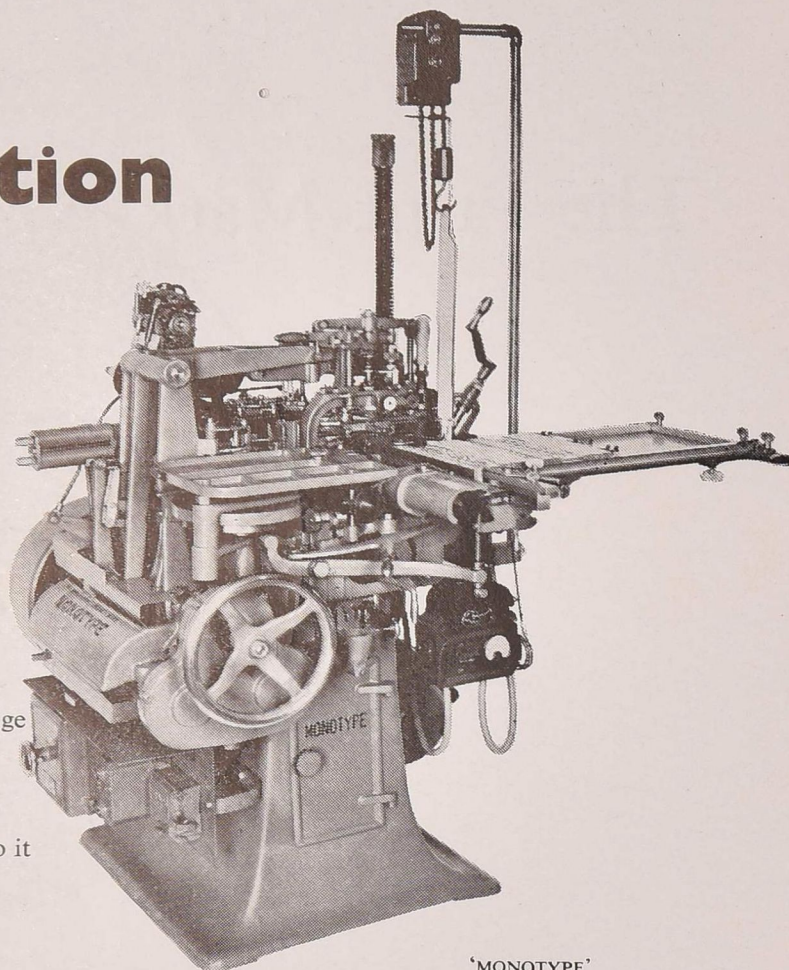
... and Pictorial Machinery Limited are working in close association in the development of

high precision photo-mechanical equipment.

The two companies, while maintaining their separate entities, are each able to benefit

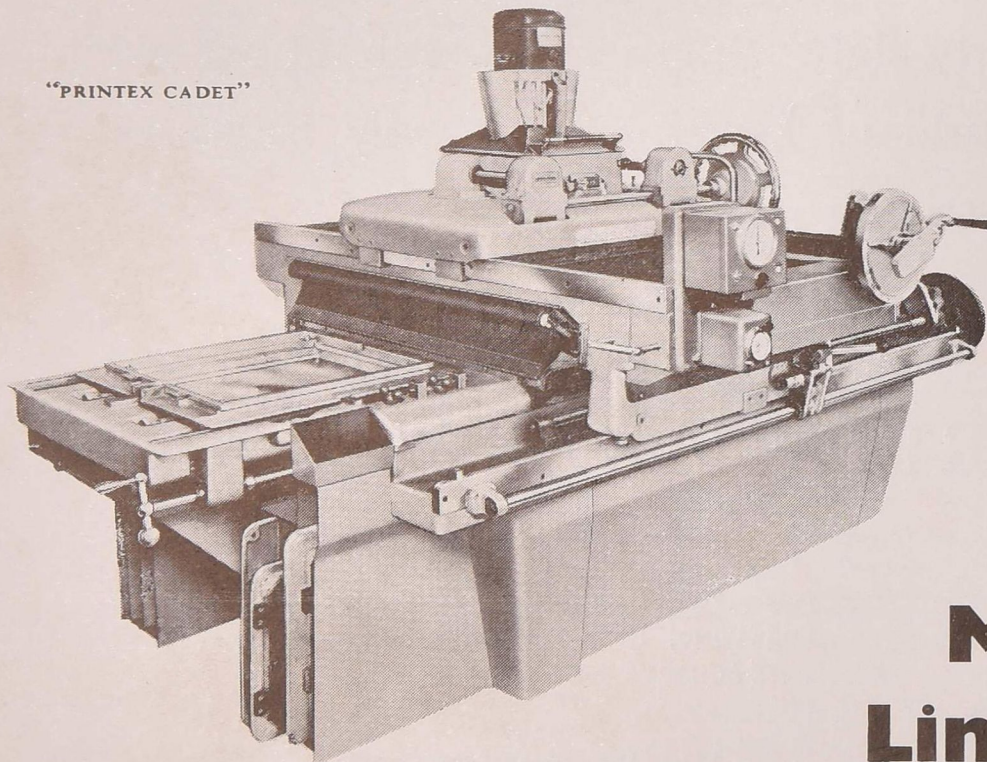
from the other's technical resources and marketing experience. Pictorial Machinery Limited brings to the collaboration an intimate knowledge of the current problems and needs of printers, in the rapidly expanding photo-litho field.

The Monotype Corporation Limited brings to it exceptional engineering facilities, together with a world-wide selling and service organisation



'MONOTYPE'
COMPOSITION
CASTER

"PRINTEX CADET"



Pictorial Machinery Limited

(A SUBSIDIARY OF
THE MONOTYPE
CORPORATION LTD)

THE MONOTYPE CORPORATION LIMITED

8, MISSION ROW EXTENSION
CALCUTTA-1.

Branch Offices at : DELHI MADRAS BOMBAY ALLAHABAD

*Registered Trade Mark

It may sound paradoxical but it's true.

We believe that good printing should be meticulously correct, clear, easy on the eye – and *unobtrusive*. And getting that kind of printing is not half as easy as it sounds. It

So Good

— *that you don't
notice it*

needs long experience, technical knowledge and something of an artist's eye.

For more than 30 years

Glasgow Printing Co. Private Ltd. has done printing for leading advertisers in this country—and we are proud to say that our list of satisfied customers is growing longer every day.

Equipped with modern machinery and supervised by foreign trained technicians

both our Photo-Offset and Letter Press

Departments are always ready to serve you.

GLASGOW PRINTING CO. PRIVATE LTD.

HOWRAH

City Office : 22, Sukeas Lane, Calcutta

FIRST CLASS CONSUMERS

READERS OF THE TRIBUNE represent a first class market for the national advertiser, because they are people holding important positions in the business and industrial life of Punjab—the most prosperous state in India—the home of medium and small-scale industries.

They are prosperous people, and first-class consumers. The TRIBUNE, since 1881, has been an essential newspaper for all such people, and is to-day more firmly established than ever as the only English daily in India enjoying a monopoly of English readership in a progressive State.

You are invited to send for a specimen copy and advertisement rates.

The Tribune

ESTABLISHED 1881

RUN BY A PUBLIC TRUST

AMBALA

NEW DELHI

Bombay Life Buildings,
Connaught Circus, ★
Phone: 40045

CALCUTTA

5, Mission Row, ★
Phone: 23-4244
47-4499

LONDON

Salisbury Square House,
Salisbury Square, Fleet Street, E.C. 4
Phone: Fleet 8330

BOMBAY

Mustafa Building (4th Floor), ★
Sir P. Mehta Road, Fort
Phone: 253349

MADRAS

Purushottam Buildings,
Mount Road, Madras 2
Phone: 84191



TELEPHONE :— 44-5253 & 5254

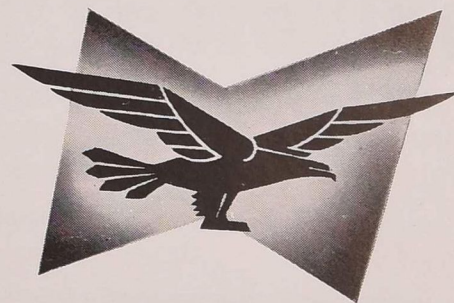
TELEGRAMS :— "AUTOCHROME"

LITHOGRAPHY • SILK SCREEN PRINTING
PACKAGING • LITHOGRAPHED
STATIONERY • PROCESS BLOCK, ETC.

We shall be pleased to serve you—

THE EAGLE LITHOGRAPHING CO. PRIVATE LTD.

PREMIER PHOTO LITHOGRAPHERS IN INDIA
26B, CHRISTOPHER ROAD (ENTALLY) CALCUTTA-14



FOUNDER



LATE SURES CH.
MAJUMDAR, M.P.

SRI GOURANGA PRESS

PRIVATE LIMITED

ART & GENERAL PRINTERS

5 CHINTAMANI DAS LANE, CALCUTTA - 9

Stepping Onward . . .

. . . by Winning

STATE AWARDS

FOR

EXCELLENCE IN PRINTING

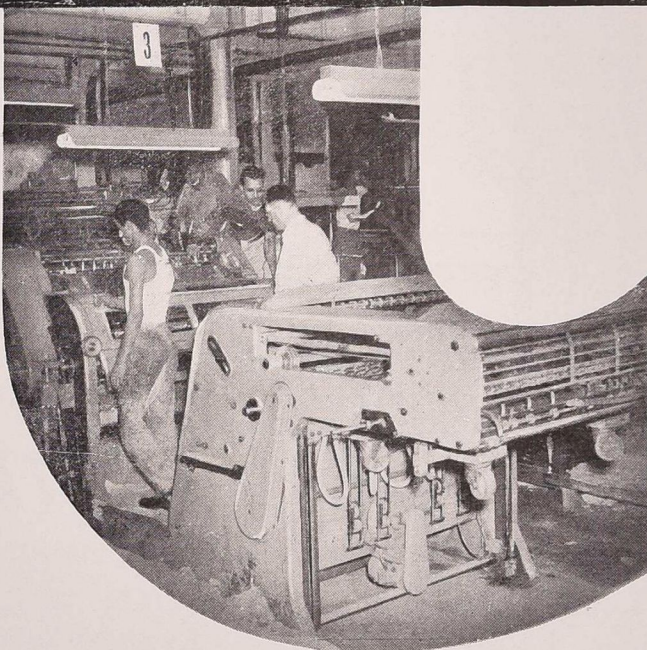
- 1955: FIRST PRIZE FOR BOOK PRODUCTION (INDIAN LANGUAGES)
1956: FIRST PRIZE FOR BOOK PRODUCTION (INDIAN LANGUAGES)
1956: SECOND PRIZE FOR BOOK PRODUCTION (INDIAN LANGUAGES)
1956: SECOND PRIZE FOR PERIODICALS
1956: SECOND PRIZE FOR CHILDREN'S BOOKS FOR CHILDREN OVER 10 YEARS
1957: SECOND PRIZE FOR BOOK PRODUCTION (ENGLISH)
1958: FIRST PRIZE FOR CHILDREN'S BOOKS FOR CHILDREN OVER 10 YEARS



THE BOMBAY SAMACHAR

INDIA'S LEADING GUJARATI NEWSPAPER
WIDELY READ BY THE GENERAL PUBLIC
AND BY THE COMMERCIAL COMMUNITY
IN INDIA AND ABROAD WHEREVER
GUJARATI IS SPOKEN

ESTABLISHED 1822



technical excellence . . .



to the traditions of good printing,
The Times of India Press brings technical
excellence of an order unsurpassed in the East.
Just as The Times of India is
India's Greatest Newspaper, so is
The Times Press, the Greatest in the country today!

The Times of India Press

Largest Printing House in the East
for the finest printing in Colour & Monochrome
by Photogravure & Letterpress

DR. DADABHOY NAOROJI ROAD, BOMBAY-I



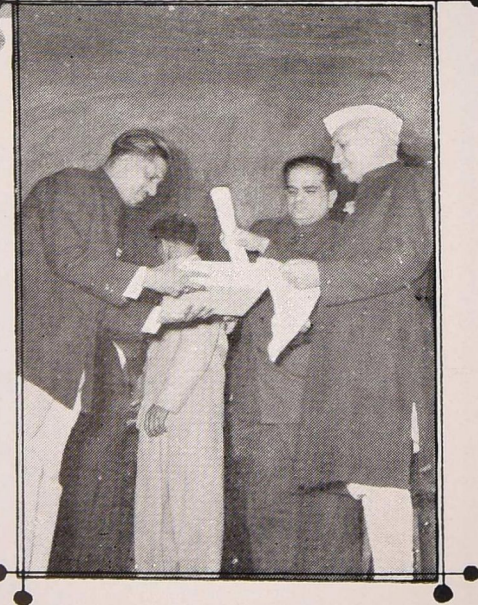
The prize for the best Poster printing awarded to us in the competition for State Awards for Excellence in printing, instituted by the Ministry of Information and Broadcasting, New Delhi proves for the fourth time that ours is the House for best Photo-offset printing



◀ *The Award*



SHRI RAM K. DHOTE, PARTNER,
BOMBAY FINE ART OFFSET &
LITHO WORKS, RECEIVING
THE AWARD FROM
OUR PRIME MINISTER
PANDIT JAWAHARLAL NEHRU
AT THE PRIZE DISTRIBUTION FUNCTION



Phone : 41609

Grams : 'ZION'

BOMBAY FINE ART

OFFSET & LITHO WORKS

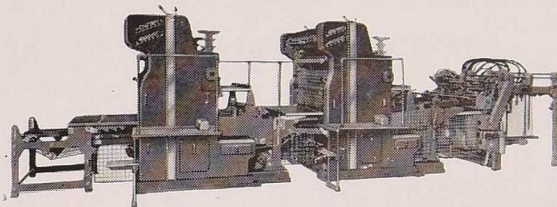
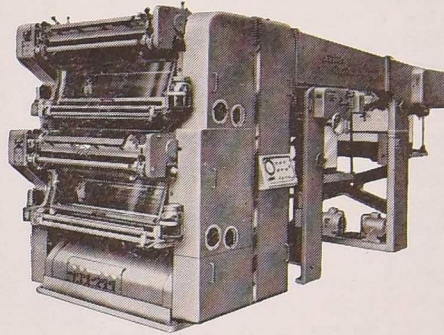
10, Sussex Road, Victoria Gardens, BOMBAY 27.

THE CRABTREE ROYAL FOUR

These presses are trump cards to every litho printer . . .
unexcelled quality of printing, hair-line register, reliability of performance and ease of operation

1

The "**COUNTESS**"
Two Colour Sheet Fed Offset Press.
Maximum sheet size 39" x 26"
Maximum Speed 10,000 sheets per hour.

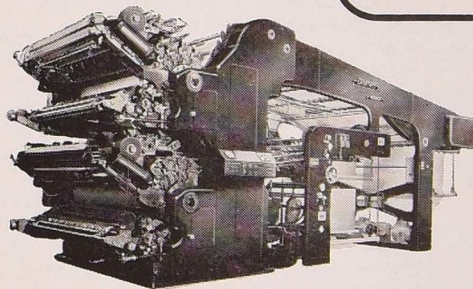
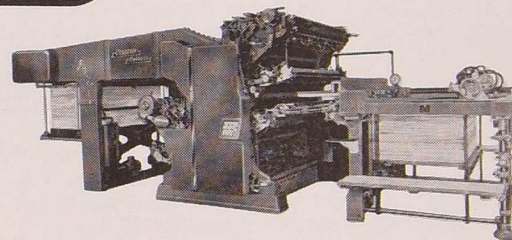


2

The "**MARQUESS**"
Straight-line Tandem Metal Decorating Press.
Maximum Sheet size 45" x 36"
Maximum Speed 6,000 sheets per hour.

3

The "**EMPRESS**"
Perfection Sheet Fed Offset Press.
Maximum Sheet size 65" x 41"
Maximum Speed 4,500 sheets per hour.



4

The "**MONARCH**"
Two Colour Sheet Fed Offset Press.
Maximum Sheet size 48½" x 36½"
Maximum Speed 7,500 sheets per hour.

R. HOE & CRABTREE LIMITED

109-112 Borough Road, London, S.E.1, England and Water Lane, Leeds, 11

AGENTS FOR INDIA:

THE ANGLO-SWISS TRADING CO. (PRIVATE) LTD

Kent House, 14 Ganesh Ch. Avenue, Calcutta, 13

SELLING IN THE EXPANDING INDIAN MARKET

Bomas Ltd., or Benson's Overseas Marketing and Advertising Service, is a subsidiary of S.H. Benson Ltd., the largest advertising agency in the Commonwealth. Part of a growing international organization, Bomas have offices not only in India, but spread across East Africa, Malaya, Italy, Australia and Canada.

BOMAS IN INDIA

Bomas is a rapidly expanding agency. The Indian Division (formerly D.J. Keymer & Co. Ltd.) has its head office in Bombay, branches in Delhi and Madras. More than a hundred and fifty people work for Bomas in India. We offer clients the specialized knowledge of key personnel, many of whom have been trained abroad.

MORE NEW CLIENTS CHOOSE BOMAS

Bomas handles the advertising of well over a hundred organizations in India. Among the many new names and products Bomas promoted for the first time last year were The Eastern Bank, Lederle Laboratories, Siemens, Rallis Pharmaceuticals and Fertilizers, Nivea Creme, Optrex and Wisdom Toothbrushes. This year, the Voltas Crystal Room Air Conditioner account and the entire Tata Oil Mills Co. account will be serviced by us.

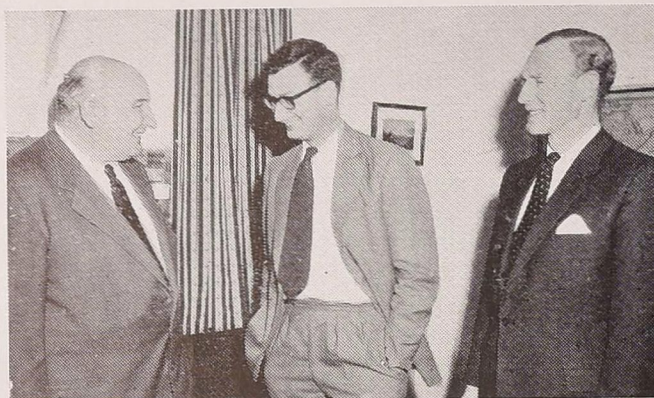
The advertisements below form part of a campaign for our client, Lakme Pvt. Ltd., which appeared in the national press

GROWING ACTIVITY IN BOMAS

Bomas activities are increasing every day. A new Marketing Department now offers its specialized knowledge to all Bomas clients. Expert advice is given on all problems of sales and distribution. This covers a wide field, ranging from product design and packaging to sales organization, distribution and trade and consumer merchandising.

NEW PUBLIC RELATIONS SET-UP

The latest addition to Bomas is the new Public Relations Department. The function of this department is to create and maintain good relations between a manufacturer and his public in every way. We organize editorial publicity for our clients through press releases and feature articles, and aim at fostering public goodwill on their behalf by using all possible channels of communication—such as exhibitions, talks, contests and special sales promotion.



Among the delegates to the Nairobi Conference were (right) Mr. H. O. Houchen, Chairman of S. H. Benson International, (left) Mr. D. A. Bain, Managing Director of S. H. Benson Ltd., and Mr. W. Olins, Resident Director of Bomas Ltd. (Indian Division)

ADVERTISING CONFERENCE IN NAIROBI

In May last year, Nairobi was the scene of a large advertising conference. Heads of Benson International Companies from East Africa, Singapore, Malaya, Italy

and India met to announce the formation of S. H. Benson International, a new company which will develop the international activities of S. H. Benson Ltd.

IMPORTANT EXPANSION IN AUSTRALIA

S. H. Benson International, the principals of Bomas Ltd. in India, have now staked their claim in Australia. An advertising merger has just taken place between Benson's and United Service Publicity,

an old established Australian agency in Melbourne. The new company will now trade under the name of U.S.P. Benson Pty. Ltd., with offices at Melbourne, Sydney and Brisbane.

COMPARING CONSUMERS

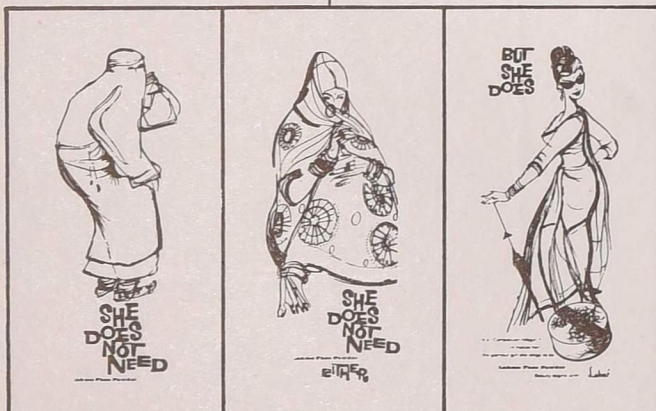
Gimmicks may be fun, but do they really succeed in increasing sales? More and more businessmen are just beginning to realize the value of market research to help solve their marketing problems.

As far back as 1955 Bomas Ltd. was the first advertising agency to set up a complete market research service for its clients. The Indian Market Research Service was established as a separate organization, and has already provided much valuable data for successful campaigns.



I.M.R.S. How it works

The Indian Market Research Service is equipped to carry out Consumer Surveys, Product Tests, Attitude Surveys and Readership Surveys. Research is planned on a regional basis, with a fully trained field force of women investigators. All findings are kept strictly confidential and for the use of the sponsor only, and no charge is made for preliminary consultation or the submission of proposals.





Something to **CROW** about!

★ *Quality & Service!*

WE SPECIALIZE IN PHARMACEUTICAL
PACKAGING & MULTICOLOUR
PRINTING: CARTONS, LABELS
AND PUBLICITY LITERATURE.

WORKS: 67900
OFFICE: 254981

COLOUR CARTONS PRIVATE LTD.,
ALLI CHAMBERS, 6TH FLOOR,
TAMARIND LANE, BOMBAY 1.

IN THE VITAL

BIHAR

MARKET

drive your sales message home through

THE ARYAVARTA

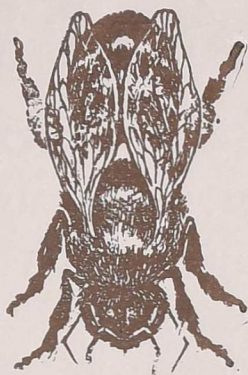
average daily circulation July-December, 1960: 22,888

MEMBER, A.B.C. & I.E.N.S.

LARGEST CERTIFIED SALES

of any English daily published in the State

PUBLISHED BY THE NEWSPAPERS AND PUBLICATIONS (PRIVATE) LTD.
MAZHARUL HAQUE PATH, PATNA 1.



While Honey lies in Every Flower,
no doubt,
It takes a Bee to get the Honey out.

B. Dattaram & Co. *Creative Advertising Service*

Readymoney Mansion, Vir Nariman Road,
BOMBAY 1

Grams: **HONEYBEE** Telephone: **252152**

Associates at :

LONDON FRANKFURT PARIS CAIRO TOKYO
RANGOON SINGAPORE BANGKOK HONGKONG

link arrangements



Established mainly to organise and effect exports from and imports into India, the S.T.C. has sought to specialize in link arrangements, linking import of essential items with exports of Indian goods. Import of textile machinery and rice against export of Indian goods has been successfully effected in the past. General arrangement for sale & purchase of goods on similar link basis with countries of the world is negotiated to promote Indian trade and the business methods have been so devised as to afford to business organisations in the country, reasonable opportunities for participation in linked transactions. Among various items S.T.C. is exporting some are—Iron Ore, Manganese Ore, Chrome Ore, Handicrafts, Tea, Coffee, Coir, Cardamoms, Jute, Shoes, Salt Cement and other products and is importing—Caustic Soda & Soda Ash, Raw Silk, Textile Machinery, Chemicals and other essential commodities.

THE STATE TRADING CORPORATION OF INDIA LIMITED.

Saraswati House, Connaught Place,
Post Box No. 79, New Delhi.

A GOVERNMENT OF INDIA UNDERTAKING

STC-6A



a prize for paper?

If there were such an award,
what special qualities would the judges look for?
With coated stock, first of all the quality of the coating —
its smooth, flat, consistently even finish.
The paper's whiteness, gloss opacity and strength, the
degree to which it absorbs different kinds of ink, its
general printability — these, too, would merit critical attention.
Assessed in such terms, the Star range of coated papers
would score on quality *plus* economy. Because their properties are
precisely controlled in Star's print evaluation laboratory,
they give consistently good results by letterpress and offset.
And because they are coated both sides in one high-speed operation,
they cost less than conventional papers.

Economise and retain that prize-winning appearance by
specifying Star coated papers for print, press and magazine work.
Please write for further information and samples.

for letterpress	DIAMONDSTAR COVERSTAR BRONZESTAR
for offset	LITHOSTAR PUBLICATION LITHOSTAR LABEL
	BRONZESTAR COVERSTAR YORKSMILL BROADSIDE POSTER
	YORKSMILL STANDARD M.G. POSTER PREMIUM OFFSET

Star Paper Sales Ltd
L O N D O N · E N G L A N D

AGENTS

Charles Morgan & Co. Ltd
Kamani Chamber
32 Nicol Road
Bombay

Wiggins, Teape & Alex. Pirie
(Export) Ltd
18b Brabourne Road
Calcutta

Jai Dayal Kapur & Sons
(Private) Ltd
Chawri Bazaar
Delhi

Charles Morgan & Co. Ltd
314/315 Linghi Chetty Street
Madras 1



*Drawing the line at shooting a line,
I don't claim to compete with the
Old Masters. But I'm a Boeing type
when it comes to mastering the
gentle art of splendid travel...
Boeing 707 Intercontinentals, that is.
See you aboard them soon!*

AIR-INDIA

the best advertising medium

REACH ANDHRA PRADESH

The **Deccan** **Chronicle**

THE LARGEST CIRCULATED ENGLISH DAILY

Founder: K. S. RAJAGOPAL

A MUST FOR EVERY ADVERTISING CAMPAIGN.

The largest State in South India

26, Sarojini Devi Road
Secunderabad

Phone : 62244 & 74803
Grams : CHRONICLE

For quality Printing . . .

LETTER-PRESS

LITHO-OFFSET



Contact



Leaders Press PRIVATE LIMITED

Props. of BRITISH INDIA PRESS

108, LOVE LANE, MAZAGON,

BOMBAY-10

Phone : 7 5 3 3 4 - 5

Gram : Printbind

24 year in the service of the prosperous Nation

THE MAHAKOSHAL

The most popular Hindi Daily published from
RAIPUR,
M. P.

Where
Forestry-coalfields, Bhilai Steel Plant, Iron Ored deposits Cement
Factories community project, and Rice Granaries are creating huge
wealth and prosperity to reach the potential buyers of this fast
developing area.

*Chief Editor & Managing Editor—*PT. SHYAMA CHARAN SUKLA

*General Manager—*B. K. TIWARI

Contact offices :

BOMBAY, CALCUTTA, DELHI, MADRAS, BHOPAL, INDORE,
NAGPUR, BILASPUR, JABALPUR, DURG AND BHILAI

A
Century
and
a half
of
Progress



PEOPLE OF CONSEQUENCE
Read

The Statesman

IN THE FOREFRONT OF THE JOURNALISTIC
FIELD IN INDIA.

The modern Rotary Press, capable of phenomenal printing speeds and hairline accuracy is but one example of the rapid progress that has been made since the early days of The Press in India, when simple tools and laborious techniques were the order of the day.

As the direct descendent of India's First Newspaper—The Friend of India, founded 1818, THE STATESMAN takes pride in maintaining the traditions of journalistic leadership and Excellence in Printing with which it has been directly associated since its inception more than 83 years ago.

Today a plaything in a child's hands...

But it has already played its part in a cycle of events that will change his future . . . this fragment of a crate which brought to the project site a great conveyor belt or lengths of high pressure hose or, perhaps, Dunlopillo for the new workers' hospital—all of it helping to build something big and grand. The project? One of scores going up in each Five Year Plan with the promise of a better life for the people of some forgotten region.



DUNLOP



Manufacture in India

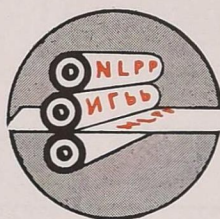
Tyres and Tubes Accessories.

Braided Hose. Transmission,

Vee and Conveyor Belts.

Bicycle Rims. Dunlopillo.

NATIONAL LITHOGRAPHIC & PRINTING PRESS

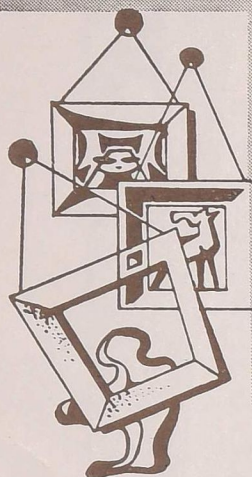


- **MULTICOLOUR OFFSET &
LETTER PRESS PRINTERS**
- **CHROMO LITHOGRAPHERS**
- **PHOTO ENGRAVERS**
- **BOOK BINDERS**

**KAMARHATI ■ 24 PARGANAS
WEST BENGAL**

Designs

in Steel



Godrej
Reg.

Godrej fashion steel into furniture for home and office . . . every piece representing the perfect fusion of modern styling, comfort and extreme durability.

A unique anti-rust treatment makes Godrej Steel Equipment most enduring: this is quite indispensable for Steel.

Home

Complete suites for Living, Dining and Bedrooms: sofa sets, dining tables and chairs, wardrobes and beds with bedside lockers . . .

Office

Godrej STEEL TABLES and CHAIRS for different uses... Godrej fingertip Patent FILING CABINET and SYSTEMS . . . the all-Indian TYPEWRITER . . . and of course, you can't do better than STORWEL.



YOUR GUARANTEE OF GOODNESS

Offices or Stockists all over India and abroad.

BOOKS ON INDIAN ART

INDIAN TEMPLE SCULPTURE

With an Introduction by Jawaharlal Nehru

Text by K. M. Munshi,

141 Plates, 14" x 10"

Rs. 36/-

INDIAN TERRACOTTA ART

With an Introduction and Text by O. C. Gangoly

Photographs by Amiya Tarafdar

Edited, Surveyed and Compiled by A. Goswami

50 Plates, 14" x 10"

Rs. 32/-

THE ART OF THE CHANDELAS

Text with Descriptions by O. C. Gangoly

60 Plates, 1 in colour, 14" x 10"

Rs. 32/-

THE ART OF THE PALLAVAS

Text and Descriptive notes by O. C. Gangoly

46 Plates, 2 in colour, 14" x 10"

Rs. 32/-

RUPA & CO.

Post Box No. 7808,

15, BANKIM CHATTERJEE STREET,
CALCUTTA - 12

94, South Malaka,
ALLAHABAD-1

11, Oak Lane, Fort,
BOMBAY-1

**PRIZES
AND
PRIZES
AND
MORE
PRIZES**



ALL INDIA PRINTERS CONFERENCE

1st Prize in Packaging at the A.I.

*Printers conference & exhibition held
in Calcutta-1954*

*2nd Prize in showcard (Letterpress) in
the year 1956 at Allahabad*

*1st Prize in Packaging in the year
1957 at Delhi*

*1st Prize in Packaging in the year
1958 at Coimbatore*

*2nd Prize in showcard in the year 1960
at Bangalore*

<i>1st Prize in showcard</i>	} <i>in the year 1961 at BORODA</i>
<i>1st „ „ Labels</i>	
<i>2nd „ „ Packaging</i>	
<i>3rd „ „ Packaging</i>	

STATE AWARDS IN 1959

1st Prize on point of sales on I.C.I.

“SAVLON” Liquid Antiseptic

Certificate of merit in Packaging on

Calchemico “Malaya the Indian

Sandal wood soap”

at the 5th state awards organised by

Ministry of information and

Broadcasting

GREAT BENGAL

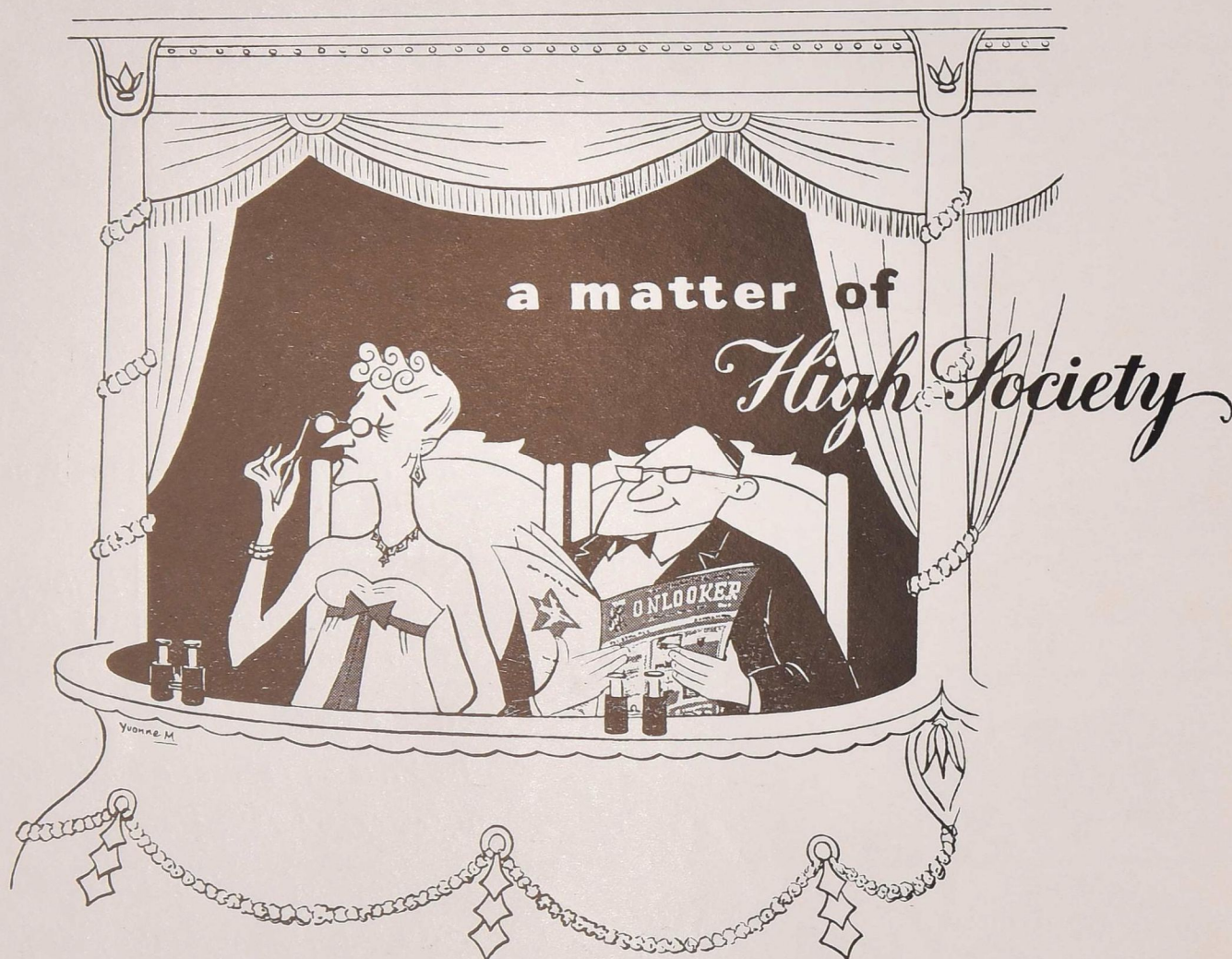
CARD BOARD BOX MFG. CO.

ASSOCIATED WITH

SREE BISWANATH PRESS

JOY MITRA SRTEET CALCUTTA-5

PHONE : 55-3049, 1720



The ONLOOKER

INDIA'S FINEST MAGAZINE ★ SOCIETY ★ NEWS

The magazine that caters for elegant taste and offers a most sumptuous fare.

The Onlooker—a social pictorial for the elite

The Image Of a Printer

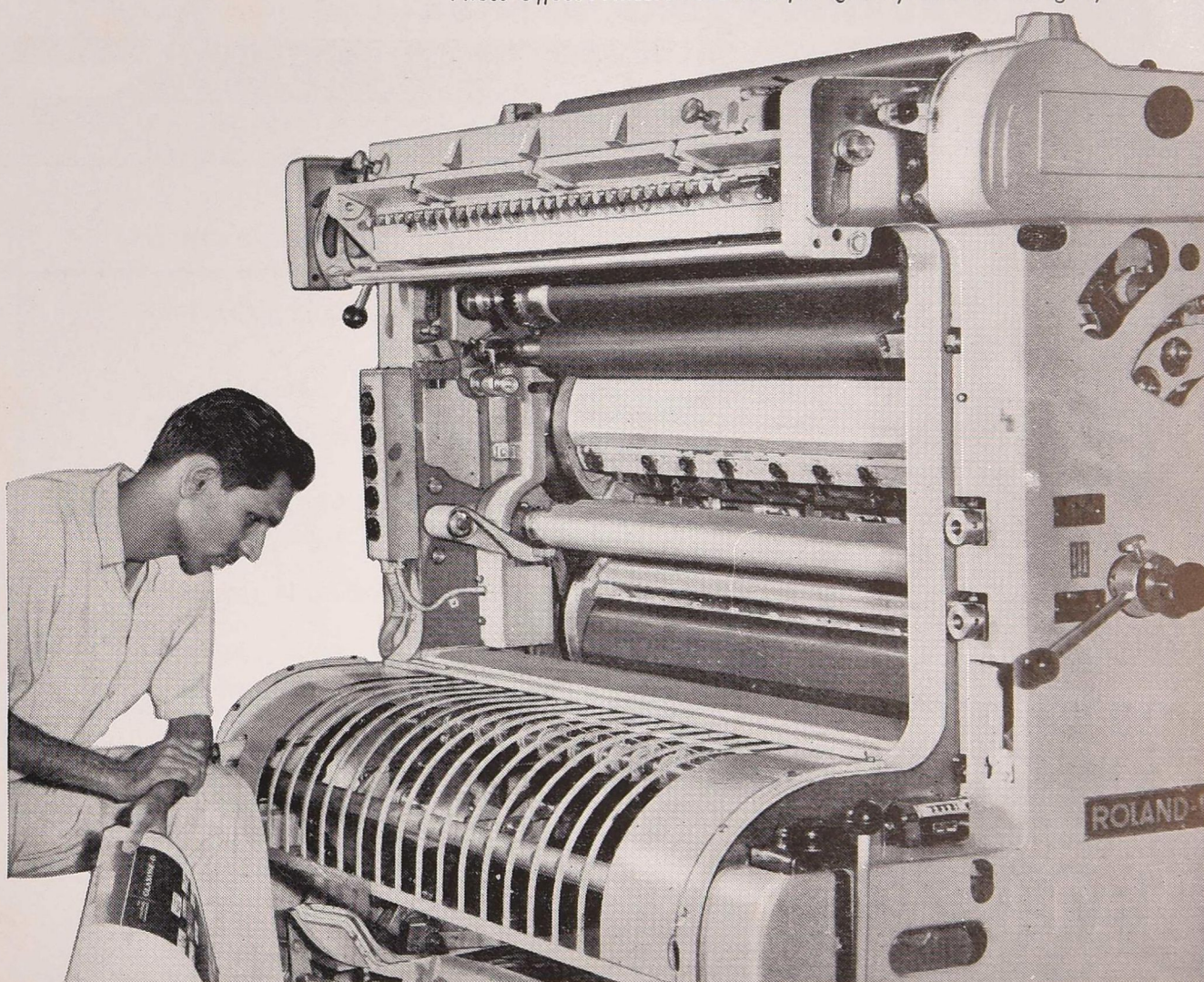
The image of a printer is composed of many things: his skill, knowledge and thoroughness as a printer, the speed and efficiency of his service, and his honesty and reliability in business dealings.

We believe we have been able to project a good image of ourselves as offset printers who are able to serve you in all these ways—as those who have been entrusting us with their printing will testify.

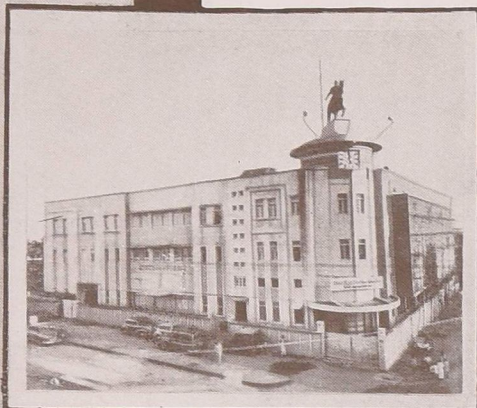


FINE ART LITHO WORKS

Photo Offset Printers Foremost for Quality-Service-Integrity



274, TARDEO ROAD, BOMBAY 7 • PHONE : 77244/5 • GRAMS : "BOLTONLITO" BOMBAY 7



The reputed offset printing establishment with 41 years' research & development to perfection in multi-colour printing of Calenders, labels, pictures, posters, folders, brochures, cartons, playing cards etc.

And recipients of Government of India's State Awards and other several Certificates of merits.

On approved lists of Government of India, Governments of Bombay & Madhya Pradesh.

SHIVRAJ FINE ART LITHO WORKS

SUBHASH ROAD, NAGPUR-2



PARAG ADVT.

With Compliments From The Publishers Of :

EVE'S WEEKLY	...	A social weekly of feminine appeal.
INDUSTRIAL TIMES	...	India's only fortnightly news magazine on Industrial problems and affairs.
TREND	...	A woman's pictorial monthly magazine.
EVE'S ANNUAL	...	A forecast of future fashion trends
INDUSTRIAL & ENGINE- ERING ANNUAL	...	A yearly record of India's industrial achievements.

EVE'S WEEKLY PRIVATE LTD.

APOLLO STREET, BOMBAY-1

Phone: 255361-2-3



The Complete Packaging Service

Open Top cans for processed
foodstuffs

Plain and lithographed General Line
Tinplate Containers

Composites

Collapsible and Rigid Tubes

Crown Corks, Screw Caps, R.S.
Pilfer-proof and other Closures

Industrial Components, particularly
deep stampings

Plain and printed Bags from Dio-
thene, other Heat-sealing Films and
Laminates

Calendars, Advertising Showcards
and Novelties

Trays, Insecticide Sprayers and other
Hardware

Toys and components for Toys

Can and Bottle closing equipment

Bottling equipment manufactured by
The Metal Box Company Limited
and Meyer Liquid Limited

The Metal Box Company of India Limited

CALCUTTA . BOMBAY . MADRAS . DELHI . MANGALORE

MB 3134

Progress
is the sum of
KNOW-HOW plus RESOURCES

Regarded with little favour—even for household uses—by the ordinary man-in-the-bazaar less than 20 years ago, aluminium has today become the engineers' favourite light metal. It is now fast replacing other metals and wood in the construction of railway coaches, bus bodies, aircraft and ships.

The wide acceptance that aluminium has come to enjoy as a structural material is largely due to the ceaseless efforts of Indian Aluminium Company, which today accounts for over 90% of the country's total production. Pioneer and leader of the aluminium industry in India, Indian Aluminium Company has continuously sought to promote new applications of this versatile metal and has frequently expanded its production facilities to meet the increased demand thus stimulated.

To do this two-fold job of promotion and expansion Indian Aluminium has been uniquely well-placed. It has drawn fully upon the technical and research facilities of its Canadian associates, Aluminium Limited—the world's largest group of aluminium companies. And now, Indian Aluminium stands ready to contribute all its know-how and resources towards achieving India's self-sufficiency in aluminium.



**Indian Aluminium
Company Limited**

A CANADIAN-INDIAN ENTERPRISE

FOR OUTSTANDING
DESIGN, FABRICATION AND SUPPLY
OF

PIPES OF ANY DIAMETER — PENSTOCKS — PRESSURE
VESSELS — TRANSMISSION TOWERS — AEROPLANE
HANGARS — SPINNING & WEAVING MILLS STRUCTURES
— FACTORY BUILDINGS — BRIDGES — POWER HOUSE
— STORAGE TANKS — CHIMNEYS — MASTS — PYLONS
— GASHOLDERS, ETC., ETC.

Also

SUGAR, OIL, SOAP, PAPER, CEMENT & OTHER
INDUSTRIAL PLANTS

SRUCURL ENGINEERING WORKS LD.

Managing Agents :
BHAGAT & SONS PRIVATE LTD.,
ENGINEERS,

MANECKJI WADIA BUILDING,
127, MAHATMA GANDHI ROAD,
FORT, BOMBAY 1

TELE. No.: 255601-2-3

GRAMS: 'BHAGATSON'

THE ROZANA-HIND

(Founded 1929)

OLDEST NATIONALIST URDU DAILY IN INDIA

Popular among the masses and with the classes

17, SAGAR DUTT LANE,

CALCUTTA - 12

Telegrams: ROZANAHING

Telephones: 34-4382 22-1499 & 22-3323



By common consent the most popular Tamil monthly magazine in South India-Kalaimagal will serve as an ideal medium of advertisement. No wonder it is the favourite choice of all leading advertisers.

Rate-cards can be had on application.

ADVERTISEMENT MANAGER,
Kalaimagal, P. Box No. 604, MADRAS



KALAIMAGAL

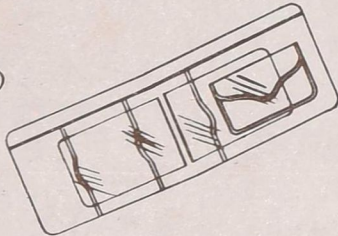
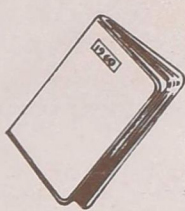
*the
magazine
for the Family*

POST BOX 604, MADRAS-4.

Award

For the best Advertising Media

Distinguished are our Desk & Pocket Diaries. They have won Presidential Awards at the recent exhibition in Delhi organised by the Directorate of Advertising & Visual Publicity. You can't do better than choose our Desk & Pocket Diaries, Wallets, Table Pads and other advertising media for your sales promotion.



GRAM "ARMORIDE" **MARF & CO.** PHONE 71422
362, Vithalbai Patel Road, Bombay 4

MAKING BUSINESS MORE PROFITABLE BY MAKING IT MORE FRIENDLY

KERALA
IS A PROBLEM STATE

The **Mathrubhumi**

The Leading National News-paper
of the State

A unique creation of its People
helps solve the problems
from day to day

IT SOLVES YOUR
MARKETING PROBLEMS TOO

Certified average Daily net Sale (ABC)
for half year ending December 1960
78,406 copies

Chief Editor :
K. P. KESAVA MENON

Managing Editor :
V. M. NAIR

TELEGRAMS : MATRUBHUMI, CALICUT, PHONE : 112 & 412-CALICUT.
OFFICES AND PHONE NOS. : 61643-MADRÁS ; 2538-TRIVANDRUM ;
729-ERNAKULAM ; 84-TRICHUR ; 246-PALGHAT ; 363-CANNANORE.
BOMBAY REPRESENTATIVE : O. N. VARMA. (Phone : 263096) ;
CALCUTTA REPRESENTATIVE : G. J. BAJPAI. (Phone B B. 4402 .

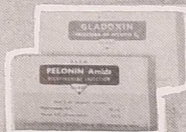


"FORTE" PHOTOGRAPHIC FILMS
AND PAPERS

All sorts of Photopapers, Document Papers,
X-ray Papers and Recording Papers
Pan and Orthochromatic Rollfilms 32 and 34
Scheiner Miniature Films 24 x 36 mm.
"FORTE" the Brand of superior quality!
Exported by :



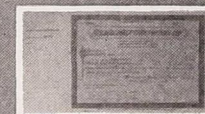
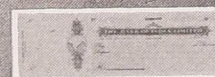
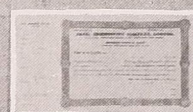
HUNGARIAN TRADING CO.
FOR CHEMICALS
BUDAPEST 62. P.O.B. 248



PRINTING PROMOTES SALES

One way to successful selling is to advertise, but this by itself is not sufficient. High class printing, attractive designs and mode of presentation are essential and with this combination you are assured of success.

Claridges' aim is to give you this and whether your requirements are in the Packaging Field, Magazines, Display Material or Security Printing we are at your service to assist and advise you in every way possible



G. CLARIDGE & COMPANY LIMITED

for
PHOTO-OFFSET — LETTERPRESS — SECURITY PRINTING
PACKAGING REQUIREMENTS — BOOKBINDING
CAXTON WORKS, FRERE ROAD, BOMBAY, 1
Telephone: 263201/2 Telegrams: "BRAD." Bombay

MANAGING AGENTS: W. H. BRADY & CO. LTD., VEER NARIMAN ROAD, BOMBAY.

Full Range of Trade Requirements in Indian and Imported PAPERS & BOARDS

WRITING PAPERS	Bank, Bond, Cartridge, Drawing, Ledger & Loan Papers
PRINTING PAPERS	Antique, Art, Chromo, Coloured, Manifold, Duplicating, Immitation, Litho, Offset, Poster, News glaze, News print, M.F. & S.C. Papers
COVER PAPERS	Embossed, Leatherette, Linen & Plain Cover Papers
PACKING AND WRAPPING PAPERS	Cellophane, Glassine, Grease-proof, Kraft, Manilla, Parchment, Sulphite, Tissue & Water-proof Papers
BOARDS & CARDS	Art, Box-board: Duplex-Triplex, Chromo, Corrugated, File, Grey-board, Index, Ivory, Leather, Post-card, Straw-board & Surface-coloured boards and cards
MISCELLANEOUS	Blotting, Cheque, Enamel, Flint, Foils, Gummed, Sand, Waxed, Decorative— Marble & Wall Papers

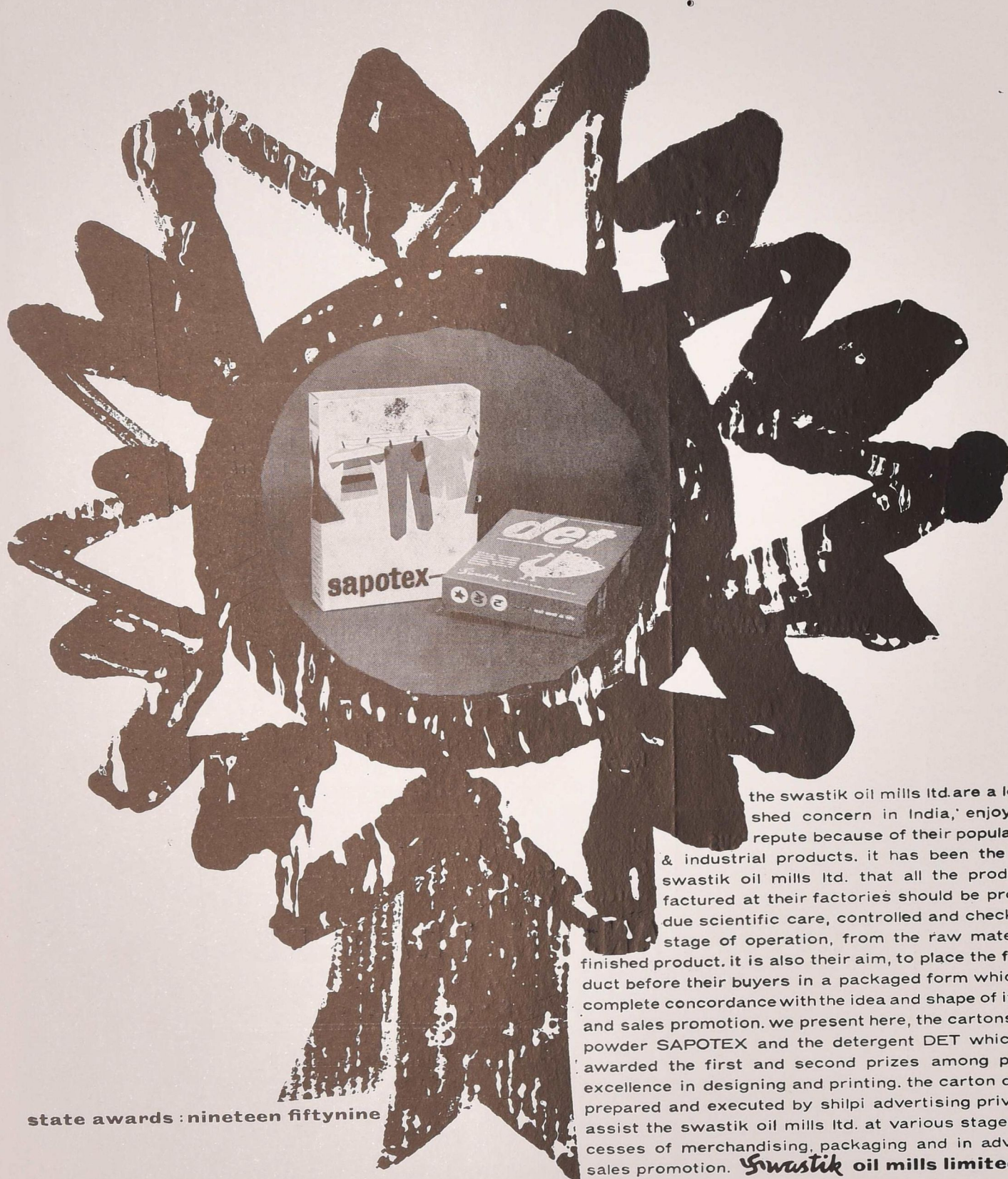
CHITTARANJAN TRADERS

21- 23, HAMAM STREET, FORT, BOMBAY-I

IMPORTERS • STOCKISTS • EXPORTERS

Telegraphic Address : CHITRADES

Telephones: Office 253838 Godown 72903 Residence 76931



the swastik oil mills ltd. are a long established concern in India, enjoying a wide reputation because of their popular consumer & industrial products. it has been the aim of the swastik oil mills ltd. that all the products manufactured at their factories should be produced with due scientific care, controlled and checked at every stage of operation, from the raw materials to the finished product. it is also their aim, to place the finished product before their buyers in a packaged form which is also in complete concordance with the idea and shape of its marketing and sales promotion. we present here, the cartons of the soap powder SAPOTEX and the detergent DET which have been awarded the first and second prizes among packages for excellence in designing and printing. the carton designs were prepared and executed by shilpi advertising private ltd., who assist the swastik oil mills ltd. at various stages in the processes of merchandising, packaging and in advertising and sales promotion. **Swastik oil mills limited, bombay**

The Kerala Kaumudi

MALAYALAM DAILY
Published from the Capital of Kerala

Member :

Audit Bureau of Circulation Ltd.
The Indian & Eastern Newspaper Society
All India Newspaper Editors' Conference
Kerala Newspaper Proprietors' Association.
News Services: REUTERS, P.T.I., K.P.S., etc.
A.B.C. Certified Circulation for the
period June-December, 1959—35056
Circulation as on 23-3-1960=41691 copies
The best Medium for advertising in
KERALA

For Details Contact :—

Advt. Manager,
THE KERALA KAUMUDI,
TRIVANDRUM-1

With best Compliments from

The Assam Tribune

(Only English Daily In North-Eastern India)
Published every morning from Gauhati
And

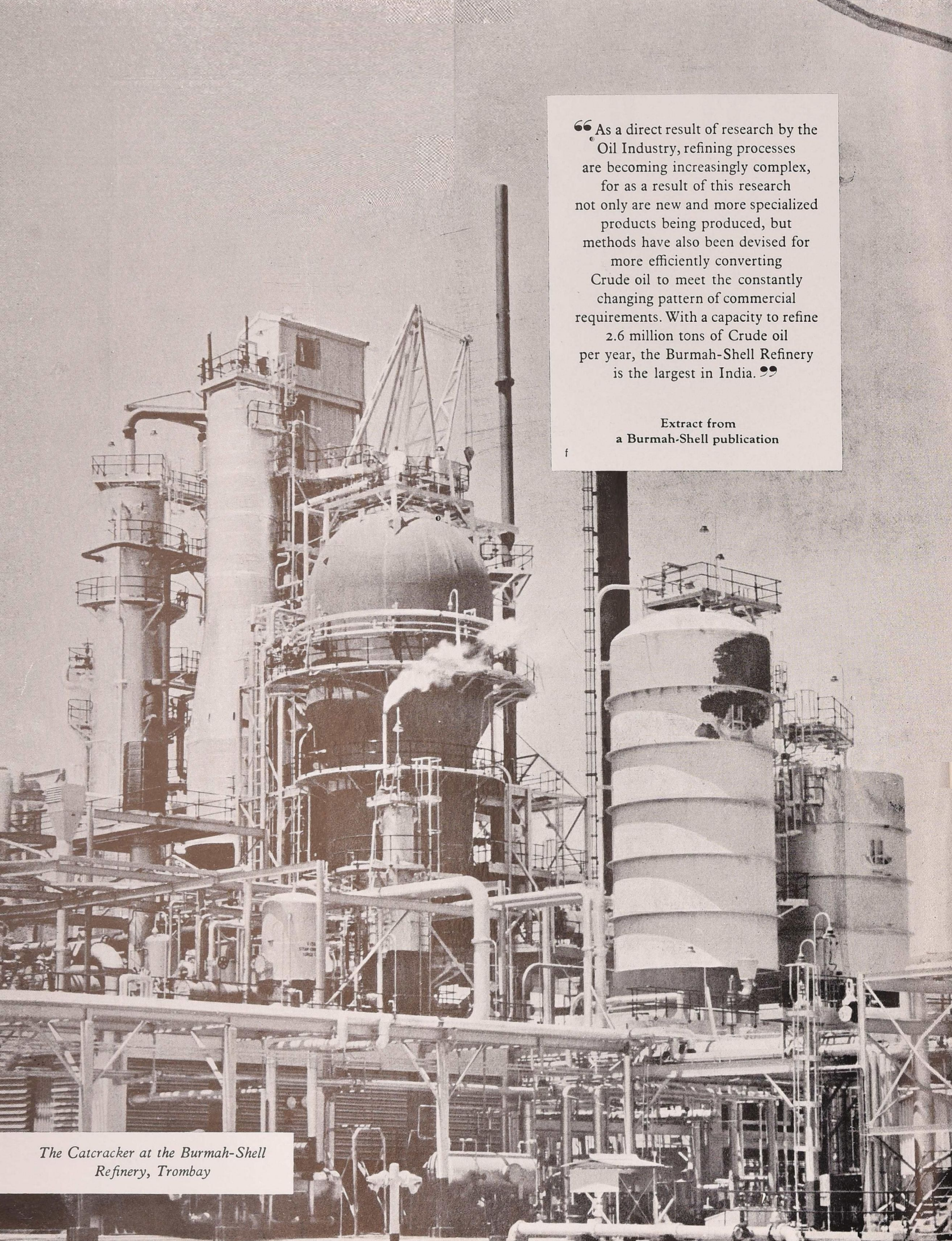
Asam Bani

(The Largest Circulated Language Weekly in Assam)
Published every Friday from Gauhati

Experienced Advertisers know that a thorough coverage of the
growing Assam Market comprising TEA, OIL, JUTE
and COAL areas is assured by both
the publications

Head Office :
TRIBUNE BUILDINGS,
P.O. ASSAM TRIBUNE,
GAUHATI

Branches :
LONDON, DELHI,
CALCUTTA, BOMBAY,
MADRAS, KANPUR,
SHILLONG, DIBRUGARH



“As a direct result of research by the Oil Industry, refining processes are becoming increasingly complex, for as a result of this research not only are new and more specialized products being produced, but methods have also been devised for more efficiently converting Crude oil to meet the constantly changing pattern of commercial requirements. With a capacity to refine 2.6 million tons of Crude oil per year, the Burmah-Shell Refinery is the largest in India.”

Extract from
a Burmah-Shell publication

*The Catcracker at the Burmah-Shell
Refinery, Trombay*

FROM GLORY TO GLORY

move

and

move

Do



THE RADIANT PROCESS

BLOCK-MAKERS & ART PRINTERS,
6A, S. N. BANERJEE ROAD, CALCUTTA-13.

GRAM : RADIAPRES

PHONE : 24-2323 (2 lines.)

OUR AWARDS IN ALL INDIA PRINTERS' CONFERENCES & EXHIBITIONS

1960

EIGHTH SESSION
AT
BANGALORE

- 1st Prize for Process Blocks
- 1st Prize for Calendar Printing
- 2nd Prize for Letter Head Printing
- Certificate of Merit for Folder Printing

1959

SEVENTH SESSION
AT
VARANASI

- 1st Prize for Colour Blocks
- 1st Prize for One Colour Blocks
- 2nd Prize for Folder Printing

1958

SIXTH SESSION
AT
COIMBATORE

- 1st Prize for Blocks
- 2nd Prize for Blocks

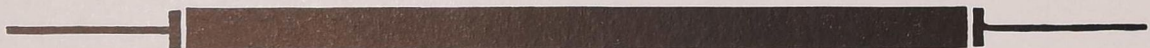


cameo means creative printing

CAMEO

PRIVATE LIMITED

60, GREY STREET, CALCUTTA - 6 • TELEPHONE NUMBER 55-3912



Andhra Pradesh on the March

The transition from the cow-dung age to the atomic era is sought to be achieved in India by rapid strides of Industrialisation. The State of Andhra Pradesh with an inexhaustible source of mineral wealth is making a worthy contribution to the nation's progress under the Five-Year Plans.

To give a fillip to the large and medium industries in the State, a provision of Rs. 212.95 lakhs was made in the Second Five-Year Plan. Under this head, expansion schemes of the Andhra Paper Mills, Rajahmundry, the Gudur Ceramic Factory and the starting of Shri Venkateswara Paper and Straw Board Mills, Tirupathi were envisaged.

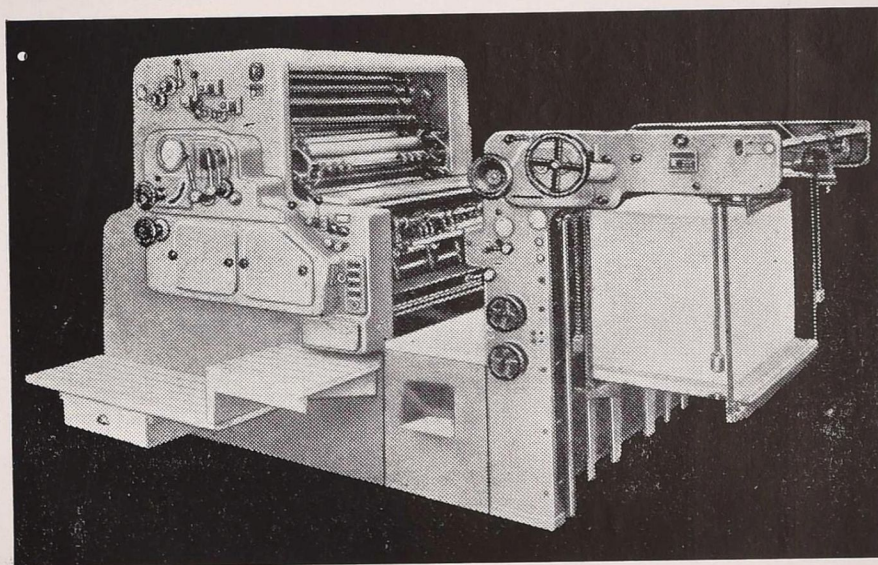
Principal industries in the State are cotton textiles, sugar, paper, jute, cigarettes, cement, rice milling and vegetable oil production. The biggest sugar factory in Asia, the Nizam Sugar Factory, is at Bodhan in Nizamabad district. There are two paper mills at Sirpur in Adilabad district and at Rajahmundry in East Godavari district.

A Rs. 25-crore Fertilizer Factory is proposed to be set up at Kothagudem where there are the famous Singareni Collieries, the only major coal producing centre in South India.

The State has the largest number of handlooms in India numbering about four lakhs. Handicrafts of Andhra Pradesh have attracted world-wide attention. Her impressive Bidri ware, colourful Kondapalli toys and striking Nirmal motifs have all won generous laudations from foreigners.

The State's Third Plan contemplates an ambitious outlay to whip up her industries further, coupled with rapid exploitation of her mineral wealth.

YES, THE PLANETA OFFSET MACHINES BY EXPORT POLYGRAPH, G.M.B.H., ARE THE LATEST



MODEL: PE04-1

Max. Paper ... 26" x 37"
Min. Paper ... 15 $\frac{3}{4}$ " x 19 $\frac{5}{8}$ "
Max. Speed ... 7,000 I.P.H.
Net Weight ... 16,500 lb.

With all cylinders supported in antifriction and slide bearings as well as all gears, drive elements, and other movable parts, run in oil bath.

PLANETA OFFSET Machines are also available in the following sizes: Single and two colour Q/Demy and Q/Crown, Single colour D/Demy, D/Crown and also 20 $\frac{1}{2}$ " x 28 $\frac{3}{8}$ ".

ALSO for your requirements of fully automatic Step and Repeat machines, Offset proving presses, complete block-making and photo-lithographic equipments, Rotagravure machines, etc., etc.

FOR DETAILED INFORMATION PLEASE CONTACT THE SOLE AGENTS IN INDIA

THE STANDARD TYPE FOUNDRY PRIVATE LIMITED

14/2, Old China Bazar Street
Calcutta
Phone : 22-6913

Sachdeva Mansions,
4/5-B, Asafali Road,
New Delhi
Phone: 24643, 222365

4, Himalaya House
79, Palton Road, Bombay
Phone : 263151

Also M/S STANDARD PRINTING MACHINERY COMPANY, 12/81, Sembudoss Street, MADRAS

WE WIN AGAIN
THE
1st PRIZE
for
**EXCELLENCE IN DIE
EMBOSSING**

AT THE
8TH ALL INDIA PRINTERS'
CONFERENCE & EXHIBITION
HELD AT BANGALORE
ON
MAY 9, 1960

RAE & COMPANY PRIVATE LIMITED

PROCESS ENGRAVERS, EMBOSSERS & COLOUR
PRINTERS,
5A, MADGE LANE,
CALCUTTA - 16

To reach

WHEREVER

KANNADA IS SPOKEN

your most obvious choice as

ADVERTISING MEDIA

SAMYUKTA KARNATAK

A DAILY

*published simultaneously from
Hubli and Bangalore with the
highest combined circulation in
Mysore State*

KARMAVEER

A WEEKLY

*with an unparalleled reputation
of thirty-five years service*

KASTURI

A MONTHLY

*The Kannada Monthly Digest
which has broken the language
circulation records in magazine
circulation*

Published by

**THE LOKA SHIKSHANA
TRUST**

P. O. Box 30,
HUBLI

2, RESIDENCY ROAD,
BANGALORE - 1



Rs. 5,000,000 per printed page

Known to be the first book ever printed from movable type, the Gutenberg Bible, published in 1454 is considered to be the peerless masterpiece of the printer's art. Of 300 copies originally published only 45 are extant – each copy a priceless treasure.

Today we take the printed word as a matter of course just as the good printer uses Fry's Metal for typesetting as a matter of habit. From the major London newspapers with daily circulations of millions of copies to their smaller but no less illustrious Indian counterparts, the word "Fry's" is synonymous with "good printing metal". Fry's type metals are specialised products, created by years of research to provide the best possible service to the printer and typefounder. Fry's type metals are unsurpassed for all typesetting and stereo operations.

FRY'S METAL FOUNDRIES LTD

Calcutta Madras

SOLE SELLING AGENTS HEATLY & GRESHAM LTD

Calcutta Bombay Madras New Delhi



ESC-22

★
ESTD. ★ 1888
★

MALAYALA MANORAMA
DAILY

CIRCULATION :
93,000
COPIES



CIRCULATION :
EXCEEDS
ONE LAKH COPIES

★ MALAYALA MANORAMA
★ WEEKLY
★

★
KERALA STATE

KOTTAYAM

Proprietors : THE MALAYALA
MANORAMA CO. LTD.

★ Post Box No. 26, Kottayam.

★ KERALA STATE.

IN THE VITAL

BIHAR

MARKET

drive your sales message home through

THE INDIAN NATION

average daily circulation July-December, 1960: 33,013

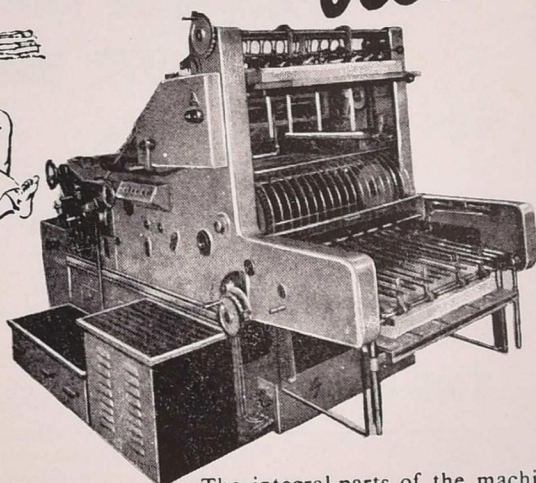
MEMBER, A.B.C. & I.E.N.S.

LARGEST CERTIFIED SALES

of any English or Hindi daily published in the State

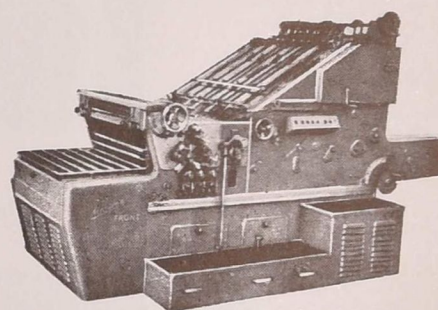
PUBLISHED BY THE NEWSPAPERS AND PUBLICATIONS (PRIVATE) LTD.
MAZHARUL HAQUE PATH, PATNA 1.

Excellence in Printing through
Built-in Precision



The integral parts of the machine such as Lubricator, Feeder, Inking System & the Delivery have been so designed as to ensure maximum efficiency. All moving parts as far as practical have been enclosed-reducing danger to injury to the operator and the machine.

Maxima
FRONT



The Maxima Front (size 22"x30") is a high speed automatic letterpress machine of great strength. Its low one piece base and oblique toothed main driving gear contribute greatly to the resultant fine impression.

KOVO

MADE IN CZECHOSLOVAKIA



Grams: SUNFLAMES

Sole Agents:

Phone: 254551 & 254568

MANUBHAI SONS & CO.

H.O. Manu Mansion, 16 Custom House Road, Bombay 1

Also Branches at

MADRAS - DELHI - CALCUTTA - BHAYNAGAR - HYDERABAD (D.N.)

aids to
attractive

PACKAGING

CARDBOARD CARTONS
PRINTED BAGS OF
CELLULOSE FILM
(‘Cellophane’)

POLYTHENE AND
PLIOFILM

(For Tea Sample Packets)

PRINTED REELS FOR
CONFECTIONERY

PRINTED FOIL WRAPPERS

PLAIN AND PRINTED
GUMMED TAPE

VARNISHING AND
STRIP GUMMING

STATIONERY SUPPLIES

by the

PRODUCERS OF MODERN PACKAGING
DIAMOND PRODUCTS LTD.



ROOFING FELT
WATERPROOF PAPERS
PLAIN & HEATSEALING
WAXED PAPERS
POLYTHENE
& PAPER LINED
JUTE BAGS

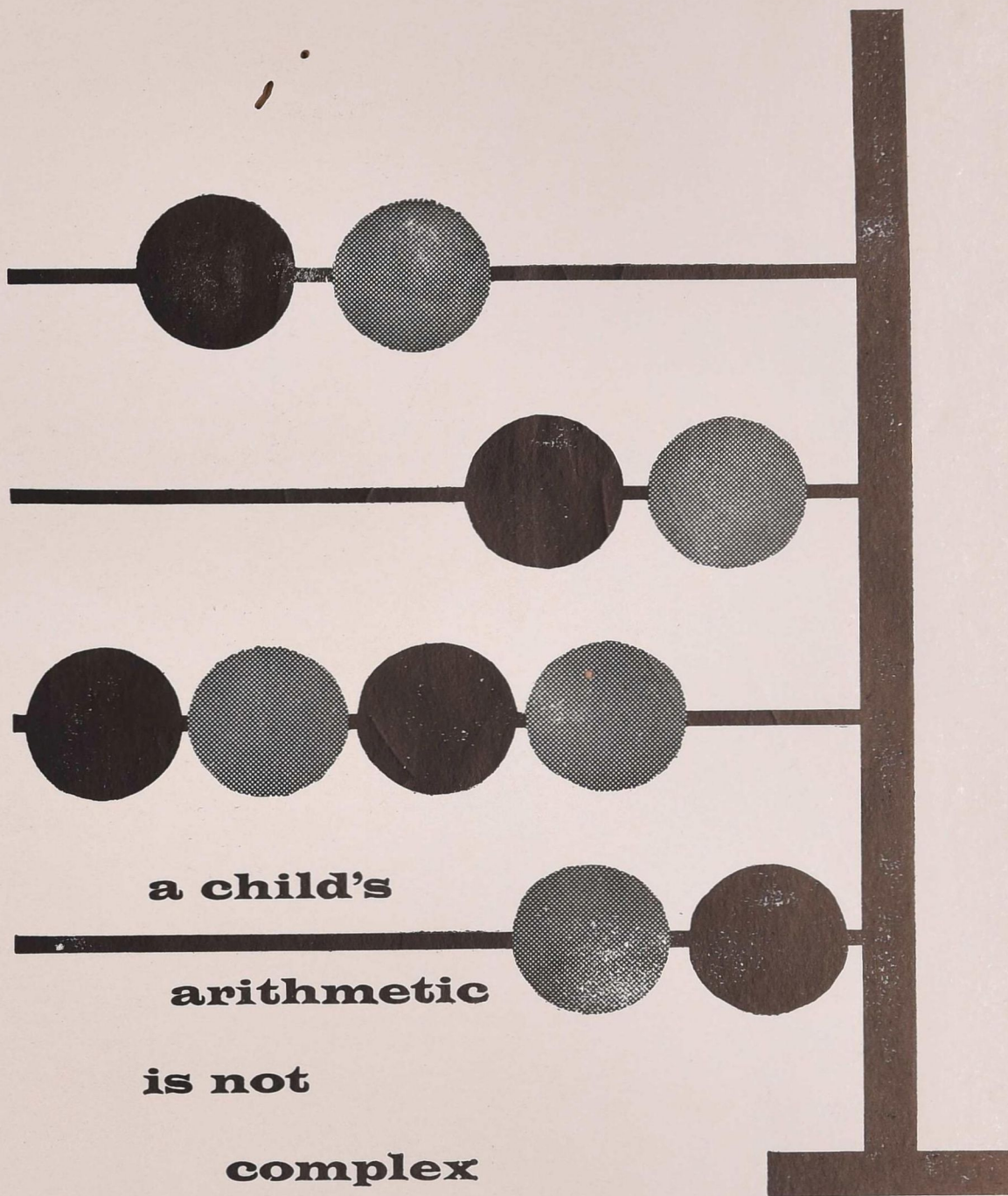
Manufactured by
THE KASSIPUR CO., LTD.

SUBSIDIARIES OF

JARDINE HENDERSON LIMITED

4, CLIVE ROW, CALCUTTA-1

DK-1/9



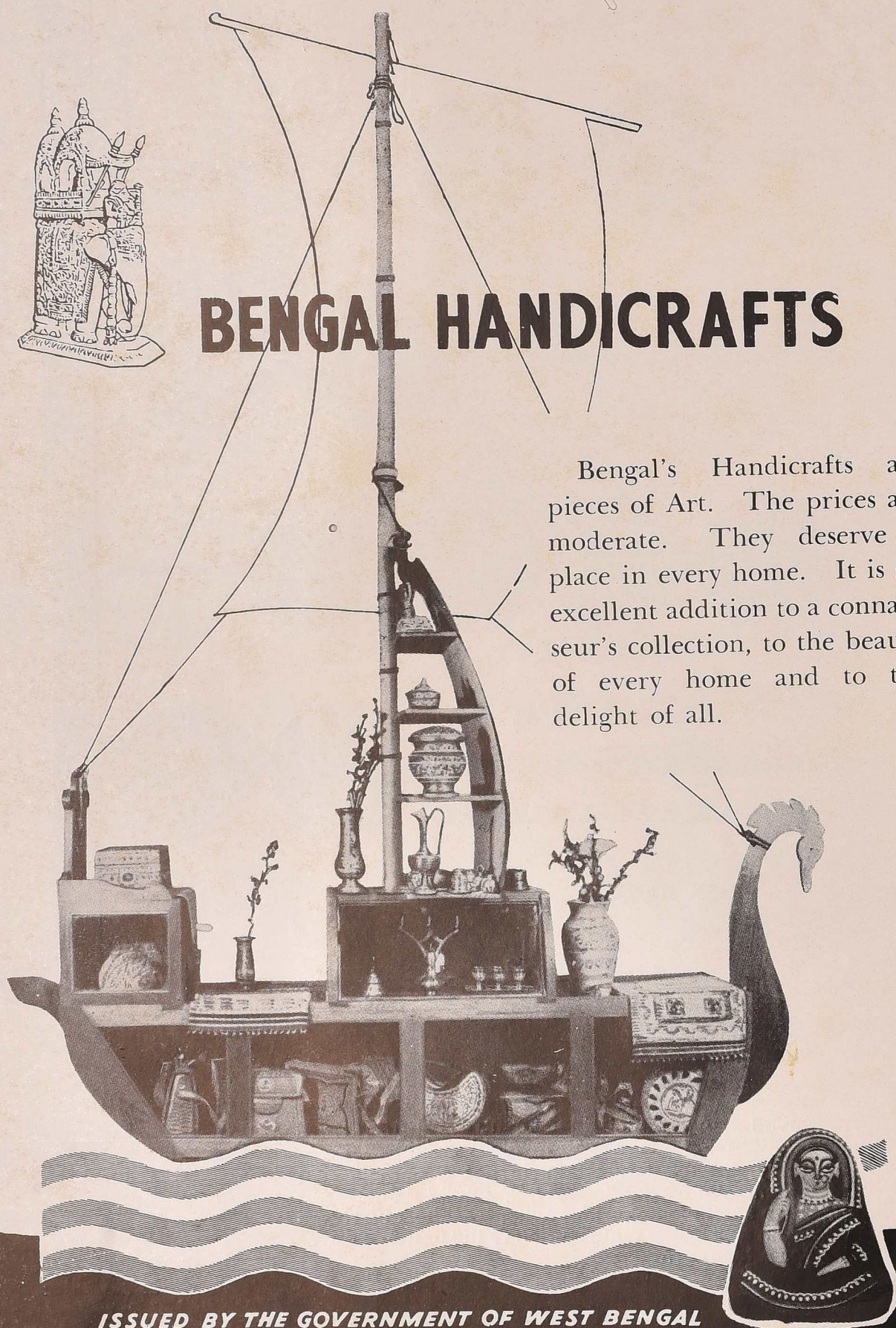
Two plus two make four. Basic maths. Yet, this unassuming proposition helped man reveal the secret of the atom and measure the weight of distant stars. Similarly, 'Mukand is Steel' is not a complicated statement. Yet Mukand steel helps build dams, erect intricate steel plants, bridge wild, treacherous rivers ...makes a valuable contribution to the nation's striving for a take-off.

**MUKAND
IS
STEEL**



BENGAL HANDICRAFTS

Bengal's Handicrafts are pieces of Art. The prices are moderate. They deserve a place in every home. It is an excellent addition to a connoisseur's collection, to the beauty of every home and to the delight of all.



ISSUED BY THE GOVERNMENT OF WEST BENGAL

BENGAL HANDICRAFTS



