

The POWER

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EDITOR - P. S. PILLAI, M.A.

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No. 12

SEPTEMBER 1952.

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	etc.		
Madras Markets			

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Madras Markets
&
Where to Buy?

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The Power's Pick

Over 500,000 read
"Power" every month.

1. SEPTEMBER, 1952.

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

Answers — July (1952) Quiz.

1. Socks.
2. Washing Soap.
3. Statistics.



2. QUIZ.

Who is the author of 'The Hinge of Fate'?
In what sport does the term 'Scissors' occur?
Who is Munshi Prem Chand?

3. HERE'S HOW.....

Switch to Eastwards
This is advertisement of Eastwards
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The communist is glad that the C. I. D. has
provided him with an escort to protect
him against the Congressmen!

POWER IS PROGRESS.

For Competition Corner see Madras Markets Section.



WORLD - WIDE
JOURNAL



PUBLISHED MONTHLY

POWER

Vol. II SEPTEMBER, 1952 No. 12

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Address your Correspondence to:

THE POWER,
296, Lingha Chetty St.
MADRAS-1.



A country's greatness is seen in the happy homes of the people; in other words, it rests with the women who play an important part in the national life, socially and economically. As mothers and first teachers of their children who are the citizens of tomorrow they have to mould their character and general outlook on life, to inculcate in the future citizens of the world high principles of life, friendliness and fellowship for the common good of humanity and make the saying "The hand that rocks the cradle rules the land" a reality. Then the coveted goal—the world order and peace—will be achieved.

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3. Mark in ink the order of merit by 1, 2, 3 which you consider first, second, third, in space provided against the items. Leave the rest blank.
4. **This entry form alone** should be used.
5. You are bound by the rules and conditions of this competition.
6. No responsibility will be accepted for entries lost, damaged or delayed in the Post.
7. Last date is October 5th and the prize winner will be announced in October issue of the **Power's Supplement.**

HERE'S ALL YOU DO !

NO ENTRY FEE !!

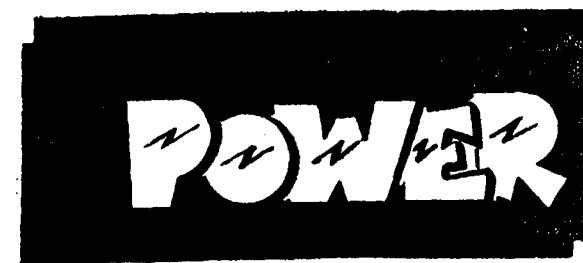
Mark in ink only the number 1, 2, 3, in order of merit which you consider first, second and third. Leave the rest blank. Prize will go to the entrant who sends in the apt solution to be judged by the editor whose decision is final.

Queen Elizabeth.

Princess Elizabeth is now the 26 year old Queen Elizabeth II of England. She inherited from her father his sincerity and devotion to duty and from her mother the breath of sympathy and the warmth of heart. She has an instinctive understanding of men and women; she quickly understands their hopes, their ambitions, their family interests.

She dedicates herself to the service of the whole commonwealth. The Queen to-day is a young wife and mother. The Duke of Edinburgh now the Prince Consort, is a great grandson of Queen Victoria. The Queen does not smoke and seldom drinks alcohol except on occasions. She can converse fluently in French and German, likes the theatre, and is fond of playing the Piano for her own amusement. She is a good public speaker.

Acutely conscious of her Royal heritage, her sense of dedication to life-long service has become keener with the years.

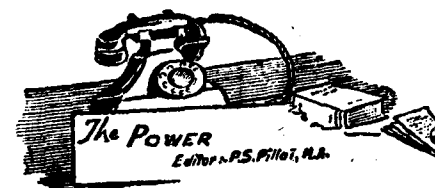


Vol. II

September, 1952

No. 12

"You can not do without the world, but the world can do without you."
—Rochefoucauld.



The Role of the Engineer

The Engineer stands between the two extremes—the artisan and the scientist. He is a link between abstract knowledge and hard fact, the man and his needs. He is to harness material resources and natural forces in order to serve mankind. The design and construction to suit the hot crucible of economics is his hard task, taking into account of profit possibilities of the projects with a simultaneous assessment of their effect on the national wealth.

Knowledge of engineering, capacity to organise and correct study of financial aspect are essential for the success of any huge project. So it is said that an experienced and successful engineer will make a first class administrator. Sir M. Visweswarayya is an instance on the point.

The lawyer politician generally dominates in the Government machinery. The engineer

should make his views prevail without fear or favour and thus give a correct lead. In U. S. S. R. the engineers are amongst the highest paid people having preferential treatment in the State.

The engineer's responsibility is great. He has to maintain good relationship with the public and a sympathetic attitude towards the workers. Just action towards the contractor coupled with integrity is the fair play on his part. He is the builder of the national prosperity of the nation and to this end he should play his role nobly and well.

Compendium on Company

The name Jeewanlal (1929) Ltd., is familiar to every householder who invariably uses Aluminium wares for domestic purposes. The Twenty-third ordinary general meeting of the company was held last month at Calcutta and the report of the directors reveals the steady progress of the firm despite the difficulties in the trade. The conditions for the procurement of raw materials for the company's plants were precarious for some time due to rearmament programme all over the world and the recent stock piling policy of the U. S. A. These conditions were made still worse by the unsteady import and export policy of the Government of India.

Major changes were made in the company by way of Indianising the shares, converting

Cut here

(The things which a woman is fond of)

Soap	
Hair Oil	
Scent	
Face Powder	
Jewel	

Surname in ink & Block Letters }Initial.....

Full Address.....

Date.....

the company into a public limited company and so on. Exploratory steps have been taken at Calcutta, Bombay and Madras for enlistment of the Company's shares by the principal stock exchanges in India.

The Tool and Die Shop Machinery has now been installed and recently put in operation in Madras. It will certainly reduce the cost and improve the quality of the company's manufacture with a guarantee of minimum price to consumers. The trade mark CROWN BRAND shows quality, workmanship of Jeewanlal who serve the needs of the country with their motto of Best Quality & Reasonable Price.

Power's Punch



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SPECIAL ARTICLE—

SCIENCE ON TRIAL :

BY

A Correspondent

The satire in T. S. Eliot's "The Waste Land"

'When lovely woman stoops to folly and
Paces about her room again, alone,
She smooths her hair with automatic hand,
And puts a record on the gramophone'

reminds us of the disillusionment of the post-war twenties; of the gifts of wireless-industry to nervous physiology, or of radium-physics to cancer cure and of different branches forming a regular feature of modern science.

The first homage that political economy paid to science is through the industrial Revolution. The cultural impact of science has gathered a momentum of its own. And in what direction does this momentum lie? That is the thought and analysis of modern philosophers and politicians alike. The pathetic pledge (viz.) the business and design of science is to improve the knowledge of natural things not meddling with Divinity, Metaphysics, Morals, Politics, Grammar, Rhetoric or Logic, should not be lost sight of. But the fact remains that the majority of scientists are professionals owing allegiance to some organisation or other. It is a flimsy argument that scientists as a class are constitutionally incapable of bringing their special knowledge to bear upon the general problems of society. Scientists have planned research and unity of purpose and during emergencies of modern warfare act as active assistants to the Commands in the Services. The formation of eminent scientific bodies as the British Association for the study of the Social and International Relations of Science bear eloquent testimony to meet the challenge of a crisis of global dimensions. Science has come down from libraries and laboratories to become the common asset of mankind.

When all is said and done, every scientist is under a moral obligation to society. His particular subject has to play a role within the great performance of the tragic comedy of human life. Science and Scientists have been passing through 'a crisis in credo' during the last few decades. Science has apparently debunked the moral elite out of its fake aristocracy and dismantled the rosy dreams of the heralds of the New World Order. Its outgrowth has made life in the vast drab and insipid. The smashing of the U-235 atom has marked the advent of a distinct epoch in human history shaking loose the old framework of civilisation. The bacteriological warfare and the ultra-atomic weapons boom large despite frantic efforts of the custodians of Democracy. In short Science stands on trial with its time-honoured programmes and policies. To quote the words of Julian Huxley education stops dead for many people in early adolescence and concerns itself mainly with providing specialised techniques. The cinema to-day is primarily an escape mechanism. The radio is as yet essentially a collection of scraps, a functional patchwork. Newspapers distort the balance of truth in the service of Political or Financial interests and are driven by competition for advertising into sensation-mongering.

The small-scale man in the large-scale world is being bombarded unrelentingly with suggestions by newspapers, posters, radios, television and so on. The emergence of a totalitarian approach to the major issues of life in almost all its essentials has cast an indelible impression on the entire technique of scientific thought and practice; the whole trend of recent history is towards it. We cannot easily dismiss the Socialists, Communists all together for being totalitarian; fairly soon we may be so in some way or other. But the totalitarians of to-day have taken a wrong foot foremost. How far science can take its trial in being an instrument of control over the economic and political systems of the World? Time alone can tell!

Memorandum of Books, etc., printed at "The Republic Press," Madras-21

During the month of SEPTEMBER, 1952.

The title of the book and the contents of the title page.	The language in which the book is written.	The name or (a) the author, (b) the translator, and (c) the editor of the book or any part thereof.	The subject.	(a) The place of printing, and (b) the place of publication.	(a) The name or firm of the printer and (b) the name or firm of the publisher.	The date of delivery from the press and of the publication.	The number of leaves, sheets or pages.	The size.	The first, second or other number of the edition.	The number of copies of which the edition consists.	Whether the book is printed or lithographed.	The price at which the book is sold to the public.	The name and residence of the proprietor of the copyright or of any portion of such copyright.
1	2	3	4	5	6	7	8	9	10	11	12	13	14
"THE POWER"	ENGLISH	(c) P. S. Pillai, M. A.	TECHNICAL	(a) 39, Second Line Beach, Madras - 1. (b) 296, Lingha Chetty Street, Madras - 1.	(a) Sri V. Balakrishna at The Republic Press. (b) Sri P. S. Pillai, M. A.	15th September, 1952.	Issue: 48 pages (including wrappers) Supplement - Madras Markets - 28 pages.	CROWN QUARTO (Crown Quarto)	VOL. II NO: 12.	Issue: 750 copies. Supplement: 250 copies (Reprint)	PRINTED.	Rs. A. P. - 8 - - 4 -	Issue Supplement (Reprint) Sri P. S. Pillai, M. A., 296, Lingha Chetty St., Madras - 1.

STATION: Madras,

I declare that the above entries are correct and true to my knowledge.

Dated 16th September, 1952.

P. S. Pillai
Publisher.

FOR THE REPUBLIC PRESS,
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Manager.

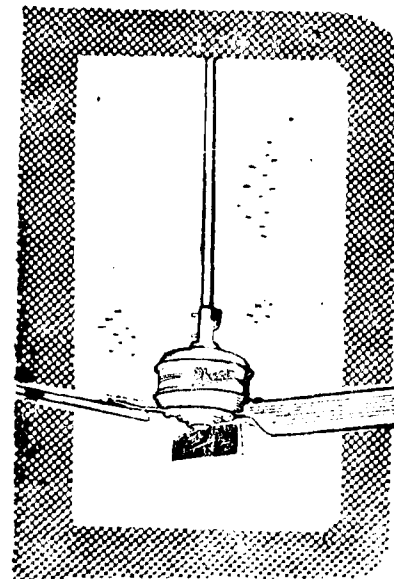
SEPTEMBER 1952

THE POWER

3rd quarter 1952
P.

No. 775

19.9.52



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Editor: P. S. Pillai, M.A.

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(The Consumer of Power—Electrical and Mechanical—has every reason to keep closely in step with the fundamentals of this power and widespread modern applications. All calculations and complicated formulae have been scrupulously avoided but practical hints and notes in the form of elementary treatise are given in the POWER to be of help to the common Consumer).

THE FARM FAMILY.

Electricity has been a boon to the farm family. In America it is all the more because 90% of all the U. S. farms are hooked up to electric power lines. This revolution has been brought about largely by the farmers themselves during the last two decades. To quote the words of the Columnist Marquis Childs, the farmer takes a hand. More than 1,000 rural electric co-operatives were organised during the period. The capital and the technical assistance were received from the Rural Electrification Administration (R. E. A.), a part of U. S. department of Agriculture. The farmers put up their own poles and lines and provided electric power at reasonable rates. The electric power is obtained from a number of sources depending on sound financial lines. Loans are repaid before due date.

Thus in less than 20 years, rural electric Co-operatives have brought electricity to 3,500,000 farm consumers. They have built more than 1,000,000 miles of electric power.

The farmer uses electric power to light his house and barns, pump out water, lift heavy weights, dry his hay and corn, milk his cows, run his cream separators, and for doing a hundred and one other jobs. Electricity is used to cure tobacco, to hatch eggs etc. The farm wife cooks, freezes and conserves her food with electricity. She cleans her house with an electric vacuum cleaner, washes her clothes with electric washing machine, irons her clothes with electric iron etc.

India is a vast land of Agriculture and it is worthwhile to emulate the example of the U. S. A. with the help of the state as to make the condition of the farmer better and worth living.

It is but natural at a time of food crisis that the thoughts of the administrators should turn to the speedy means of producing more food by the fuller utilisation of the irrigation facilities through the powerful instrument of Electricity. The five year programme only touches the fringe of the problem. The out-worn profit and return-test is no longer the overwhelming criterion in taking up a scheme, but only one of the various considerations that decide the issue. The aim should be to produce more and more power and ultimately create a State Electric Power Grid—a network of transmission and distribution lines linking several power houses, hydro and thermal, to supply electricity to distant towns and villages.



Trade Talks

(Today the world of Trade offers more and better opportunities to ambitious men and women, anxious to succeed in life than any other type of career. But competition is keen and in business as in everything else the biggest rewards go to those who have taken the trouble to perfect themselves and to increase their knowledge and efficiency.)

With the professions so over-crowded, more and more of the best brains in the country are embarking on business careers. The expert moves on to the top of his profession, while others have been content to drift. The Power will prove that pride lies in performance.)

MADRAS IN INDIA'S TRADE,

The total value of foreign trade—exports and imports—for Madras has risen from an average of Rs. 59,38.89 lakhs in 1936-39 to Rs. 1,98,11.28 lakhs in 1949-50. This means 3.3 fold increase. The corresponding figures for India are Rs. 3,37,36.98 lakhs and Rs. 10.43, 22.94 lakhs or 3.1 fold increase. The share of Madras in India's export trade has risen from 20 per cent to 22 per cent in this period. The share of Madras imports during the same period rose from 15 per cent to 16 per cent.

The change in the composition of trade is worthy of note. Seeds, Leather, tea, cotton manufacturers (chiefly piecegoods) raw cotton, fruits, vegetables, were the most important exports in the pre-war period; while to-day hides and skins, tanned or dressed heads the list followed by cotton manufacturers, tobacco, tea, metals and ores (mainly manganese ore). Within the last 30 years the composition of Madras export trade has undergone a notable change. Raw cotton which was an important item of export has become now one of import. Export of cotton manufacturers have been

steadily increasing. Tea and pepper have occupied a high position in the export trade of the State. In spite of Government restrictions on export of groundnut kernel, export of oil is an important feature.

In the pre-war period imports of paddy, oils, machinery and mill work, cotton manufacturers and vehicles ranked highest. In 1949-50, machinery and mill work, rice, cotton raw and manufacturers, oils and vehicles are the chief imports in the order of importance.

The chief sources of Madras imports in 1937-38 were Burma, U. K., Germany and America. The United Kingdom ranked first, followed by America and Burma. As regards exports the chief purchasers of Madras Goods in 1937-38 were U.K., Ceylon. Burma, Germany, and Italy. In the post-war period United Kingdom retains its position as chief importer of Madras goods its share however falling to 35.9 per cent. America is next in importance, its share having risen from 4.8 per cent in the pre-war period to 15.8 per cent in 1949-50. Ceylon and Burma rank third and fourth, their present shares being 10.9 per cent and 4 per cent respectively.

ON INDUSTRIAL FRONT.

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C. A. V. also is one of the largest manufacturers of electrical equipment for Commer-

cial Vehicles, Agricultural, Marine and Industrial Engines.

The firm of C. A. V. was founded in 1893 by Charles Anthony Vanderwell, a pioneer in the production of electrical apparatus.

In 1902 with the advent of the Motor Car, works were opened in Willesden for the production of Batteries for Ignition purposes and for vehicle lighting which rapidly replaced the paraffin and acetylene lighting then in use. In 1904 the works were transferred to Acton, London, which is the present situation of the large C. A. V. works which covers some 9 acres, employing some 4,000 persons on day and night shifts. In addition to these large works, another factory has been opened at Rochester in Kent which employs a further 1,200 persons and which is expanding.

In 1908 saw the advent of the first designs of dynamo lighting sets for cars, and three years later components suitably designed for Commercial vehicle work, later followed a demand for electric Starters followed by a comprehensive range of associated electrical equipment.

By 1932 the rapid development of the Compression Ignition Oil Engine for use in vehicles had created a further demand for British made fuel Injection equipment and C. A. V. commenced production in their Acton works, and the venture has developed into the most extensive of its kind in the world. The enterprise proved of enormous value to the War effort, the Company providing a major portion of the fuel injection equipment used by the Allied Forces.

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PLEASURES & PRIVILEGES OF THE PEN

The life we live :—

Doubts and the Divine .

The spiritual thinker and the materialist alike know that the world we live is neither a bed of roses nor a path of joyous Light. It is a difficult journey, a battle and struggle, an often painful and chequered growth, a life besieged by obscurity, falsehood and suffering. It has its mental, vital, physical joys and pleasures, but these bring only a transient taste—which yet the vital self is unwilling to forego and they end in distaste, fatigue or disillusionment. What then? To say the Divine does not exist is easy, but it leads nowhere, it leaves you where you are with no prospect or issue. The Divine does not manifest itself so as to be recognized in the external world-circumstances. If the Divine has any value, is it not worth some trouble and time and labour to follow after him and must we insist on having him without any training or sacrifice or suffering or trouble? It is surely irrational to make a demand of such a nature. It is positive that we have to get inside, behind the veil to find him.

WHO'S WHO in BUSINESS & BANKING

Every common man walking in the street cannot forget Bata whose name has virtually become synonymous with shoes and sandals. Thomas Bata, the founder of the world-wide organisation bearing his name, was born in 1874. The son of a cobbler, he soon acquired in early life extra-ordinary skill in his craft. In 1894 he set up his own business in his native town in Switzerland with a small

capital. In spite of early set-backs and difficulties, Bata's factory became one of the biggest and most modern industrial undertakings of its kind in the world. Thus he rose to fame and fortune.

These achievements were not enough for him. Driven by the urge to make his talents serve a far wider section of the people of the world, he established the Indian Organisation in 1931. He did not live to see the further developments in this country for he met his death in a plane accident after his return to Europe.

The huge factory of Bata now lies in Batanagar (W. Bengal), 14 miles south-east of Calcutta and in the eastern bank of the river Hooghly. Batanagar commands every feature full of sun, pure water, refreshing green and cleanliness, a town of high wages and in short, active business and enterprise. The Batanagar factory consists of Rubber and Leather factories and the auxiliary departments which include research and manufacture of shoe-making machinery, is easily the longest single unit of its kind in Asia producing modern footwear on a huge scale. Branches were opened in other parts of the country. To-day the annual production in Bata Factories is 18,843,051 pairs (1951). The Bata retail shops in every important city and town for selling their goods at reasonable and fixed prices were opened. This vast network of retail and wholesale outlets has become an efficient distribution system of this industrial organisation—an achievement perhaps without a parallel so far in India.

The working and living condition of employees numbering about 11,000 in 1951 are the best, based on the cardinal principle of regarding the employees as members of a big happy family.

Thomas J. Bata, now aged 38, the son of the late Thomas Bata, is the head of the Western Bata Organisation.



Books & Brochures

"KNOWLEDGE IS POWER"

[Book Review is a regular feature of this monthly. Authors and Publishers are requested to send in their latest publications to the Editor.]

ARMATURE AND MAGNET WINDING.

By Horstmann and Tonsley
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In this book of 270 pages, all practical armature windings are fully explained with special attention paid to details. All questions which are apt to arise with the electrician have been completely answered.

Numerous illustrations have been supplied which afford a ready means for either the study of the armature or for a book of reference. Various useful tables have been prepared and presented.

WIN YOUR WINGS.

By Colonel Roscoe Turner
& .

Major Jean Dubuque

2 Volumes — more than 1000 pages. Over 600 illustrations.

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Book II covers complete Advanced Aviation Instruction. The Book is intended for those who have had preliminary training and

are interested in securing a commercial pilot's certificate or instructor's rating.

"101" ROUGHS "

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This is a hand-book of Advertising Layout. This revised and enlarged edition includes a discussion on the preparation of the layout and the production of the final printed advertisement; a showing of the art mediums as they appear in to-day's advertising; an analysis of the principles and the tests that a layout may be put to, a discourse on typography and the underlying rules of type harmony and finally an approach to the solution of the many-unit advertisement.

It contains over 120 illustrations, 31 patterns of advertising layouts and 10 full page finished examples. It is a practical book, simple and sound, from which instruction and inspiration can be had.

COMMERCIAL DIRECTORY (1952)

Published by the Govt. of Madras.

Price Rs. 15/-

This handy volume of about 1,000 pages furnishes information of the basic economic structure and also of individuals and institutions engaged in various Commercial enterprises. It consists of 9 parts with 15 Chapters. The first part deals about the survey of the Natural Resources of the Madras State. The second part deals about the Export and Import Trade. The third part is the Manufacturers' Section. The Traders' Section is part V and the Trades Section is part VI.

The other remaining sections deal about the principal estate owners, places of pilgrimage and miscellaneous matters. It contains a good deal of advertisements and in spite of a few deficiencies, this directory will certainly fulfil a genuine need of the Industrial and Commercial community of the State.

News & Notes

"Whatever the busy bustling world employs,
Our wants and wishes, cares and joys,
These the "POWER" of our time display,
And call them News and Notes, the Hodge-Podge
of the day."

THE WORLD AT A GLANCE

(August.)

INSIDE INDIA.

The Budget session of the Indian Parliament ended on a subdued note after the passage of the Preventive Detention Act by the Council of the States. At the end of the session the Estate Duty Bill was introduced. This is a measure of taxation approved by the Planning Commission and intended to benefit the States.

Meetings and messages on August 15 poured forth with aspirations for the future. The President has asked the Nation to be self-reliant and the Prime Minister has appealed for non-violence.

The constituent Assembly of Kashmir decreed the end of hereditary rule and accepted the arrangement under which Kashmir will enjoy ample autonomy. Sheikh Abdullah's explanation of the future of the State goes beyond the programme fixed by Dr. Graham for further consultations at Geneva.

INSIDE EUROPE.

The celebration of the Navy Day of Soviet Russia took place with the participation of the Soviet Warships in the Black Sea, the Baltic, the Arctic and the Pacific. The U. S. S. R. now holds third place in surface naval power in the world. She will soon compete with Britain for the second place according to her new building programme of 3 battleships, 20 Cruisers and 120 Destroyers. U.S.A. is likely to remain the greatest naval power for a long time to come.

The series of talks that were held in Moscow between the Russians and the large Chinese mission led by Chow-En-lai led to a series of speculations. The strength of the Sino-Soviet alliance is now taken for granted and more Russian aid to China would flow because of the Korean War.

Field-Marshal William Slim's speech at a closed meeting of NATO officers in Paris has aroused curiosity and passed for a global strategy. Slim is said to have stated that Communism in various countries and under varying conditions is not necessarily an international menace. His address emphasised the distinction between Communism as a political and economic system on the one hand and Russian foreign policy on the other.

Preliminary arrangement for the Commonwealth Economic conference in last week of September at London are nearing completion. The important items in the agenda are internal and external investments in the Commonwealth, the whole question of tariffs, general balance of payments etc.

INSIDE AMERICA.

Gen. Eisenhower, the Republican Presidential candidate opened his campaign with an outline of his 10-point programme, which, he said, was aimed at lasting peace, honesty in Government, equality for all citizens and loyalty in Federal Service.

A great deal is being heard about a prospective American 'new deal' for Europe and the Commonwealth countries. Economists are thinking in terms of American tariff concessions, increased American investment overseas and long term American contracts for the purchase of sterling area raw materials, long-term commodity agreements which would assure the United States steady supplies of vital materials at stable prices.

INSIDE ASIA, AFRICA & AUSTRALIA.

The food position in Asia is so serious that the United Nations food and Agricultural

Organization is calling an international conference to discuss it. The principal causes of shortage of rice which is a staple food for the major population, are wartime destruction of transport equipment, catastrophic destruction of irrigation works, depletion of firm capital, lack of necessary capital to undertake reconstruction, territorial changes and political unrest. India is in serious position.

A more realistic appraisal of Burma's reconstruction is visible. The extremists, communists and others who have been in open revolt have diminished in their numbers. The Government is committed to nationalisation of important pre-war industries and is also pledged to land nationalisation. The premier is looking forward to the future when the country's prosperity is restored and the welfare state is put into high gear. Such a task is not difficult to achieve provided she goes slow in her policy of dispensing foreign technicians, engineers and skilled workers.

The unsettled conditions in the Middle East are causing concern. The Arabs rejected the Western proposal for a Middle East Comm- and which would have consisted of the U. S. A., Britain, France and Turkey. Britain wants to set it up right away with herself, the U.S.A., Turkey, France, Australia, New Zealand and South Africa and not wait for the Arab. The U.S.A. is anxious to avoid any move which may hurt the Arab States.

Eritrea has joined Ethiopia in new East African Federation. There is a strong Islamic element in the population of Eritrea, the Ethiopians are mainly of Christian stock. The country's future will be watched with care by the United Nations which has been responsible for granting the country a new, free status.

SPORTS & PASTIME.

A new catalogue of recorded classical and traditional Indian music was released by the United Nations Educational, Scientific and Cultural Organisation. It is a 235 page catalogue with a comprehensive selection of music of

Northern and Southern India. The compiler of this work is Alain Danielou, a French music expert, who has lived in Benares for many years. The music mentioned is almost unknown in the West and this catalogue will popularise the art of Indian musicians.

The 15th Olympic Games were declared closed at Helsinki to meet again at Melbourne four years hence. The closing ceremony was witnessed by 7,000 spectators and was gone through. Mr. J. S. Edstrom, the retiring president of the International Olympic Committee pronounced the closing of the Games with a short address. He said that athletes from many nations, regardless of their political beliefs, and of all races have met here in brotherly love and the Olympic Games have once more proved to be an instrument for peace and happiness in the world. India put up a better performance than in any Olympic Games before.

The film "ANN" has already had its premiere at London. It has been printed in Technicolour with the rich beauty of the Indian landscape. The Second remarkable feature is its sets. The story is this. A good king with his republican ideas wants to transfer the rulership to the people. His ruffian brother and his aristocratic sister stand in the way. Troubles begin. The wicked brother is killed, the sister is won by the love of a commoner and the king is put back in his place. Mehboob is the author and the chief artistes are Nimmi, Dilip Kumar, Nadira and Premnath. The locale is Rajputana and the atmosphere is medieval. The music is from Naushad and the Tamil dialogue is spoken by B.S. Ramaiya. The film which has commenced its run at Madras attracts a large crowd.

The fourth and final cricket Test Match between England and India at the Oval began when England started batting first and declared for 326 for the loss of 6 wickets. India was out for 98 in reply to England's first innings. Due to rain the further match was abandoned as a draw.

In a Few Lines

M
E
N

Dr. Kurt Schumacher, West German Socialist leader died.

Prince Hussein, eldest son of king Talal, has been proclaimed king of Jordan.

M
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S

The sales tax is the main item among five subjects to be discussed at the State Financial Minister's Conference to be held in October at New Delhi.

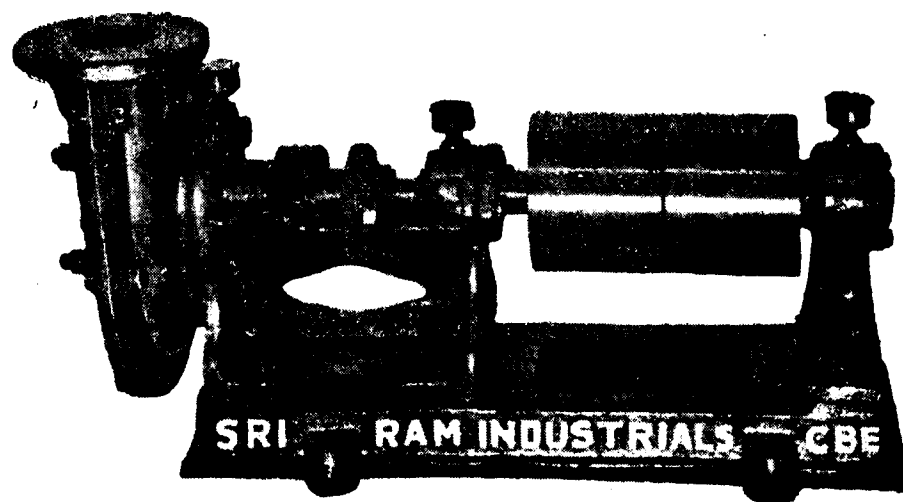
The fifth Tamil Festival held at Madras was inaugurated by Mr. C. Rajagopalachari.

Thought for the Month.

Death comes, life goes; the asking eye
And ear are answerless;
The grave is dumb, the hollow sky
Is sad with silentness.



ஸ்ரீ பம்புகள்

நீடித்த
உழைப்புகுறைந்த
செலவுநிறைய
விளைச்சல்

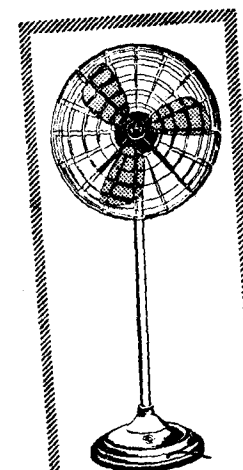
STOCKISTS IN MADRAS

G. JANSI & CO., ELECTRICAL MART LTD.,
TEE YEN BEE MILL STORES, Madras - Hyderabad - Dn.
Distributors :-NELLIKUPPAM INDUSTRIES LIMITED.

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PRIZEMADRAS MARKETS
&
WHERE TO BUYPOWER'S
PUZZLE
NO. 3
See Inside

We help you...

To ensure continuity of sale or purchase

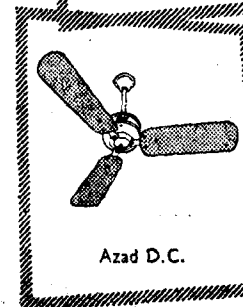
Kassels D.C.
Pedestal fancombining
economy
with
efficiencyKassels
fans for cool
comfort

MODELS:

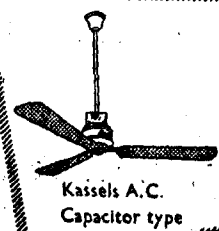
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LUCKY AND AZAD
MATCHWEL ELECTRICALS
(INDIA) LTD.

Head Office: P. O. Box 1430 Delhi

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M/s. Gordon, Woodroffe & Co
(Madras) Ltd., 1/21, North Beach
Road, George Town, P. O. Box
No. 42, Madras. Tele: Address
'WOODROFFE' Phone No. 2978
(3 lines)



Azad D.C.

Kassels Tilting
Cabin fanKassels Oscillating & Fixed
Table fanKassels A.C.
Capacitor type

SIDDHA AYURVEDIC PHARMACY

ASTHMA
CURED COMPLETELY BY
THANGA THALAKA CHURANAM
PRICE Rs. 50/- (Medicine for 48 days)

MANORAMA LAHIUM
FOR GENERAL HEALTH
&
VITALITY
Price Rs. 6/- (per tin of 1 lb.)

SPECIAL MALABAR TREATMENT
DHARA - PIZHICAL - NAVARAKKIZHI
FOR
CHRONIC DISEASE

For Particulars Apply to :

DR. K. A. PILLAI
Proprietor

530, T. H. ROAD. : : MADRAS-21.

MADRAS MARKETS & WHERE TO BUY

1. Is regular in its publication every month.
2. Publishes current prices in electricals and mechanicals etc.
3. Contacts suppliers and buyers.
4. Maintains free service to regular subscribers
5. Offers assistance for business careers & trips

While the management takes great pains in publishing accurate prices gathered from reliable business firms and stockists of repute, it is no way responsible for the inaccuracies, if any, which may be caused due to fluctuations prevailing.

We invite your enquiries on all items not listed here. The management is at your service at all times.

ELECTRICALS

I. ACCESSORIES

SWITCHES

	Rate. Rs. A. P.	Per doz
Bakelite English, S. P. 5 amps	... 15 0 0	"
Bakelite Indian, S. P. 5 amps	... 8 0 0	"
Porcelain base English S. P. 5 amps	... 18 0 0	"

HOLDERS

Bakelite Pendant		
Eng.	... 9 0 0	"
1 1/2"	... 8 0 0	"
3/8"	... 12 0 0	"
Batten Holders	... 10 8 0	"
P.B. Holders Eng-		
lish.	... 16 0 0	"
1 1/2"	... 14 0 0	"
3/8"	... 16 0 0	"
Batten	... 17 8 0	"
Adaptor (Bak)	... 7 8 0	"

	Rate.	per doz.
CEILING ROSE (2 Plate Bak)		
English	... 8 0 0	"
Indian	... 5 4 0	"
Cutouts(English)	... 8 4 0	"
WALL PLUG		
Bakelite 5 amps 2 pin		
complete (Eng.)	... 13 0 0	"
3 pin	... 32 0 0	"
SHADES & REFLECTORS		
Enamel Iron Sha-		
des 8"	... 7 8 0	"
10"	... 12 8 0	"
Water Tight Fitt-		
inga complete		
Indian	... 6 4 0	Each.
WIRES & CABLES		Per Coil of
V.I.R. C.M.A. 1/18	... 24 10 0	100 yds
" 3/20	... 37 10 0	"
" 7/22	... 46 14 0	"
" 7/20	... 61 9 0	"
" 7/16	... 135 3 0	"
C.T.S. Single Core 1/18	... 37 0 0	"
" 3/20	... 52 7 0	"
" 7/20	... 83 0 0	"
" Twin Core 1/18	... 58 9 0	"
" 3/20	... 99 3 0	"
" 7/20	... 164 9 0	"
W.Proof Sgle. Core 1/18	...	"
" 3/20	... 58 4 0	"
" 7/20	... 92 3 0	"
" Twin Core 1/18	...	"
" 3/20	... 110 4 0	"
" 7/20	... 175 12 0	"
FLEXIBLE WIRES		
14/36	23/36	
Cotton	39 0 0	40 0 0
Workshop Flex		
2 core	62 0 0	74 1 0
3 core	92 0 0	108 14 0
P.V.C. WIRES EQUAL TO V.I.R. (from I.A.E.C.)		
250 v. Single Core P.V.C. insulated wires		
1/044 Cat No.	2120	18 0 0
3/049	2121	24 0 0
1/064	2122	27 0 0
3/036	2123	30 2 0

EQUAL TO C.T.S.

1/044	2120 S	34	11	0
3/029	2121 S	43	3	0
1/064	2122 S	48	0	0
3/036	2123 S	53	5	0

TWIN FLAT

1/044	2220 S	55	8	0
3/036	2223 S	101	8	0

250 V. Flex wires P.V.C. insulated

SINGLE CORE

14/0076	2141 L	Rs. 13	1	0
14/0076	2141 BL	10	3	0
23/0076	2142 M	18	4	0
23/0076	2142 BM	13	14	0

TWIN TWISTED FLEX WIRE

14/0076	2241 BL	16	0	0
23/0076	2242 BM	29	9	0

Other items on enquiry.

LAMPS (B.C. Clear 230/250 volts.)

		Rs.	A.	P.	per doz.
5 Watts	...	16	8	0	"
10 "	...	15	12	0	"
15 "	...	14	4	0	"
25 "	...	14	4	0	"
40 "	...	14	4	0	"
40 " gas filled	...	16	8	0	"
60 "	...	18	0	0	"
100 "	...	24	0	0	"
150 "	...	3	7	0	each
200 "	...	5	7	0	"

II. METERS

HOUSE SERVICE

A.C. Single Phase 230/250 volts, 50 cycles	
2½ amps. 5 amps. 10 amps.	Each
Ganz 36 0 0 36 0 0 36 0 0	"
C.G.S. 38 8 0 38 8 0 38 8 0	"
Ferranti 43 8 0 43 8 0 43 8 0	"

GANZ, 3 PHASE, 3 WIRE METERS, A.C.

	Rs.	Each
10 amps	105	"
20 amps	120	"
30 amps	130	"
50 amps	155	"

GANZ, 3 PHASE, 4 WIRE METERS, A.C.

10 amps	145	"
20 amps	168	"
30 amps	182	"
40 amps	217	"
100 amps	272	"

AMMETERS, VOLTMETERS (English) Each.

Ammeters 4" dial	
0-10 amps	52 8 0 "
0-20 "	52 8 0 "
0-30 "	52 8 0 "
Voltmeters 6" dial	
0-60 volts	75 0 0 "
0-120 "	80 0 0 "
0-160 "	85 0 0 "
0-230 "	90 0 0 "
for use on A.C. or D.C.	

III. MISCELLANEOUS

ZINC PIPES

11 m.m.	3	4	0	per length
16 m.m.	4	12	0	"
11 m.m. Elbows	1	8	0	per doz.
16 m.m. "	2	0	0	"

CONDUIT PIPES

Size.	5/8"	3/4"	1"	1¼"	1½"	2"	per 100 ft.
16 G. Rs.	40	40	51	80	110	130	
18 G. Rs.	35	35	44	68	90	107	

BRACKETS & SHADES:

Brackets:	4"	6"	9"	12"	
P. B.					
Brackets Rs.	6/4/-	7/8/-	8/-	9/8/-	per doz
O. C. "		8/-	8/8/-	10/-	"
Shades:	8"	9"	10"		
E. I.	Rs. 7/8/-	11/8/-	12/12/-	per doz	
Langham	6"	8"			
	Rs. 12/-	15/-		per doz.	

D.C.C. WIRES

16 S.W.G.	...	4	4	3	per lb.
17 S.W.G.	...	4	9	3	"
18 S.W.G.	...	4	11	6	"
19 S.W.G.	...	4	14	6	"

INSULATING MATERIALS

Henley Black insulating						
tape ½"	...	6	4	0	per 100-	yards
tape ¾"	...	9	5	0	"	"
Callenders ½"	...	1	9	0	25	yards roll

TRANSFORMERS

English Victor V & E.					
6.8 volts	...	4	8	0	each

LINK CLIPS

Camel brand tinned joint							
clips 1 $\frac{1}{4}$ "&1 $\frac{1}{2}$ "1 $\frac{3}{4}$ "&2"	0	5	6	per box			

HARD DRAWN BARE COPPER WIRE

No. 4 S.W.G.	2	1	0	per lb
" 6 "	2	1	0	"
" 8 "	2	1	0	"

FLOUORESCENT TUBES & FITTINGS:

	20 w 2'	40 w 4'
Daylight Sylvania Rs.	12 0 0	14 0 0
Phillips "	12 0 0	12 0 0
Coloured Sylvania "	16 0 0	16 0 0
Atlas "	13 0 0	13 0 0
Chromium Fancy		
Fitting "	6 0 0	7 0 0
Wooden Patti. "	0 12 0	1 0 0
Chokes U. S. A. "	11 0 0	11 0 0
" Uphadyaya "	5 4 0	5 4 0
Resistance Indian "	4 8 0	per doz.

HEATING & COOKING APPLIANCES

230 V. Water Heater		Each
(Eng.) 700 W	12 0 0	"
Auto-Control Iron		"
A.C/D.C.	27 0 0	"
Stove (Eng.) 1000 W.	25 0 0	"
Soldering Iron (Eng.)		"
65 W.	14 8 0	"
125 W.	25 0 0	"

JOINT BOXES:

	5/8"	¾"	1"	1¼"
1 way Rs.	18/-	19/8/-	22/8/-	doz
2 way "	19/8/-	20/-	25/8/-	54/-
3 way "	23/-	22/8/-	30/-	66/-
4 way "	27/-	27/-	30/-	80/-

IV. OTHER ITEMS

MERCURY VAPOUR LAMPS

Complete with Choke and Condenser.	
	Rs.

80 Watts	...	150
125 Watts	...	175
250 Watts	...	225

CONVERTORS

Rotary converters, compound wound fitting with heavy duty ball bearings, constant speed, Drip proof. 0.8, P.F. complete with starter (Eng.)				
Size in K.V.A. D.C. in-put		A.C. out-put 50 cycles, single phase.		
			Rs.	A. P.
1	220/110 volts	...	950	0 0
2	220/110	...	1,350	0 0

3 110/220	...	1,650 0 0
5 110/110	...	1,650 0 0

GENERATORS

D.C. 110 volts			
3 KW 1400 R.P.M. Generator	Rs.	1,350	
Regulator	Rs.	96.	
5 KW 1400 R.P.M. Generator	Rs.	1,450	
Regulator	Rs.	110.	
A.C. Columbia 0.8 P.F. 3/50/440, star connected 4 wires (220/230 volts) between a phase and neutral wire, suitable for belt drive and direct coupling complete with exciter etc.			
K.V.A.	K.W.	R.P.M.	Price
31.5	25	1000	Rs. 5,750
50	40	1000	„ 6,750
62.5	50	„	„ 7,250
75	60	„	„ 8,250

Onam A.C. Generating set	
Model W3M, 115 volts 50/60 cycles, (dial speed) Generating set, with 2 cylinder engine etc.	Rs. 1,750

ELECTRIC BLOWER

Wolf type NWB portable blower suitable for operation on single phase, A.C. 50 cycles and D.C. 230/250 volts complete with starting switch, 15 feet 3 core T. R. S. cable moulded hard rubber, nozzle 11" long capacity 60 cubic feet per minute	Rs. 240
Also Wolf Electric Drills of various types and spares available from ready stock.	
Other makes on application.	

ELECTRIC COFFEE GRINDERS & ROASTERS

Mocca (Swiss) No. 2 with 1/3 H.P. Motor A.C. 230/250 volts single phase, 50 cycles complete with container of 2 lb. interruptor with electric cable 1½ meter at output of 50 lb. per hour	Rs. 850
Bharath (Indian) Coffee grinder No. 1 size capacities 30 to 40 lb. per hour suitable for 1 H.P.	Rs. 250

Tools mean efficiency for all modern factories & workshops
For electric portable tools apply to: M/s. Rallis India Ltd., Madras - 1.

The Fuel Injection Equipment is the heart and soul of Diesel Engines
For your requirements apply to: M/s. The Indian Engineering & Trading Co., Madras - 2.

FANS

Table Fans (fixed) A.C.

	Size	Rs.
Kassels	16"	125
Ceiling Fans A.C.		
Complete with Regulator, rod etc.		
	Size	Rs.
Crompton	60"	220
	56"	200
	48"	185
Lucky	60"	180
	56"	168
	48"	160
	36"	130

Kassels and Anand and Azad on enquiry

PHOENIX (CEILING)

Alternating Current

220, 250 Volts, Single Phase and 50 Cycles.

Type	Sweep in inches full speed	Watts at R.P.M.	Air delivery in cft. per minute	Price Ex-works
Phoenix 60"	64	215	13,650	Rs. 196
" 56"	62	225	11,200	Rs. 180
" 48"	53	240	9,050	Rs. 168
" 36"	50	315	6,660	Rs. 138
A.C. Spare Regulator " Rs. 19/- each.				

PHOENIX (TABLE)

Alternating Current

220, 250 Volt, Single Phase, 50 Cycles.

Phoenix 16"				
Fixed	53	1,300	2,250	Rs. 105
Osc. 16"	55	1,250	2,250	Rs. 122
Phoenix				
Fixed 11"	43	1,400	2,000	Rs. 100
Osc. 11"	45	1,350	2,000	Rs. 116

For Pedestal Fans enquire M/s. R.M. S. & Co. Ltd., Broadway, Madras-1.

I.E.W. Fans

Bharat A.C. Ceiling fans		Rs.
Major	72"	212
Super Senior	60"	196
Senior	56"	180
Standard	48"	170
Junior	36"	111
Ranjit A.C. Ceiling fans		
Super Senior	60"	180
Senior	56"	170

		Rs.
Standard	48"	160
Junior	36"	135
Tara A.C. Table Fans		
Fixed	14"	115
Oscillating	14"	130
Fixed	16"	120
Oscillating	16"	135
For D.C. Fans, Cabin fans and Pedestal fans		
Etc. Prices on application.		

Jaura A.C.		Rs.
Ceiling Fans	36"	130
"	48"	155
"	56"	170

Chandan A. C.		
Table Fans	11" OSC	140
	15" OSC	160

ORIENT FANS

Table Fans A.C. or D.C.		
11" Oscillating	...	Rs. 126
11" Nonoscillating	...	Rs. 101
16" Oscillating	...	Rs. 131
16" Nonoscillating	...	Rs. 106
Ceiling Fans A.C. Capacitative Type		
48"	...	Rs. 176
56"	...	Rs. 191
60"	...	Rs. 206

Ceiling Fans A.C. NonCap. Deluxe		
36"	...	Rs. 135
48"	...	Rs. 168
56"	...	Rs. 181
60"	...	Rs. 191

Ceiling Fans A.C. Non Cap. Standard.		
36"	...	Rs. 130
48"	...	Rs. 161
56"	...	Rs. 171
60"	...	Rs. 181

For combine, Pedestal, Exhaust fans prices on application.

G. E. C. FANS

A.C. Ceiling Fans Complete			
"Madras" Senior	60"	...	Rs. 206
Junior	48"	...	Rs. 171
Minor	36"	...	Rs. 145
"Malakand" ...	60"	...	Rs. 222

A. C. Table Fans

Fixed	...	16"	...	124	12	0
Oscillating	...	16"	...	165	8	0
For D. C. & A. C. Exhaust Fans, prices on application.						
POLAR FANS						
A. C. Ceiling Fans						Rs.
60" Sweep	...	...	...	...	...	210
56"	"	"	"	"	"	180
48"	"	"	"	"	"	170
36"	"	"	"	"	"	140

Prices on application for D.C. Fans.

Exhaust Fans A.C. 230/250 volts, single phase.

Blade size	R.P.M.	Air Displacement	Consumption	Price
7 1/2"	1200	250	25 watts	95
12"	1350	1350	80	210
15"	1200	1500	110	210
24"	700	5300	270	475

D.C. exhaust fans on application.

V. MOTORS & SWITCHES ETC.

ELECTRIC MOTORS

Make-Crompton, Single phase, 230/250 volts,

50 cycles Capacitor type

H. P.	R. P. M.	Rs.
.5	1430	190
3/4		225
1	1420	267/8

3 phase, 400/440 volts, 50 cycles

H. P.	R. P. M.	Rs.
3	1430	365
5	1480	487/8
7.5	1490	600
10	1440	665
10	940	840
15	1410	825

Make-L. S. E. 3 phase, 400/440 volts, 50 cycles

H. P.	R. P. M.	Rs.
3	2880	327
7.5 (Emcol)	960	800

Pulley and Rails extra.

N.E.I. Squirrel Cage Induction Motor Suitable for A. C. 3 phase 400/440 volts 50 cycles supply.

SCREEN PROTECTED TYPE MOTORS

H.P.	R.P.M.	960	1440	2800
1	Rs. 285/-	Rs. 254/-	Rs. 284/-	
1.5	Rs. 333/-	Rs. 275/-	Rs. 309/-	
2	Rs. 360/-	Rs. 297/-	Rs. 329/-	
3	Rs. 465/-	Rs. 347/-	Rs. 370/-	
5	Rs. 600/-	Rs. 475/-	Rs. 452/-	
7.5	Rs. 700/-	Rs. 575/-	...	

10 Rs. 825/- Rs. 645/- ...

Prices. Less 5% to consumers.

Less 7 1/2% to dealers.

(M/s. Batliboi & Co.)

SWITCHES & STARTERS				RS.
M.E.M. D.P. 15 amps	250 volts	122 K.A.		8
M.E.M. T.P. 15	500	315 K.A.		16
M.E.M. T.P. 30	500	330 K.A.		25
M.E.M. T.P. 60	500	360 K.A.		52
M.E.M. 10 S. D. starter				95
M.E.M. 5 D. S.				55
M.E.M. 44A.D.S.				27/8
M.E.M. 21A D.S.				36
M.E.M. 84A.D.S.				40

MEM Fuse Units

15 LUB 30 LUB 15 MUB 30 MUB 60 MUB 100 MUB				
Rs. 15	Rs. 26	Rs. 23	Rs. 33	Rs. 75
Rs. 120	doz			
M. E. M. I. C. DISTRIBUTION BOARD.				
No.				
212 LP.	312 LP	412 LP	612 LP	812 LP
1012 LP	1312 LP			
Rs. 14/-	16/8/-	19/8/-	25/-	32/-
45/-	52/-			
1544MP	1566MP	1588MP	3044MP	3066MP
3088MP				
Rs. 62/-	85/-	110/-	90/-	120/-
Other items on enquiry				

M.E.I. Direct on Line Starter

upto 5 H.P.	...	...	...	68
M.E.I. Air Break Star Delta Starter				
upto 12.5 H.P.	...	...	...	136
M.E.I. Air Break Star Delta Starter				
upto 12 to 20 H.P.	...	...	...	153

(I. A. E. C.)

TIME SWITCH

Venner type MDISL time switch self-starting synchronous motor driven, single pole. A. C. 230/250 volts, 50 cycles, 15 amps capacity with arrangements to switch on and off automatically at predetermined timings Rs. 125

Other types on application.

VI. PUMPS & PUMPSETS

CHANDRA PUMPS

Size of F & L	Direct coupling	Pump with
pump pulley	with base plate	single pulley
4"x4"	Rs. 280/-	Rs. 270/-
4"x3"	220	205
3"x3"	210	200
3"x2 1/2"	200	185
2 1/2"x2"	190	180
2"x2"	185	175
1 1/2"x1 1/2"	150	130
1 1/4"x1 1/4"	140	120
1"x1"	135	115

"ZAMINDAR" Cane Crusher ... Rs. 1300

"KISAN" Cane Crusher ... Rs. 900

Ex-works-plus Sales-Tax. Prices subject to alteration without notice.

Become a member of Madras Electric Trades Association

Apply for particulars to Secretary, 337, Thambu Chetty Street, Madras - 1.

(M/s. Chandra Foundries Ltd., Madras-21.)
Rahi "DULUX" Pumps Belt Driven Type MK. 3
3" x 3" 215
4" x 4" 295

(M/s. Rallis India Ltd)
SRI PUMP for direct coupling.

Size	A impeller	B impeller
2" x 2"	Rs. 170	Rs. 180
2 1/2" x 2 1/2"	Rs. 190	Rs. 200
3" x 2 1/2"	Rs. 195	Rs. 205
3" x 3"	Rs. 205	Rs. 215
4" x 3"	Rs. 210	Rs. 220
4" x 4"	Rs. 285	Rs. 305

→ for belt drive with fast and loose pulleys

	Rs.
2" x 2"	190
2 1/2" x 2 1/2"	205
3" x 2 1/2"	205
3" x 3"	215
4" x 3	220
4" x 4	290
5" x 4	295

O. K. PUMPS

3" x 4"	...	330
2 1/2" x 3"	...	275
2" x 2 1/2"	...	220

O. K. Flour Mills fitted with imported grinding stones and ball bearings.

16" size ... Rs. 580 0 0
(M/s. East Asiatic Co., (India) Ltd.,
First Line Beach, Madras.)

RUSTON PUMPS

CPM Fast Pulley foot valve & strainer

1 1/2" x 2"	Rs. 290
2" x 2 1/2"	370
2 1/2" x 3"	437
3" x 4"	545

4" x 5" Fast and Loose pulleys, Belt striking Gear Footvalve and strainer. 770

5" x 6" 1325

Delivered ex-Madras/Bombay Godown.
(M/s. Greaves Cotton & Co. Ltd.,
Madras.1.)

DPF PUMPS

"MP" Type for Direct Coupling & Single Pulley—Speed 1450 RPM.

Pump Type	Size	Total Head	Direct Coupled	Single Pulley.
MP 1	2" x 2"	20 to 50	170	145

MP 2	2" x 2"	40 to 70	180	155
MP 1	2 1/2" x 2"	20 to 60	170	145
MP 2	2 1/2" x 2"	40 to 70	180	155
MP 3	2 1/2" x 2"	50 to 85	190	165
MP 4	2 1/2" x 2"	70 to 105	200	175
MP 1	2 1/2" x 2 1/2"	20 to 50	185	160
MP 2	2 1/2" x 2 1/2"	40 to 70	195	170
MP 1	3" x 2 1/2"	20 to 50	185	160
MP 2	3" x 2 1/2"	40 to 70	195	170
MP 3	3" x 2 1/2"	60 to 90	205	175
MP 4	3" x 2 1/2"	70 to 105	215	185
MP 1	3" x 3"	20 to 50	200	175
MP 2	3" x 3"	40 to 65	205	180
MP 3	3" x 3"	60 to 90	215	185
MP 1	4" x 3"	20 to 50	205	180
MP 2	4" x 3"	40 to 70	210	180
MP 1	4" x 4"	20 to 40	285	250
MP 2	4" x 4"	40 to 65	285	250

For prices of 5" x 4" and 6" x 5" and for higher heads prices on application.

D.P.F. "BMP" Type Belt Driven Pumps with fast and loose pulleys.

Pump Type	Pump Size	Total Head in feet	Price Rs.
BMP 2	2" x 2"	20 to 70	190
BMP 2	2 1/2" x 2"	20 to 130	190
BMP 2	2 1/2" x 2 1/2"	20 to 70	205
BMP 2	3" x 2 1/2"	20 to 130	205
BMP 2	3" x 3"	20 to 110	215
BMP 2	4" x 3"	20 to 130	220
BMP 2	4" x 4"	20 to 110	290
BMP 2	5" x 4"	20 to 150	295
BMP 2	5" x 5"	20 to 130	370
BMP 2	6" x 5"	20 to 150	380

MEMCO PUMPS

K Type Centrifugal Type

Size	Rs.
1 1/2" x 1 1/4"	85/-
2" x 2"	127/-
2 1/2" x 2 1/2"	169/-
3" x 3"	211/-
4" x 4"	254/-

all with fast and loose pulleys.
(For Memco C Type, MS3 and MSMII, CP, H Type etc. Apply to M/s. Modern Engineering & Moulding Coy., Angappa Naicken St., Madras-1.)

AUTOMATIC DEEP WELL PUMPSETS

Myers Self-oiling automatic water system 340 gallons per hour at a height of 100ft. with 1/4 H.P. A.C. motor with 42 gallons pressure tank, automatic switch ... Rs. 1,175

Goulds American make C. I. D. C. 3542 pump set comprising 42 gallons pressure tank with fittings, floating switch pressure gauge worked by means of V belt with 1/4 H.P.A.C. single phase 220volts, 50 cycles motor for automatic ... Rs. 850

Hobby-pump automatic water system with an out-put of 600 gallons per hour with 1/4 H.P., A.C./D.C. motor complete ... Rs. 550

Dempster Automatic Water system for shallow wells with 1/4 H.P.A.C. motor and of pumping unit 1" x 3/4" with 42 gallon tank complete out-put 350 gallons per hour ... Rs. 750

Lancaster Deep well water system with 1/4 H.P. A. C. motor with 1 1/4" x 1" pumping unit with pressure tank complete ... Rs. 950

MECHANICALS

VII. DIESEL OIL ENGINES

Engine	Cylinder	H.P.	R.P.M.	Rs.
1 V.T.H.	1	5-7 1/2	1000-1500	2,100
2 V.T.H.	2	10-15	1000-1500	2,650

PETTER (vertical)				
A. V. 1	1	5	1,500	1,150
A. V. 2	2	10	1,500	2,100

NATIONAL (horizontal)				
A.H. 1	1	5	1,500	1,650
J.B.	1	10	500	3,800
K.B.	1	12	500	4,250
H. M. G. (vertical)				
1S 16	1	10-12	800-1000	2,550
LISTER (vertical)				
3-1	1	3 1/2	650	2050
5-1	1	6	600	2650
10-2	2	12	650	3200

YANMAR				
	4		1150	
	6		1350	
	8		2175	
	10		2550	
	12		4250	

YANMAR H.P. Rs.
21 5350

(M/S. Paras & Coy.
2/153, Broadway, Madras)

ROBEY (Single Cylinder Horizontal Diesel Engines)

Type HSO/16 — 23/25 1/2 BHP ... Rs. 7,200/- each nett.

Type HSO/16A — 26/29 BHP ... Rs. 8,250/- each nett.

Type HSO/17 — 40/44 BHP ... Rs. 13,250/- each nett.

PELAPONE—Recardo Vertical Diesel Engines.

Model 51 — 10 HP ... Rs. 2,600/- each nett.

Model 52 — 20 HP ... Rs. 4,800/- each nett.

All F.O.R. Madras—Subject to price confirmation.

LORENZ (horizontal) Cylinder H.P. R.P.M. Rs.

E.B.N. 1 7 1,300 2,000

less 10% to customers
Skoda „ 15% to dealers

I.S.—110 1 10-15 1 500 2,875

Ready stocks of Skoda 20/30, 40/60 and other H.P. with M/s. Rallis India Ltd., Madras

COOPER OIL ENGINES

Cooper, (horizontal)	H P.	R.P.M.	Price
1. R.C.A.	5/6	700	Rs. 2,150
2. R.C.B.	8/9	550	3,463
3. R.C.C.	10/11	500	3,895
4. R.C.D.	13/14	450	4,390
5. R.C.E.	16/18	400	4,975
6. R.C.F.	18/20	375	5,185
7. R.C.G.	25/27	360	8,400
8. R.C.H.	28/31	340	9,465

SHANKS (vertical) Cylr. H.P. R.P.M. Rs.

B-F Sanders (21) 1 6-8 1000-1200 1,900

(all cold start engines).

SLAVIA OIL ENGINES				
5 H.P. ...				Rs. 1750
8 H.P. ...				Rs. 2250
10 H.P. ...				Rs. 2650
15 H.P. ...				Rs. 3300

DAIHATSU DIESEL OIL ENGINES

"Daihatsu" Japan Make Diesel Oil Engines:

Type OK- 9 5/6 BHP 1380 RPM ... Rs. 1,300/- each nett.

Type OH- 5 9 BHP 700 RPM ... Rs. 2,275/- each nett.

Type OH- 7 12 BHP 650 RPM ... Rs. 3,500/- each nett.

Type OH- 9 15 BHP 600 RPM ... Rs. 4,200/- each nett.

Type OS-18 23 BHP 600 RPM ... Rs. 5,600/- each nett.

For anything in Electrical & Mechanical

Ask M/s. Modi & Modi, Madras - 1.

G. I. PIPES (in 8 ft-12 ft lengths)-Indian.

Size	1"	2"	3"	4"	5"	6"	8"	10"	12"	per 3 ft.
0 10	0 12	6 1	0 1	8 1	10 3					
2"	2 1/2"	3"								
2 6	0 3	14 0	4 2	0						

GALVANISED W. I. PIPE FITTING

	1"	2"	3"	4"	5"	6"	8"	10"	12"	per doz.
Bends	7 12	8 8	11 8	31 8	33 20					
Sockets	3 0	4 2	5 8	7 4	12 20					
Elbows	6 0	8 0	9 8	20 28	72 18					
Couplings	4 0	5 0	7 0	9 0	13 18					
Tees	8 0	9 0	10 0	20 20	72 22					
Flanges	12 0	15 0	16 8	25 8	28 848					
Union	20 0	27 0	33 0	60 0	84 180					
Nipple	1 12	2 0	2 8	5 1	5 8 11					

(Other items on enquiry.)

BELTING

Size	1"X3 ply	2"X3 ply	2"X4 ply	3"X4 ply	4"X4 ply	5"X5 ply	6"X6 ply	per foot.
Foreign	1 0	0 1	12 0	1 15	6 2			
Indian	—	—	—	1 2	0 0			
Foreign	2 14	3 14	7 6	11 0				
Indian	1 12	2 6	4 0					
Cotton Belting (Indian)	1"	1 1/2"	2"	2 1/2"	3"	4"		
Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.		
0 11	0 12	0 13	1 2	1 4	1 12			
6"	8"							
2 12	4 12							

Leather belting (Foreign)

Size	1"	1 1/2"	2"	2 1/2"	3"	4"	6"	per foot.
Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.		
0 10	0 14	1 4	1 10	2 0	2 14	5 8		

HAIR BELTING

Size	1 1/2"	2"	3"	4"	6"	8"	per ft.
Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	Rs. A.	
English	2 6	2 7	3 12	5 0	8 8	13 0	
Indian	1 8	1 8	2 1	2 12	4 8	8 4	

HOSES

Suction	Ply	Price
2"	3	3 12
2 1/2"	3	4 8
3"	3	4 12
Delivery (Armoured)		
2"	3	2 12
3"	3	3 8

FILTER POINTS

Size	Indian	American
1 1/4"	20 0	45 0
1 1/2"	32 0	52 0

PULLEYS

Dia (inch)	4"	5"	Phase	6"	7"
8	1"	1 1/4"	1 1/2"	bore at As. 12	per inch
10	2"			14	
12					
16					

FOOTVALVES

Size	Price
2"	Rs. 12
2 1/2"	16
3"	17
4"	25

FLOUR MILLS

Make	Size	R.P.M.	H.P.	Out	Price
Indian	10"	600	3-4	200 lbs.	270
	12"	550	4-5	300 lbs.	355
	14"	550	5-6	400 lbs.	450

RICE HULLER

Make	Size	R.P.M.	H.P.	Out	Price
Indian	No. 1	750	20-22	50 bags	450
	No. 7	850	12-15	30 bags	400

DISINTEGRATOR

Size No.	R.P.M.	H.P.	Price
0	5000	4-8	850
1 1/4"	3300	8-16	1,600
2 1/2"	2500	12-25	2,750

(Other items on enquiry)

Disintegrators	Price Rs.
"Vivekananda-12"	300/- each
Do.	17" ... 420/-
Laboratory Grinding Mill (Druggist)	
Do.	6"-500/-
Do.	8"-600/-
Flour Mills fitted with Emery Stones	
Do.	16"-360/-
Do.	12"-275/-
Coffee Grinders fitted with Emery Stones	
Flour Mills Premier type 12"	200/-
Rice Hullers No. 1	450/-
	500/-

Rice Hullers No. 7	...	...	450/-	„
No. 1 Huller Covers	...	...	22/-	„
No. 1 Huller Frames	...	...	45/-	„
No. 1 Huller Shafts with nuts	...	...	25/-	„
No. 7 Cylinder Shafts	...	...	24/-	„
Disintegrator Screens of all meshes—				
12"	14"	16"	18"	20"

Suitable for Rs. 17/8/- 30/- 50/- 100/- per pair

Steel Beaters for Disintegrators:—

10/- 15/- 30/- 60/- per set

Flour Mill Plates:—

10" 12" 14" per pair

Rs. 11/- 12/8/- 14/8/-

Emery Grinding Stones:—

8" 12" 16" per pair

Rs. 40/- 80/- 160/-

Centrifugal Pumps:—

4" x 4" 3" x 3" 2 1/2" x 2 1/2" 1 1/2" x 1 1/2" 1" x 1" 1" x 1"

Rs. 250/- 220/- 125/- 75/- 80/- each

Foot Valves:—

Rs. 40/- 25/-

Piston, Liner, Ring, Bearing, Fuel

Pumps and Automisers, Nozzles, etc., for all

types of Oil Engines manufactured & supplied

under guarantee of service.

Repairs & Renewals to all types of Oil,

Steam & Gas Engines by expert technicians

under personal supervision of an Engineer of

40 years experience:

(M/s. Vivekananda Industrial Engineers,

Perambur, Madras-11)

EXPANDED METAL & WIRE NETTING

Expanded Metal (Indian)

1" x 1/8" x 16g 3" x 1/8" x 16g 1" x 1/8" x 11g

0 6 6 0 7 6 0 10 6

3/8" x 3/22 x 18g 3" x 1/8" x 11g Sq ft.

0 10 6 0 4 9

Galvanised Wire Netting Square Mesh (Indian

(Roll of 100 ft—50 ft long and width up 4 ft.)

14 16 18 20 22 24 26 28 30G

As. As. As. As. As. As. As.

2 Mesh 10 7 4

4 Mesh 11 5 3

6 Mesh 12 7 4

8 Mesh 10 6 4 4

10 Mesh 8 6 4 3

12 Mesh 7 5 3 3

18 Mesh 9 5 4

Galvanised Hexagonal wire netting (Foreign)

3 ft x 50 yds. 1" x 20 1" x 22G 1" x 19 1" x 20 1" x 20G

Rs. 110 62 60 61 45 per roll,

(Other items on enquiry.)

BALL & THRUST BEARINGS

Prices on application.

MACHINE TOOLS

Lathes

Gap-bed lathes (English) 3 1/2" centre 18" between centre, belt drive with countershaft and standard accessories.....Rs. 950

2 ft Craftsman V-Bed American Screw Cutting lathe with Dog Chuck and Standard accessories.....Rs. 600

Popular lathe 4 1/2 ft. (Indian) S. S. & S. C. 6" centre, 4 1/2 ft gap bed, hollow spindle 1" complete with 22 change wheels, counter-shaft, centres and chuck plate.....Rs. 5010

DRILLING MACHINE

Indian Make Power driven drilling machine (belt drive) pillar type, single geared hand feed.

Capacity 1" 3" 1" 1 1/4" 1 1/2" Rs. 190 350 550 1150 1400

Note:—1 1/4" and 1 1/2" drills are double geared

with 3 belt automatic feed.

BRADFORD American Metalmaster Drill

C./D. C.—220 volts)

1" each heavy duty.....Rs. 140

do. 3/8" StandardRs. 160

do. 1" heavy dutyRs. 250

Shapers.

Stroke 24" geared type single pulley drive.....Rs. 2500

7" American type moto—

rised bench type (Indian).....Rs. 1200

(Other items on enquiry)

IX. MINERALS

	Rs. A	P.	cwt.
Antimony	40	0	0
Asbestos Hard setting Comp	10	0	0
Asbestos Magnesite 84%	28	0	0
Asbestos Fluff	20	0	0
Asbestos Fibre	20	0	0
Barytes Powders No. 1	11	0	0
Barytes Powders No. 2	5	8	0
Bauxite	6	0	0
Bentonite	6	0	0
Black Oxide	12	0	0
Black Manganese	25	0	0
Brown	10	0	0
Burnt Sienna	8	0	0

Advertising in 'POWER' & 'Madras Markets' means
Attracting the attention of 500,000 readers.

Phoenix Fans are lovely in design & performance
Get your fans from RM. S. & Co. Ltd., Madras - 1.

Calcium Carbonate	70	0	0	"	Congo Red 12B	5	0	0	lb.
Carbon Black	14	0	0	lb.	Congo FB. Light	4	8	0	"
China Clay Powder	150	0	0	ton	wirect Deep Black E Extra	6	8	0	"
Chocolate	8	0	0	cwt	15/Conc.	6	8	0	"
Coal Powder	7	0	0	"	Cotton Black E Extra	6	0	0	"
Emery	95	0	0	"	H/Conc. CKM	6	0	0	"
Felepar	10	0	0	"	wiazoo Black Extra II Conc.	5	0	0	"
Fire Clay Black	70	0	0	"	CKM	12	0	0	"
Fire Clay White	60	0	0	"	wirect Orange S. Conc. 300%	12	8	0	"
Fire Cement	8	0	0	"	wirect (Pink) CKM	14	0	0	"
Fire Bricks	39	0	0	per 100	Red 12B 300% CKM	14	0	0	"
Face Powder	10	0	0	cwt	wiamine Bordeaux BOO	7	3	0	"
French Chalk No. 1	12	0	0	"	(German)	5	1	0	"
" No. 2	7	0	0	"	Blue 2B Highly Conc. (German)	12	0	0	"
Glass Powder	10	0	0	"	Sky Blue 300% CKM	14	0	0	"
Graphite No. 1	40	0	0	"	Turquoise Blue 100% GL Conc.	6	0	0	"
Green Earth	10	0	0	"	(German)	6	0	0	"
Gum Powder	140	0	0	"	Benzopurpurine 5B Conc.				
Ivory Black	28	0	0	"	(German)				
Kaoline	11	0	0	"	BASIC DYES				
Kiesulghur	10	0	0	"	Auramine O Extra Conc. 160%	8	0	0	"
Lamp Black	60	0	0	cwt.	(German)	21	0	0	"
Magnesium Oxide	16	0	0	"	Rhodamine B. 500% CKM in 56	22	0	0	"
Magnesium Carbonate	11	0	0	"	lb. pkg.	13	0	0	"
Manganese DiOxide	8	0	0	"	" (L-B.Holiday)	7	8	0	"
Mica Cement	6	0	0	"	in 56 lb. pkg.	8	0	0	"
Mineral White	6	0	0	"	Victoria Blue 2B Conc.	11	0	0	"
Moulding Sand	30	8	0	ton	Methyl Violet 2B Conc. Xls.	8	0	0	"
Plaster of Paris	24	0	0	cwt.	100% Pure CKM	6	0	0	"
Plumbago	33	0	0	"	Malachite Green Xls. 3-4 Extra	12	0	0	"
Pumice Stone	9	0	0	"	Conc. 25/SE (German) in				
Raw Sienna	8	0	0	"	56 lbs. pkg	8	6	0	"
Red Manganese	10	0	0	"	Malachite Green Xls 1-4 Extra	8	0	0	"
Red Oxide	10	0	0	"	Conc. 25/SE (German) in				
Red Ochre	10	4	0	"	5lbs. packing	8	0	0	"
Silica	60	0	0	ton	" " in 56 lbs pkg.	11	0	0	"
Talcum Powder	12	0	0	cwt.	Methylene Blue 2B Conc.	6	0	0	"
oli Powder	30	0	0	"	Magenta Lumps C.K.M. (German)	12	0	0	"
Vegetable Tallow	70	0	0	"	Magenta Hollow Large Xls.				
Whiting Powder	4	0	0	"	ACID DYES				
Yellow Ochre	10	4	0	"	Naphthaline Yellow S. 120%	4	14	0	"
X. DYES and CHEMICALS.									
DIRECT DYES									
Chrysophenine G. Extra BJI	Type (German)	13	8	0	lb.	Metalin Yellow Conc. (Holland)	4	2	0
250%						in 56 lb. pkg.	5	0	0
Direct Green B. Conc	(German)	6	0	0	"	" German in 56 "	3	0	0
Congo H. Dark		4	0	0	"	Acid Orange II Conc. (German)	2	8	0
(Other items on enquiry)						" (English CKM)	6	0	0
						Croceine Scarlet MOO CKM			

Victoria Scarlet 3R (German)	Rs. 4/8 lb.	„ Blue 1BC	53/-	52/-	50/-
Fast Red A Conc. (Brotherton)	4/0 „	„ Yellow IGOK	62/-	58/-	53/-
Patent Blue V. Conc. (German)	9/0 „	„ Green 1B	55	54/-	50/-
Acid Black AE 300% CKM (English)	5/0 „	„ Violet	IRR 50/-	44/-	40/-
NAPHTHOLS CKM					
Naphthol AS (German)	7/8 „	„ Orange HR	45/-	42/-	-/-
„ AS-BS „	11/12 „	„ Brown	IBR 46/-	46/-	-/-
„ AS-G „	16/0 „	„ Black 1B	46/-	43/-	-/-
„ AS-BO „	14/- „				
„ AS-SW „	14/- „				
SALTS					
Fast Scarlet R Salt H/Conc. (German)	4/- „	F. S. K. Arnold.			
& Rohner	3/4 „	Indanthrene Green 3200	90/-		
Fast Scarlet R. Salt	6/8 „	„ „ EFB	14 lbs. pkg.	110/-	lbs.
Fast Black K. Salt	4/0 „	„ Pink R.	56	30/-	„
Fast Blue B. Salt	8/0 „	„ Olive R.	56	38/-	„
Fast Blue BB Salt	4/0 „	„ Brown G.	56	50/-	„
Fast Red B. Salt	4/0 „	„ Brown GG	56	50/-	„
Fast Bordeaux GP Salt	4/0 „	„ Blue RSN (German)		33/-	„
BASES CKM					
Fast Orange GC Base	6/8 „	„ Violet 4R in 56 lbs. pkg.		48/-	„
„ Yellow GC Base	7/0 „	„ Violet 2R in 56 lbs. pkg.		50/-	„
„ Scarlet RC Base	8/0 „	„ Black BB		33/-	„
Red B. Base (C.K.M.)	15/- „	„ Dark Blue BO in 56 lbs. pkg.		36/-	„
„ „ (German)	14/- „	„ Magenta B in 56 lbs. pkg.		34/-	„
Carnet GBC Base	6/- „	GENERAL CHEMICALS			
Corinth B- Base (Rohner)	10/- „	Hydrosulphite (German)	112 pkg.	1/6	„
Scarlet R. Base	10/- „	„ (French)	112	1/4	„
Red RC Base	10/- „	„ (American)	250	1/4	„
Red GL Base	11/- „	Rangolite C, Xls. (German)		1/-	„
Blue B. Base	16/- „	„ (Rohner)		-/15/-	„
Bordeaux GP Base	12/- „	„ (French)		1/0	„
RAPID DYES					
Rapid Fast Red	1 lb, pkg 15/0 „	SULPHUR DYES			
RH Pdr,	56 „ 14/0 „	Sulphur Black BX (Japan)		1/10	„
„ „ „	1 „ 13/- „	„ Black HK Grains (Dupont)		2/0	„
Fast Blue BN	56 „ 12/8 „	„ Black 692 (Nacco)		2/2	„
„ „ „	1 „ 12/4 „	„ Black CBO (German)		1/4	„
Fast Yellow GG H.	56 „ 11/8 „	„ Black BWLE (Czecho)		1/0	„
„ „ „	1 „ 12/8 „	„ Black BX Grains (American)		2/2	„
Fast Orange GH	56 „ 12/0 „	Acid acetic glacial 98%		-/15/-	lb,
„ „ „		„ „ 40 lbs. carboys		1/-	„
INDIGOSOL DYES					
Indigosol	1 lb. pkg. 5 lb pkg. 56 lb. pkg.	„ Boric powder 1 cwt.		40/-	cwt,
Blue 04B	20/8 20/0 15/-	„ 1 lbs. 2 cwt.		140/-	„
		„ Carbolic Crystal 98/100%		1/12	lb.
		„ „ Liquid 45 gals.		7/-	Gal.
		„ Formic 85% 130 lbs.		1/4	lb.

Buy "VIVEKANANDA" Disintegrators-The Best And The Cheapest.

Hydrochloric 1x2x28 lbs.	31/- case,	Cream of Tartar B. P. Eng	1/5 lb.
Lactic 85%	2/- lb.	Calcii Carbonate	30/- cwt.
Nitric 84% 1x2x28 lbs.	56/- case	Carbonate Magnesium light	65/-cwt.
Oxalic ccm. Holland	100/- cwt.	" " Heavy	40/- "
Stearic 130 T.P. 140 lbs.	1/4 lb.	Cresosote oil Eng.	4/3 gln
" " 127 D. P. "	1/8 "	Copper Sulphate English	80/- cwt.
Citric Crystal 2 cwt.	195/- cwt.	Carbon-tetra Chloride 500 lb.	4/12/- lb.
Granular	195/- "	Formaldehyde English	4/6/- "
Tartaric Powder I cwt.	200/- "	Formasol	1/4/ "
" " Crystal	210/- "	Fuller Earth Refined Anti	37/- cwt.
Tannic No. 400	1/4 lb.	Ferro-Sulphate	11/- "
Salicylic B. P. quality 150	2/6 lb.	Glycerine 1260% Big	190/- "
Phosphoric 1-50	2/4 "	" " 101 56 lb.	190/- "
Acetate of Lead white		" " Tata	190- "
5/6 cwt.	145/- cwt.	Glue	120/- "
" " brown "	120/- "	Glue Slub Country	120/- "
Ammonia liquor 910 S. G.		Gum-Arabic Suddan clean	102/- "
44 lbs.	4/14 lb.	Gum Tragacanth Crystal	3/6 lb.
Carbonate lump 1 cwt.	70/- cwt.	Glucose Liquid American	52/- cwt.
" " tins	1/- "	Hydrogen Peroxide 130%	1/6 lb.
Bicarbonate powder	38/- "	Litunium Oxide White	3/4 lb.
" " tins	1/- "	Lithophone 30 Eng.	60/- cwt.
Chloride Eng. 2 cwt.	35/- "	Lactic Casein Refined	1/7
Alum Lump 2 cwt. bag	23/- cwt.	Lead Nitrate Powder	1/10 lb.
" Chrome (B.P.) am	115/- cwt.	Lemon Chrome No. 1	1/8 lb.
Alum Sulphate 17/18% Eng.	25/- 2 cwt.	" " " 2	1/6 "
Antimony Salt Powder 1 cwt.	2/4 lb.	Litharge Powder	135/- Cwt.
Aniline Salt English 1 cwt.	1/8- "	Menthol crystal Brazil	50/- "
Arsenic white powder "	52/- cwt.	" " Shanghai	50/- "
Bleaching powder Eng. 101 cwt.	35/- cwt.	Menthol Natular U.S.P. pow.	50/-
Borax granular 112 lbs.	25/- "	Mercury Staticelg	350/- flask
" Crystal large	38/- "	Naphthaline Ball	85/- cwt.
" Powder	32/- "	Oil Turkey Red 50%	55/- "
Barium Sulphate	10/- "	" " 35%	1/- "
" Sulphide Eng.	55/- "	Pine Oil American	1/4 lb.
" Chloride	50/- "	Potash Bromide	3/4 "
" Carbonate	60/- "	" Carbonate Ame.	80/- cwt
Barium Nitrite Am.	48/- lb.	" Caustic Lump	80/- "
Ferric Chloride Eng.	65/- cwt.	" " Stick	3/- lb.
Aluminium Pyro Powder 170	4/- cwt.	" Chlorate	1/0 "
Wax Paraffin 135/40 M. P.	4/10/0 lb.	" Bichromate	140/- cwt.
Soda Hyposulphite Eng.	40/- cwt	" Nitrate Powder	90- "
Soda Hyposulphite country	40/- "	" Permagnate XSL.	180- "
Calcii Carbonate Light Eng.	30/- "	Potassium Nitrate	55/- "
Calcium Carbide 50 mm.	55/- "	" " Big Crystal	60/- "
China Clay No 1	8/- "	Rosin Chinese W.W.	50- "
China Clay No. 2	7- "	Red Lead Powder	110- "

M. A. N. designs & builds complete Thermal Power Stations
Enquire M/s, Escorts (Agents) Ltd.

Sago-flour white	45/- cwt.	MATCH CHEMICALS			
" Pink	44/- "	Red Magnese		14/- cwt.	
Silanium Metal powder	1/- "	Black "		14/- "	
Soap Monopole M.T.S	50/- "	Iron Oxide		14/- "	
Soda Ash 58% light	21/- cwt.	Glass Powder		18/- "	
" " Heavy English	21/- "	Antimony Sulphide		40/- "	
" " American	21/- "	Match Wax		0/8/0 1b.	
Soda Bicarbonate English	22/- "	Kissul Gharb		18/- cwt.	
" " American	100/- "	Phosphorous Red		3/ lb.	
" Bichromate	65/- "	XI. PAPER AND BOARDS			
" Bisulphite 60/2%	35/- "	News print. Norway-Sweden Rs.as.ps.	per lb		
" Acetate English	1/6/- lb.	Austrian—Italy			
" Nitrate	40/- "	22½x35	28/29 lb.	0 7 6	"
" Hydrosulphite	40/- "	20x30	22½/23 "	0 8 6	"
Soda Sulphide 60/2%	40/- "	17x27	18 "	0 8 6	"
" " Holland	40/- "	30x30	44½ "	0 8 6	"
" " Country	40/- "	27x40	40 "	0 9 0	"
" Caustic flake	35/- "	Japan News Print.			
" " Solid	20/- "	22½x35	28/29 "	0 6 6	"
" Washing Crystal Int	17/- "	20x30	22½ "	0 8 0	"
Soda Sulphate Crystal	24/- "	30x40	44½ "	0 8 0	"
" " powder	16/- "	27x34	36 "	0 8 6	"
" Silicate 6-7 cwt.	1/- "	27x40	40 "	0 9 3	"
" " 1½ cwt.	65/- "	Printing Paper.			
Sodium Sulphite (photo qu.)	30/- "	Woodfree glaze 20x30	26	1 5 0	lb.
Sodium Tri-phosphate	15/- "	do. 30x40	52	1 5 0	"
Sulphur Crude	34/- "	Bengal White 20x30	24	0 14 0	"
" Powder quality	1/- "	do. 20x30	28	0 13 6	"
" Roll Am.	6/- "	Art Paper.			
Tin Oxide Eng.	2/- "	Imitation White art (Finland)			
Vegetable Wax	75/- cwt.	30x40/ 72-90 lb.		1 6 0	
Zinc Sulphate crystal English	85/- "	23x36/ 52-64 "		1 6 0	
Zinc Dust 5/97% English	175/- "	23x30/ 52 "		1 6 0	
Zinc Oxide	150/- "	Real White Art (Bel)			
Ultra Marine Blue English	18/0 "	30x40/ 74-83-90-96		2 0 0	
Ultra Technical		23x36/ 52-62-68		2 0 0	
		30x40/ 86lb (German)		1 10 0	
		23x36/ 60 "		1 10 0	
SIZING STORES		Titaghur Art.			
*Ferina Potato Starch Dutch	1/- cwt-	23x36 50 (Real) 56 lbs.		1 4 0	
Dextrine Dutch Potato-qu	75/- "	20x30 36/40		0 15 0	
Dextrine English	20/- "	Bond Paper- (Norway Sweden) White.			
Epsom Salt BP- quality	12/- "	Water marked. 18x23—14		1 6 0	
Mineral White English	8/- "	18x23—17		1 2 3	
French Chalk Jaipur 200	13/- "	18x23—19/21		1 4 0	
" " (Europe) 300	10/- "	Tissue Paper.			
Chloride of Magnesia	150/- "	M. F. (Two horses) 20x30		12 4 0	ream.
Chloride of Zinc	25/- "	M. G. Norway 20x30		9 0 0	"
Chloride of Calcium Solid		M. G. Dudhia 20x30		10 4 0	"
		(Other Items on enquiry).			

Foremost in Food Front is DPF Pumps

XII. METAL MARKETS**COPPER & BRASS SHEETS.**

(DMI) brand—each bundle of 1½ cwts.
Brass Circles—(Cold Rolled)
 Sizes 13"-24" 10"-12" 5"-9" 21 lbs. circle.
 28 lbs. 150-4-0 155-4-0 160-4-0 170-4-0
 35 lbs. 145-4-0 150-4-0 155-4-0
 42 lbs. 140-4-0 145-4-0 150-4-0

Copper Circles.

(Stock Sizes) Sizes 5"-24"
 Gauge 17,18,19 21,22
 Price Rs. 165-4-0 190-4-0

Copper Sheets.

(Stock Sizes) Cold rolled & Annealed.
 Gauge 21 20 15,16,17,18,19
 Price Rs. 190-4-0 170-4-0 165-4-0

Aluminium Sheets & Circles

Gauge 20-22
 Sizes 9"-16" Rs. 1-11-6 lb.
 5"-8" Rs. 1-12-6 "

Brass Sheets. (Cold Rolled) Size 2'x4' (25% full size)

Thickness
 28 lbs. 35 lbs. 42 lbs.
 Rs. 160-4-0 155-4-0 155-4-0 cwt.
Brass Pattas (Cold Rolled)
 Sizes 14"x 42" 15"x 45" 16"x 48"
 20 lbs. 24 lbs. 28 35 42
 Rs. 170-4 165-4 160-4 155-4 153-8
 (Other items on enquiry.)

XIII. YARN**MAXIMUM EX-FACTORY PRICES OF YARN.**

2s Waste 6/1/6 10 lbs. 1½s Waste 6/1/6 10 lbs.
 2s " 6/7/6 10 " 4s " 6/9/6 10 "
 2s " 9/8/6 10 " 6s " 7/8/- 10 "
 7s " 7/8/6 10 " 1½s Waste Col.
 Mixing 6/3/6 10 "

Counts	Cotton	Minimum product of counts & Lea	Price Per 10 lbs. Single	Two-fold.
4s	Indian	800	Rs. A.P. 9 5 0	Rs. A. P. 10 3 0
6s	"	"	9 9 0	10 7 0
8s	"	"	9 13 0	10 11 0
10s	"	"	12 11 0	13 5 6

For your specific needs in Power Problem ask
 Jacks about it

M/s. William Jacks & Co., Ltd., Madras - 1.

12s	Indian	800	12 15 0	14 3 6
14s	"	1100	13 1 0	14 5 6
16s	"	"	13 13 0	15 11 6
18s	"	1200	16 12 0	18 13 0
20s	"	"	17 0 0	19 3 6
22s	"	"	17 6 0	19 13 0
24s	"	"	17 12 6	20 6 0
26s	"	"	19 10 0	22 4 0
28s	"	"	19 14 0	22 8 6
30s	"	"	20 2 0	22 13 0
32s	"	"	20 8 0	23 3 0
36s	"	1300	22 14 0	25 15 6
40s	"	"	23 15 0	27 5 0
40s	Foreign Africa	1600	42 13 0	46 3 0
42s	"	"	43 3 0	46 11 6
44s	"	"	43 9 0	47 4 0
40s	Foreign Califor- ian Min. 1-1/16" Sta- ple	"	35 15 6	39 5 6
42s	do.	"	36 5 6	39 14 0
44s	do.	"	36 11 6	40 6 6
			Rs. A. P.	Rs. A. P.
60s	Foreign			
Giza 30 and 1800 Other	Carded	56 4 6	61 12 6	
60s Equivalent 2000	Cottons Combed	62 0 6	67 8 6	
60s Foreign Egyptian	Karnak Menoufi 2000			
	Carded	63 14 6	69 6 6	
60s " " 2200 Combed		70 11 6	76 3 6	
80s " " 1800 Carded		68 15 0	77 10 0	
80s " " 2000 Combed		75 12 6	84 8 6	
		Rs. A. P.	Rs. A. P.	
100s	Foreign Egyptian			
Karnak Maarad Superior	2000 Combed	93 6 0	105 10 0	
4s to 9s	Mixed Yarn	6 9 0	7 7 0	
10s to 20s	"	9 12 0	12 0 0	
22s to 30s	"	10 9 0	12 10 0	
32s to 40s	"	17 13 6	21 3 6	
42s to 50s	"	20 3 0	24 7 0	
52s to 60s	"	29 4 6	34 12 6	
62s to 80s	"	35 0 0	41 0 0	
82s to 100s	"	42 7 0	51 1 0	

Note: For other items for other markets
 prices on application.

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Correct Solution

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 CHASTITY 2
 MODESTY
 CLEVERNESS 3

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 Post, Mayuram Taluq. 3. Mr. Saifuddin A.
 Lehry, 29, Perianna Maistry St., Madras-1.
 4. Sri R. Chockalingam, M/s. Indian Oxygen &
 Acetelyne Co., Ltd., Tondiarpet, Madras-21.
 5. Sri G. Sabapathy, Annamalai Nagar. 6. Mr.
 G. Ruban, 83, Thiruvotriyur High Road,
 Washermenpet, Madras-21. & 7. L. J. Jhanghi-
 ani, 43, Lingha Chetty St., Madras-1.

II. One Error Solution:

Rs. 3-5-3 each

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 Md. Mustafa, 355, Post Office Road, Anderson-
 pet, (K.G.F.). 3. Mr. G. G. Murumkar, P. O.
 Tikekarwadi, Sholapur Dt., Bombay State,
 4. Mr. T. S. Srinivasalu, 15, Seenu Iyer Lane,
 Kuppari St., Madras. 5. Mr. Leo V. Siro-
 money, S. & T. Dept., M/s. Parry & Co., Ltd.,
 First Line Beach, Madras-1. 6. Mr. P. S.
 Parameswaran, 26, Srinivasaperumal Third

Certified that the following is a true copy
 of the solution of Puzzle No. 1 of " POWER'S
 PUZZLE " lodged with the Bank on 10-7-'52,
 and opened in the presence of the Bank's
 Officials on 2-9-'52.

1. PHOENIX
 2. TEST
 3. PARRY
 4. RUST

(Sd.) R. RAMAKRISHNAN

Accountant

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Madras-1.

2-9-'52.

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 gopal, 17, Mannapa Mudaly Street,
 Madras-21. 9. Mrs. L. Rajalakshmi, 67, Lingha
 Chetty St., Madras-1. 10. Mr. C. R. Vittobai,
 Clerk, Office of the Director of Public Instruc-
 tions, Nungambakkam, Madras-6. 11. Mr. T.S.
 Vaidhiyanathan, Shroff Asst., Thiruvavadu-
 thurai Mutt., Narasingampet (P.O.), Tanjore
 Dt., 12. Mr. S. Seshadri, 8-F, Dubash Agra-
 haram, Mayuram, Tanjore Dt., 13. Miss. P.
 Gladys Roberts, C/o Mr. J. D. Roberts, Engi-
 neer, Trichy Road, Coimbatore. 14. Mr. V.
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COMPETITION CORNER -
Power's Puzzle No. 3

1. — .K. ...A Soap.
2. — ET ...A good race horse trainer appreciates this.
3. — OLT...An engineer uses this word often.
4. — ORE...A selfish person is this.
5. — EAR...It pays to be silent about the things you this !
6. — UDE...It is bad to be this.

- Note :—
1. The above is for your practice only.
2. The following entry form or forms to be used.
3. Fill up each dash with one apt letter.
4. Address entries to **THE POWER, 296, Lingha Chetty St., Madras-1.**
5. In entering the competition you are bound by the rules and conditions of the same.

FIRST PRIZE RS. 250/-
RUNNERS UP RS. 100/-
Entry fee : As. 4 per entry.
Closing Date: 4 P. M., Friday the 31st
October 1952.

The official solution and the prize list will be published in the November '52 issue of the Power's Supplement. (Madras Markets & Where to Buy)

(Cut here) (Entry form for Power's Puzzle No. 3) (Cut here)

Send intact the complete entry form. Leave the unused form blank. The fee for each entry is As. 4.

1. — .K. ...A Soap.
2. — ET ...A good race horse trainer appreciates this.
3. — OLT...An engineer uses this word often.
4. — ORE...A selfish person is this.
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5. — EAR...It pays to be silent about the things you this !
6. — UDE...It is bad to be this.

I agree to abide by the competition rules & Conditions.

SURNAME (only) } Mr. Initials

in Ink and Block } Mrs.

Letters } Miss.

Full Address

Date

Encl. : P.O. or M.O. Rept. No.

(Cut here)

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RULES & CONDITIONS

1. All entries should be on forms taken from the Power's Supplement or on our blank entry forms. Fill up each dash with one apt letter in ink only. Pencil entries will be disqualified. All entries should be accompanied by M.O. Receipts or Postal Orders. In all cases the Surname and address must be stated on the back of the cover containing entries.

2. Competitors should carefully and legibly write their names, initials and full address in bold letters and in ink only. Entry or entries in one envelope should be for the same competition and bear the same surname. More than one entry by the same competitor may be paid by a single remittance.

3. Entry fees must be sent either by Indian or British postal orders or by money orders. Postal orders should be crossed and made payable to the **POWER 296, Lingha Chetty Street, Madras-1.** Sterling payment should be made at the rate of 1 sh 6d per rupee. No other forms of remittances will be accepted and the concerned entries will be disqualified. No responsibility will be accepted for entries lost, mislaid or delayed or any irregularity. Entries received after the closing date will be disqualified. Entry fees in respect of disqualified entries will not be refunded nor will they be adjusted towards subsequent competition.

4. The official Key solution will be deposited with the **Bharatha Lakshmi Bank Ltd., Madras** before the 10th of every month in a sealed cover and a certified copy of the name will be published along with the name or

names of the prize winners in the succeeding issue of the Power's Supplement.

5. In case of more than one All correct Entry which agrees with the official Key solution, the first prize will be equally divided among such correct entries. In the event of no solution agreeing exactly with the official key solution, the first prize will be awarded or will be distributed among such entries which are nearest to the official solution. In such cases the editor's decision is final. The same rules will apply to the case of Runners-up also. No competitor can get more than one prize in a competition.

6. Any scrutiny claim may be made by registered post only by any competitor within 7 days from the date of publication of the prize list in the Power's Supplement on a payment of scrutiny fees of Rs. 3/- which should be by M.O. or postal order to the Power.

7. The competitor is bound by the relevant rules and conditions of the competition. All legal disputes if any regarding the competition shall lie in the jurisdiction of the Madras city courts only. Any claim for a prize money under the competition should be made in writing within 15 days after the publication of the prize list of the competition. In no case shall a claim for a prize be made after expiration of three months from the date of publication of the prize-list.

8. Employees of the Power are debarred from taking part in this competition.

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