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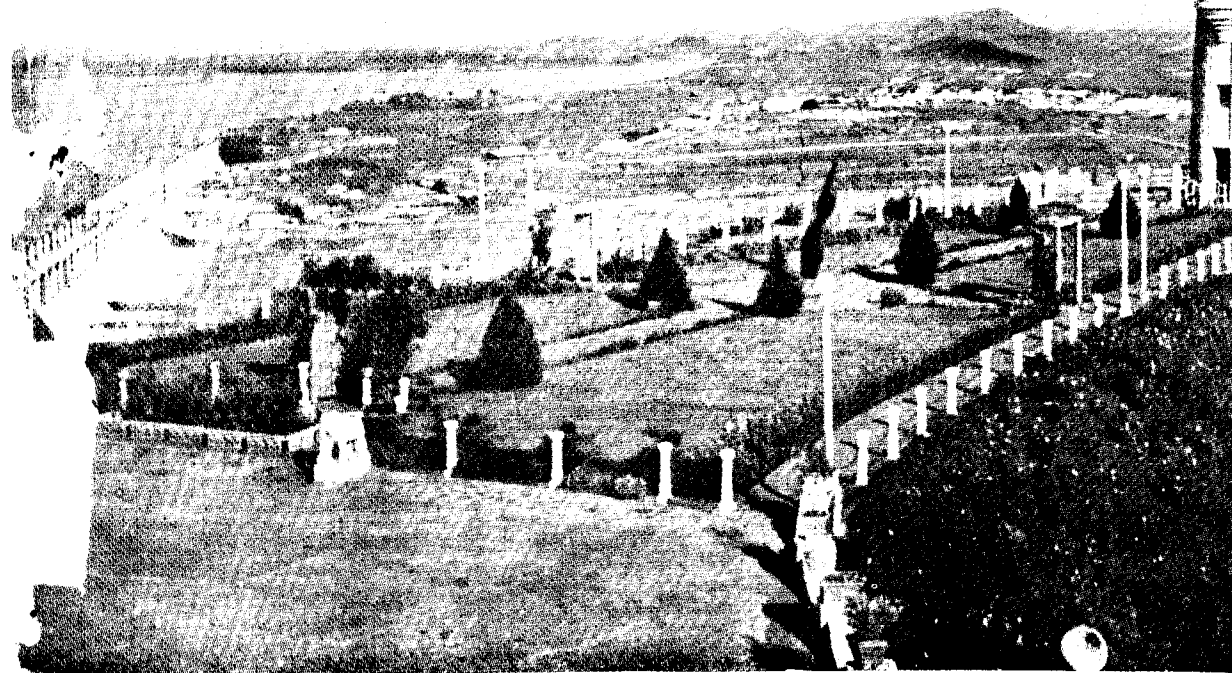
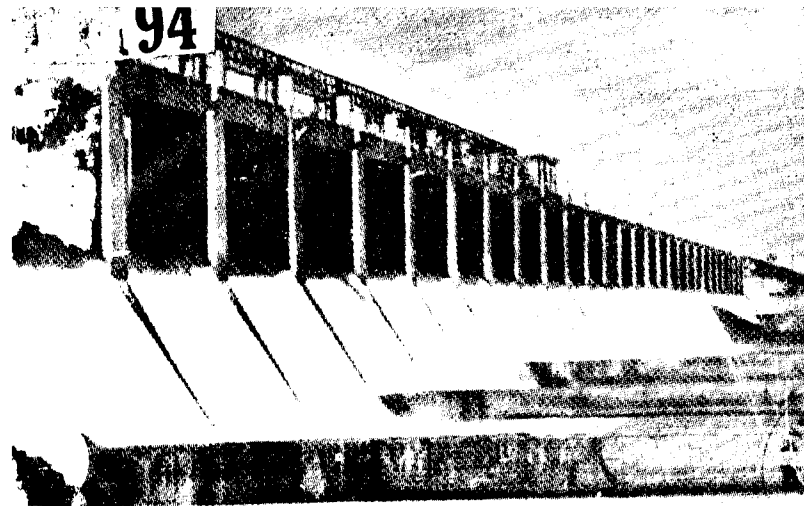
SOUTH RAIL NEWS.

VI

No. 4

July, 1959

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Southrailnews

PUBLISHED BY THE SOUTHERN RAILWAY

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VOL. VI

JULY 1959

No. 4

137218



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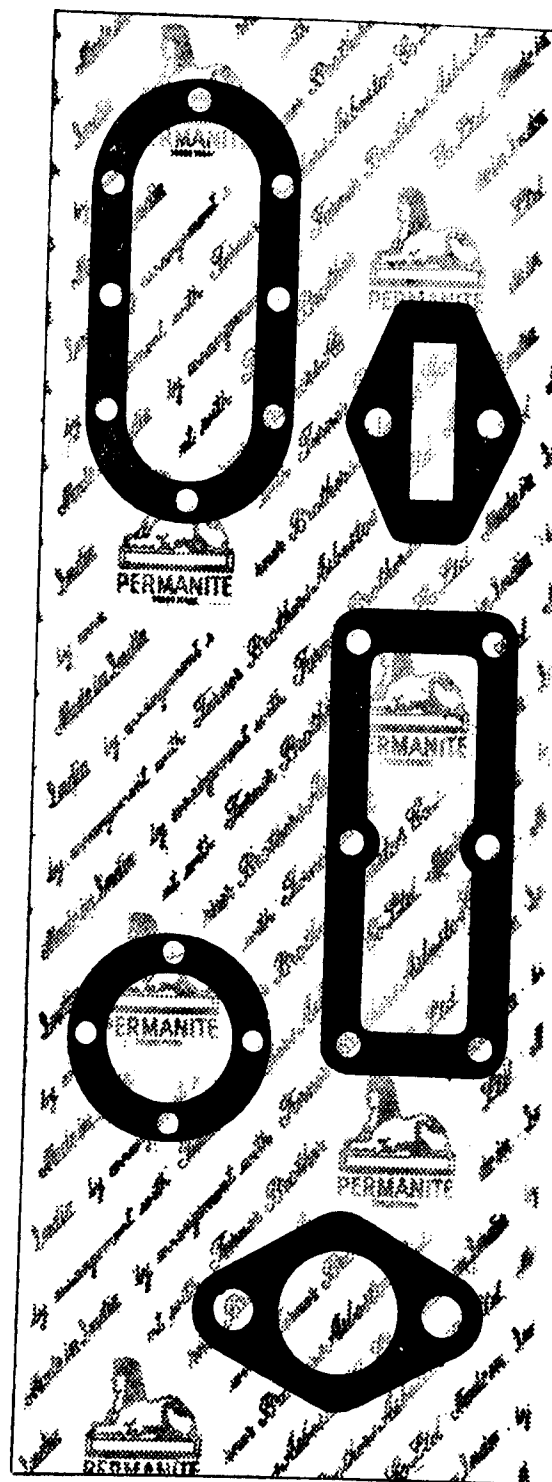
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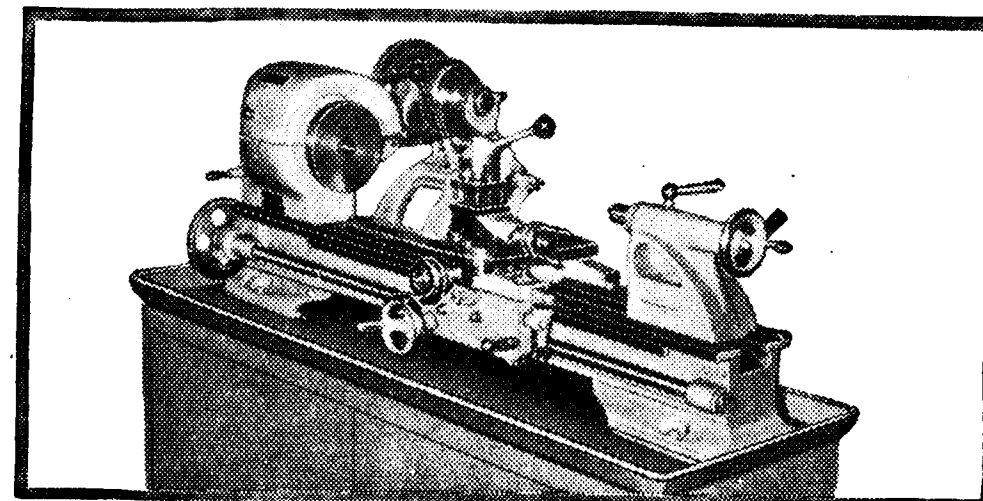
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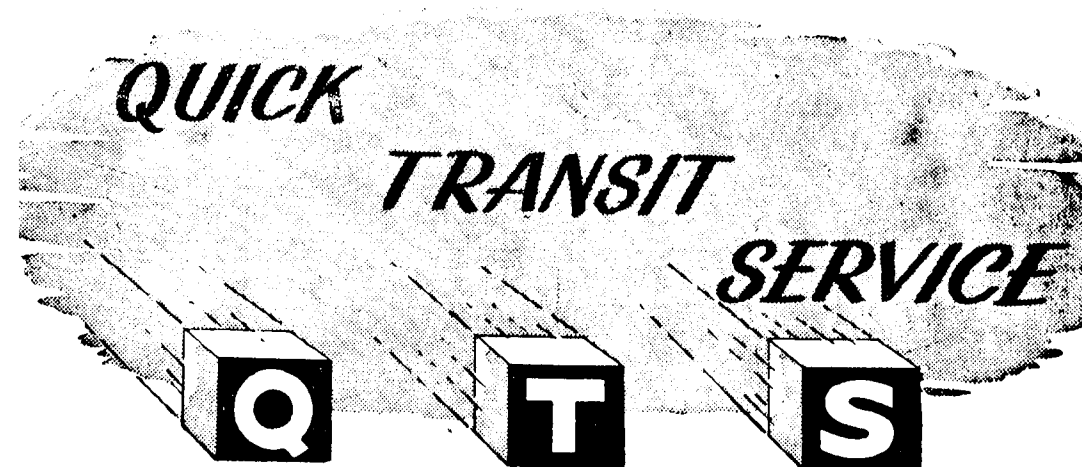
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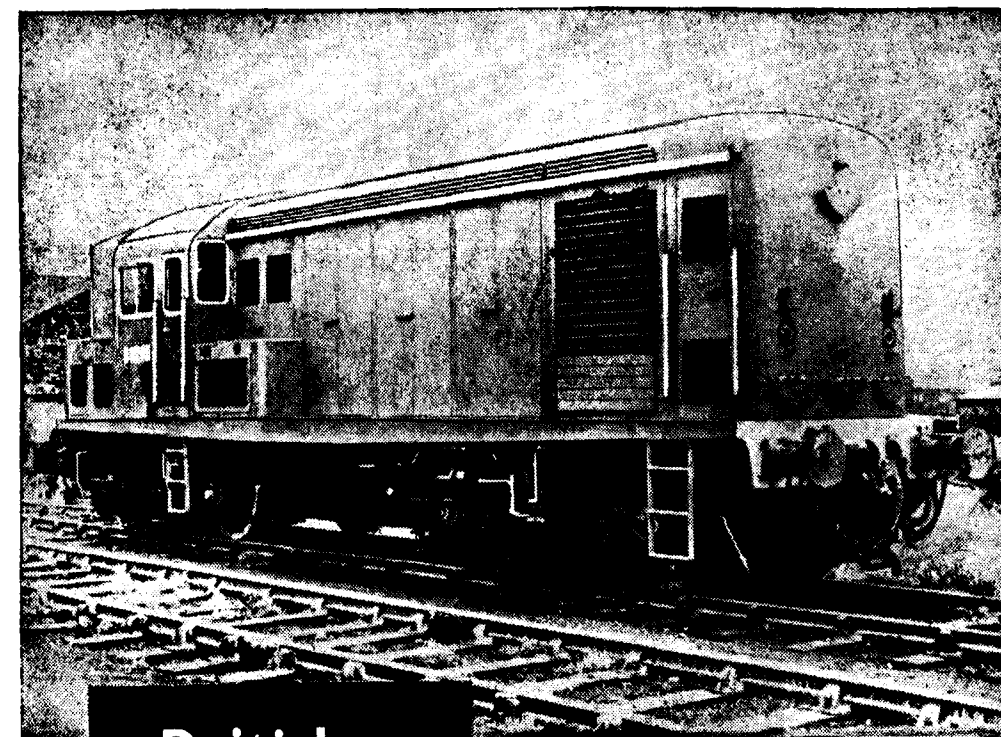
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CENTRAL RAILWAY



Photograph by courtesy of
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electric locomotives
with SKF axleboxes**

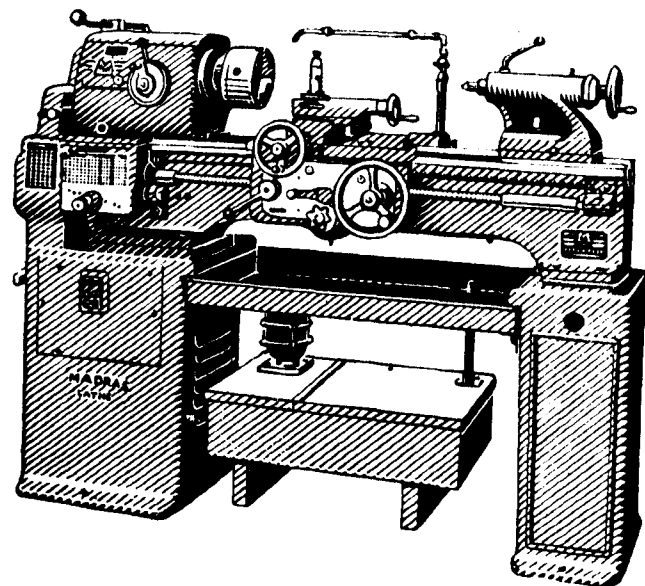
Illustrated above is one of ten 800 h.p. Bo-Bo diesel electric locomotives ordered from The British Thomson-Houston Co., Ltd., by the British Transport Commission and intended for main line freight duty on the London Midland Region of British Railways. These locomotives, which are now coming into service, are all equipped with SKF self-aligning spherical roller bearing axleboxes.

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SOUTHRAILNEWS

(Published by the Southern Railway)

VOL. VI

EDITORIAL NOTICE

No. 4

K. SRINIVASAN, Editor

All contributions must be clearly typed and double-spaced on one side of the paper only, and signed, not necessarily for publication but as a guarantee of good faith.

Manuscripts and photographs, not accepted for publication, will be returned only if the sender so requires and encloses the usual stamped, addressed envelope.

Contributions should be addressed to the Editor, not by name, and reach him not later than the 10th of the previous month.

The Editor does not assume any responsibility for the accuracy of the news supplied by correspondents or for opinions expressed by contributors. Opinions expressed in the *Southrailnews* whether editorially or by contributors should be regarded as having no official authority.

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THE EDITOR

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Extending your co-operation for keeping the surroundings clean and by availing of the services of Sanitary Staff provided at stations whenever required.

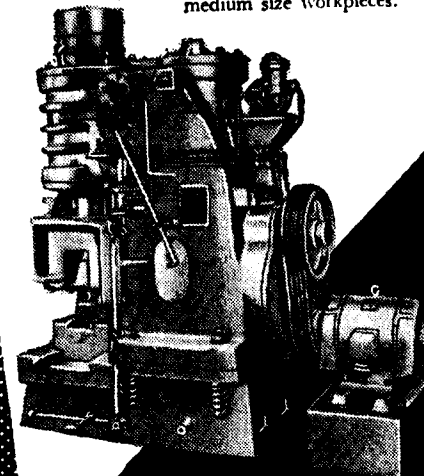
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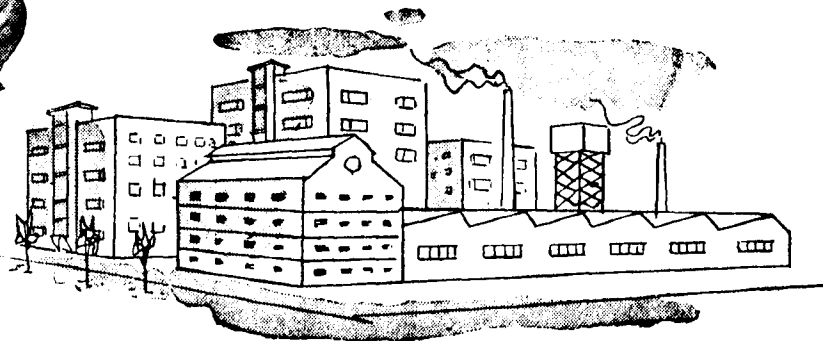
SOUTHERN RAIL NEWS

VOL. VI

JULY 1959

No. 4

Buildings that stand the test of time



Throughout the country, there are many noble buildings and monuments that have defied the ravages of time. They are a fitting tribute to the architects and builders of past eras. But nowadays, to meet the demands of rapid industrialisation, "Everest" Asbestos Cement building materials play an important role both in the Public and Private Sectors. Asbestos Cement is inexpensive, easy to handle, fire resistant and above all, "Everest" Asbestos Cement building materials will not deteriorate with the passing of time.



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STUDENTS DISCIPLINE ON RAILWAYS

STUDENTS from the Colleges and Schools indulge a lot of sport while travelling and behave riotously as they like towards passengers and also women passengers. It is the duty of the supervisory officers to be on the look out for signs of any such undesirable activities on the part of students. One should have a firm hand in dealing with students who create disturbance. The timidity of the railway staff in dealing with student hooligans is not appreciated. With the help of Police and the Magistracy in the State, students who create trouble on Railways can be dealt with effectively. State Governments are said to have received instructions from the Home Minister and the Railway Minister to pursue the matter of checking students' hooliganism and for taking necessary action.

To speak from experience there was a case in point on a section of Railways where 100 students travelled daily by train and behaved riotously towards women passengers while some of the railway officials were too timid to deal with the students. What is required on such occasions is firmness. Severity breedeth fear. Rashness breeds hatred. One should not be rash towards students but should be firm to deal with the students in their class as well as on the railways. Student hooliganism should

be distinguished from student exuberance. Students sitting and chatting and being exuberant within appropriate limits is permissible but hooliganism is different. Side by side with hooliganism, there is also ticketless travel and vandalism, damaging of Railway property, etc.

To quote another instance of students' hooliganism being checked there was an occasion when in one of the cities of India near an University where there is no electric train but many metre gauge trains, students indulged in alarm chain pulling and rashness against ticket checking staff. They were all charged as ticketless travellers and reported to the University as instructed by the University authorities. When the concerned railway officer approached the Vice-Chancellor, the Vice-Chancellor justified the action taken by the Railways and thus co-operated. One of the local papers published an editorial against the hooliganism of students which editorial was not disapproved by the Vice-Chancellor. Afterwards there was some effect and hooliganism was minimised.

Also the Chief Security Officers have been instructed by the Inspector-General of the Railway Protection Force to act in co-ordination with the relevant departments in these drives securing the co-operation of local

authorities including the Police and the Magistracy. It may be mentioned that students pulling alarm chain without sufficient reason in the suburban trains of cities is very often the cause of the late running not only of suburban trains but also some mail trains which have to cross suburban trains or to await clearance of the sections by suburban trains. When there is a check on the riotous behaviour of students, it will have some direct or indirect effect in curbing alarm chain pulling by students.

At the same time there will always be unruly elements not connected with students, which revel in taking advan-

tage of the confusion caused by the over-exuberance of the young. These elements must be prevented from interfering with the measures to put down student hooliganism. Human nature as it is, law-abiding people are found to have sympathy with these law-breakers who misuse our Railways. There is reluctance on the part of the travelling public to get involved in unpleasantness. Civic sense requires that directly or indirectly such hooliganism should not be encouraged. It is the duty of the officials, the public and all others concerned to do their best to minimise hooliganism and to work for rooting out hooliganism of all sorts.

Sri Jagjivan Ram, Rly. Minister, formally taking over the First Electric Multiple Railway Coach Unit produced in India at a function held near Calcutta on 6th June



NOTES AND COMMENTS

UNIFORMS COMPULSORY IN RAILWAY PRIMARY SCHOOLS MOVE TO FOSTER DISCIPLINE

With effect from July 1959, all children studying in railway primary schools throughout the country will be required to come to school in uniforms. The Railway Board has directed that the uniforms should be simple and inexpensive.

Free uniforms will be supplied by Railway Administrations to children of all employees drawing pay including dearness allowance below Rs. 200 per month. The parents of other children would themselves have to provide the uniforms.

The Railway Board has authorized the various Railway Administrations to prescribe uniforms to suit local conditions.

In his speech presenting the railway budget for 1959-60, in the Lok Sabha earlier this year, the Railway Minister, Sri Jagjivan Ram, had indicated that compulsory wearing of uniforms had been decided upon as this would "help to create a feeling of discipline and equality" amongst the children studying in railway primary schools.

CONCESSION RAIL TICKETS FOR TWO MONTHS RAILWAY BOARD'S DECISION

The Railway Board has decided that concessional return tickets at $1\frac{1}{2}$ single journey fares should be issued from July 15 to September 15, 1959

for first, second and third classes, as in previous years.

Return tickets will be issued only between stations situated more than 300 miles apart. Break of journey will be allowed on the outward journey according to normal rules, but it will not be permitted on the return journey.

The dating of the return halves of the concessional tickets before the commencement of the return journey is compulsory and passengers holding return halves without being so dated will be treated as travelling without tickets.

The concessional return tickets will be available for 20 days in the case of journeys from 301 to 500 miles, for 25 days from 501 to 750, and for 30 days from 751 miles and above.

The period of availability will be reckoned from the midnight of the date of the commencement of the journey. However, the return tickets will not be available for completion of the return journey after the midnight of September 30, 1959. For instance, a ticket issued for over 750 miles on September 15 will be available for completion of the return journey only up to September 30, 1959 (and not up to October 15).

AWARDS FOR RAILWAYMEN LEARNING HINDI

To encourage the spread of Hindi amongst railway employees, the Railway Board has sanctioned a scheme



Sri Jagjivan Ram, Minister for Railways, inaugurating the N. E. Railway Co-operative Credit Society Buildings constructed through SHRAMDAN on May 16, 1959.

under which cash awards ranging from Rs. 50 to Rs. 300 will be given to employees securing the highest percentage of marks Railwaywise at the Prabodh, Praveen and Pragya examinations, conducted twice a year by the Railway Ministry. At least half the prize money will be given in the form of books in Hindi and the other half may be granted in cash.

Altogether, the eight zonal railways will award 100 prizes, twice a year, in each of these three grades of Hindi examinations.

The Railway Board has also asked Railway Administrations to enlist the services of the Dakshin Bharat Hindi Prachar Sabha, Madras and the Rashtra Bhasha Prachar Samiti, Wardha, for teaching Hindi to railway employees, in addition to arrangements made by the Home Ministry and by the Railway Ministry.

The General Electric Locomotive and Car Equipment Department in Erie, Pennsylvania, has started manufacturing a new model in the G.E. export locomotive lineup. Designated U6B, the locomotive is designed to meet the needs of main and branch lines, as well as industrial railways which use rail too light to support heavier units or have tunnel or bridge clearances too small to allow passage of larger locomotives. The 700 horsepower U6B, which weighs only twelve tons per axle, is small enough and, at the same time, powerful enough to meet the needs of both branch and main line railways.

July 1969

NOTES AND COMMENTS

15

water
storage
problem?

BURN PRESSED STEEL TANKS



A Burn
Pressed Steel Tank
at the
Dunlop Factory,
Sahaganj.

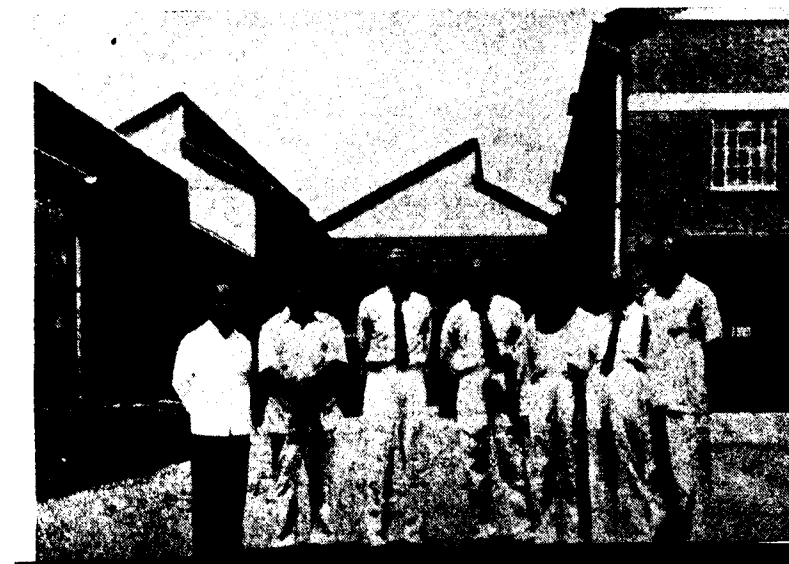
BURN
& CO. LTD. HOWRAH

Managing Agents: MARTIN BURN LTD. Calcutta Delhi Bombay Kanpur

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Agents in South India: **THE SOUTH INDIAN EXPORT CO., LTD., MADRAS**

During the recent meeting in Calcutta, the Railway Electrical Standards Committee visited the Exide Factory of Associated Battery Makers near Calcutta. A group of the visitors are seen here with the General Manager, Mr. H. R. Gregson, against the background of the Hard Rubber Container Department.



'DESIGN TODAY IN AMERICA AND EUROPE'

V. T. NEELAKANTAN

OVER 50,000 persons visited the exhibition 'Design Today' in America and Europe' held in the S.I.A.A. Ground, Madras.

The exhibition, which was opened by the Madras Chief Minister Sri Kamraj Nadar on 9th June 1959, lasted till 30th June.

The exhibition attracted a cross-section of people from Madras including both manufacturers and consumers. The simply designed and excellently made exhibits in the show aroused the general enthusiasm. On the one hand, the buyers feel that such products should be manufactured and made available to them in this country while on the other hand a large number of manufacturers have shown a keen interest in them and drawn sketches of certain items, mostly furniture, with a view to taking up their production. A number of special interest groups visited the show including industrialists, furniture makers, students, etc. These groups came in the mornings outside the exhibition hours, when they were shown around the exhibition and explained every exhibit in detail, as far as their designing aspect is concerned.

Sponsored jointly by the Museum of Modern Art, New York, the Ford Foundation and the National Small Industries Corporation, the exhibition was an attempt to stimulate design consciousness amongst the manufacturers and the general public by showing them a large variety of well-

designed and mass produced items of household and office use currently being manufactured in the countries of Europe and America. The exhibits were no doubt solutions to the special needs of the persons in the western countries. The problem of design is however quite common to the East and West. Manufacturers are now faced with the problem of producing articles which may attract more buyers and at the same time give them fullest satisfaction. From this aspect the exhibition was very educative. A manufacturer may feel quite secure because of the shortage of consumer goods in the country and he may even think he will be able to sell whatever he produces. But with the passage of time he is bound to experience more and more competition from the ever-increasing number of manufacturers, unless he designs and produces his things with an eye to the changing tastes of the consumers.

The exhibition kept on view nearly 400 articles of everyday use including furniture and furnishing fabrics, electrical appliances and fixtures, household china and crockery, cutlery and glassware, tools, toys, etc., collected from different western countries on the basis of their designs. Their simplicity and complete absence of ornamentation is a challenge to us that we may also try to produce nicely designed things and utilize the different raw-materials made available to us by the modern science, to the maximum advantage.

SOME ASPECTS OF WELFARE WORK

OPRAIL

EVERY railwayman is expected to do his allotted job with reasonable speed and efficiency, and to enable him to do so he must have a mind and body in top condition. But the railwayman is also a human being, and like the rest of his fellow-men, during odd moments of reverie while at work, he will be churning over in his mind various problems, domestic and otherwise, that have no direct relation with his job. The problem may be so acute as to make him unduly worried or nervous, and if he happens to be an operating man, this state of mind is not only undesirable, but may at times be dangerous. An error of judgment, or a moment of forgetfulness, caused by mental anxiety, may result in an accident with disastrous consequences.

But what are these problems? They are common to all men. The railwayman may have a wife or child seriously ill. The illness perhaps needs specialised medical treatment, well beyond his means. Or, he may have a daughter of marriageable age, and lack of sufficient funds is holding up the marriage. Now, this is where the Welfare Inspector comes in. Railwaymen, especially of the class IV category, may not be aware that there are co-operative societies on his railway, from which he can obtain the required financial assistance on loan, repayable in easy monthly instalments. If the loan is urgently needed, the Welfare Inspector, after investigation and advising the employee concerned, will help him to get the loan through promptly.

Then there is the Staff Benefit Fund which helps railwaymen especially in cases of serious illness. And this financial assistance is not a loan to be repaid but a gift, so that whichever member of his family may be in urgent need, he can get the money to obtain the medical treatment needed. Once again, it is the Welfare man who comes in to help with his advice and assistance.

Now, take the case of large concentrations of employees, such as workshops, divisional headquarters and so on. The men working at these centres may be a long way from their homes, and have to work their seven or eight-hour day on the snacks of food they may bring with them, or go hungry until they get home again. What is the answer to this problem? Staff canteens. Within a short time a canteen committee is formed, with representative members of various grades and categories of staff, and they work out the plans for starting their own canteen. When all details have been completed, accommodation and equipment, etc., required, with the whole scheme is referred to headquarters, and when funds are allotted by the administration the canteen soon comes into being, where the railwayman can get his cup of tea, snacks, a modest but wholesome meal—all at a reasonable cost. Even when the canteen is in full swing the Welfare man keeps a watchful eye on its activities with a view to avoiding complaints from the staff, and for possible improvements.

Railwaymen must work, but they also play. After a day's work is done, they do not merely sit at home, mooning around. Each man has a liking for a particular game or form of recreation. And where does he, and his family, get the facilities? From the institutes and recreation clubs. At the larger stations where there is a big railway colony, there is always to be found one or even two institutes. These provide recreation in many forms. Books for those who like reading, indoor games like carrom, draughts, cards, etc.; outdoor games and sports like football, hockey, volleyball, badminton, cricket and so on. And last but not least, at a number of stations the bigger institutes are equipped with up-to-date cinemas, which can show all the popular films even on a wide-screen. So the railwayman and his family who happens to be posted at one of these stations does not have to wait to pay a visit to a big city or town to see the 'pictures.' He has it right there within easy reach.

But where does the Welfare Inspector come in for recreation? Well, some institutes or clubs may be in a bad way for lack of funds, due to declining or poor membership. So, off he goes to the station concerned to investigate. Moving amongst the staff, from the senior men downwards, he gets all types of views, and tries to find the cause for lack of enthusiasm amongst the employees. If the

members are keen but funds are low and needed to replace worn-out or add additional equipment, he will recommend what is needed so that a grant can be sanctioned from the Staff Benefit Fund. As soon as the institute gets this grant all that is needed is bought and the staff assured of the means for recreation.

The work of the Welfare men seems to be nothing but pleasant as they are always probing and enquiring to find out where each railwayman can be made happier and relieved to a great extent of mental anxiety. But there is the unpleasant side too. Railwaymen often feel they have a just cause for grievance against the authorities; perhaps some employee feels he has been deprived of an increment due, or some promotion. Or, if he has been involved in a case where some disciplinary action has had to be taken against him and he has been punished, he may think he is being unjustly dealt with. The Welfare man is then put on to the job of getting at the real facts of such grievances, so that he can put up a report to the officers concerned.

These are only some of the few items of welfare work being done by and for railwaymen, and it would take a volume to survey the whole field. However, it is sufficient to show how at least one type of railwayman is doing a job to help his fellow railwaymen.



TECHNIQUES OF ADVERTISEMENT

K. S.

THE techniques by which your ideas and words reach the public you select are grouped together under the terms publicity and advertising.

Publicity may take the form of news released to press syndicates, newspapers, radio or trade publications. It may be feature material for magazines or radio programmes. It may be telling about your cause or product in pamphlets, brochures, direct mail, or other type of printed material, or in full length books, if your subject is extensive enough for book treatment. The spoken word may spread your ideas through the talk of friends with other friends, or through meetings and speeches.

You can also tell your story through paid advertising, which, although it may cost more at the outset, can do many jobs faster and more thoroughly than other types of publicity, since in it you can say what you wish and you can control the time and place of its appearance.

After all advertising is the paid use of any channel of communication to identify, explain or urge the use or adoption of a product, service or idea. Channels of advertising are virtually unlimited because new channels come into consideration almost every year. Despite this continuing influence the early major channels have grown steadily in importance through the years: newspaper, magazine, radio, outdoor advertisement, etc.

In this context, advertisement is making more things available to more people, more facts and information to more people helps to create and maintain high material standards of living for the great majority of people.

In other words advertisement is the statement of salient facts of an organisation or a Railway or a concern in a letter-press matter or pictorially or in figures. Some times numerical statement of facts which is called statistics dominates in advertisement. Generally there is a combination of all these three media of advertisement, i.e., pictorial, letter-press and statistical. In the long run, those who try to please their customers' folly do not get their deserts. A big picture attracts more than 3 or 4 small pictures. Generally modern advertisements contain a picture about the thing advertised or the service rendered, a suitable write-up and also illustrated by a human figure to appeal to the human side. The media of advertising the hoardings, neon-signs, sign-box, sign-boards, show-cases, posters, poster-boards, etc., are resorted to by advertisers. Hoarding is a huge advertisement requiring much space. Neon-sign is a more costly advertisement considering the space occupied on the Railway. In the case of show-cases, people can go and stand nearer and see. So also in the case of posters and poster-boards. Show-cases are to be kept on the ground-floor or in other floors. Show-case is like a show-window of the products, etc.

Previous to his study of advertising, the student is likely to think of an

SOUTHERN RAILWAY

TENDER NOTICE

Separate sealed tenders for the supply of the following materials will be received and opened by the Controller of Stores, Southern Railway, Ayanavaram P.O., Madras-23, on the dates and the time shown against each on the prescribed forms obtainable from his office at Rs. 5 (Rupees Five only) per set to be paid in cash or by Money Order only.

Earnest money of Rs. 500 (Rupees Five hundred only) should also be remitted to the Chief Cashier, Southern Railway, Madras-3, on or before the dates noted against each.

Serial No.	Tender No., Brief Description and Quantity	LAST DATE FOR			Date & Time of Opening
		Sale of Tender Documents (15 hrs.)	Receipt of Earnest Money Deposit	Receipt of Tenders (15 hrs.)	
1	S. 236/VII/D/T/280 (i) Bolts MS. Square head round neck with hexagonal nuts Quantity: 1014 Cwts. (ii) Bolts Square head round neck without nuts Quantity: 57 Cwts.	23-7-59	24-7-59	27-7-59	27-7-59 (15-15 hrs.)
2	S. 236/IV/M&P/9/57-58: Portable oil purifying plant to specn. Popp/ED/1 with spares .. Quantity: No. 1	23-7-59	24-7-59	28-7-59	28-7-59 (15-15 hrs.)
3	S. 236/I/D/838/PER/3 Spikes round (for anticreep bearing plates, slide chairs, etc.) 6" x 3/4" for use with track sleepers BG to IRS. Drg. No. T. 018-Alt. 2 .. Quantity: 488 Cwts.	24-7-59	28-7-59	29-7-59	29-7-59 (15-15 hrs.)
4	S. 236/VII/HE/H/1099 Wire Copper 150 lbs. & 200 lbs. per mile (bare hard drawn high conductivity) .. Quantity: 68·039 Kg. and 1905·086 Kg. respectively.	30-7-59	31-7-59	3-8-59	3-8-59 (15-15 hrs.)

advertisement mainly in terms of its art work, copy and typography. Actually, an advertisement in print media consists of many features or parts. It involves planning in regard to its size, position in the medium, colour, frequency of insertion, lay-out, copy, typography and other factors. The practitioner in advertising is conscious of a framework of costs in which he operates. He is especially aware of the four cost factors: size, position, colour and frequency. These four will be given attention first in our treatment of the major divisions of the advertisement.

Advertisements are good only if they are effective and to be effective they must be based upon a correct understanding of the many problems which confront the advertiser in selling his product or services. A first and most important job of an advertiser is to find out the facts which bear upon public reaction, needs and attitudes of the public. Only when these facts are known is it possible to devise advertising which will be effective in the situation which exists.

Then the matter of advertising is a means of information. India has markets with such various degrees of awareness that advertisements which merely inform can do a great deal of good, as well as sell goods or create goodwill for the advertiser. Linked with this informative factor is the educational factor. Potential customers must not only be informed of the existence of goods, but of the advisability or necessity of acquiring them and using them.

At the same time Fair play, correct timing, reliability, high standards of correctness in appearance



of copy, ingenuity in developing ideas, excellent typography and lay-out—all of these factors are important. Also, hit or miss or uncontrolled publicity may do more harm than good. Before you prepare a single piece of copy, schedule a speech, lay-out a pamphlet, or consider the use of films, work out a master publicity plan so that you can see exactly what impressions upon public opinion you are creating and why, when, where and how. Don't ride off in all directions at once. There are emergencies, particularly in handling publicity in the form of news, when you must think and act spontaneously without advance planning. These emergencies are the exception and not the rule.

Organisations with forward-looking public relations programmes often turn to paid advertising to bulwark other forms of publicity in getting their message to the public and their own employees. Paid advertising has the advantage of permitting the sponsor to say what he desires to say, in the way he wants to say it, at the time and place he wants to say it. He may employ newspapers, magazines, radio or other media.

SCIENCE OF ADVERTISEMENT :

The main change that has characterised the growth of advertisement since World War II in India is transition from an easy informal business into an intricate complex and highly refined business. The scientific side of advertisement has further advanced by the growth of reliable standardised methods of measuring the audiences of the various advertisement media.

The ABC Bureau: ABC Membership has become a virtual prerequisite to a successful advertisement operation for the medium. ABC circulation refers to the quoted circulation figures of a publication whose circulation is officially audited by the Audit Bureau of Circulations—a co-operative auditing body set up and financially supported by publications, advertising agencies and advertisers.

Gross Circulation is the term used to describe the grand total of issues distributed of a publication. Gross circulation may also mean all the circulation of the media used by the advertiser.

Coverage is one of the most commonly used and flexible terms in the selection of media by space buyers. It may refer to the percentage of per-

sons of a given class or of a community who are reached by a medium.

Advertising that is classified under appropriate headings, labelled as to content and purpose, is known as "classified advertising." Used correctly, classified advertising can be very effective; however, it is most generally employed by local advertisers. All other advertising matter in the paper from a full-page advertisement to a 2-inch announcement, is known as "display advertising." The combination of display and classified in a classified column is called "display classified" and some times "classified display."

Display advertising is a flexible term but may be thought of as all advertising that is not included in the classified sections. In many cases the display-classified advertisements are merely reduced large advertisements that are published in the classified columns of newspapers or sections of magazines.

Most advertising men begin their planning of an advertisement by thinking in terms of a definite size such as a full page, half page or a smaller size that is measured by the number of lines. Because of the obvious importance, the relative effectiveness of various sizes has been studied for several decades.



AU REVOIR, DEAR SOUTHERN!

Dr. A. RAMDAS

Chief Medical Officer, S. E. Railway

THE day of departure had come at last! The usual 'handing-over taking-over' formality completed, there was the final leave taking from colleagues and friends in the head office. How dear they look when the parting comes!

Leaving the gates of Adam's Park, I had a feeling that I was sallying forth from the sheltered cloister of home into an yet unknown world. The massive building which I used to term the 'mauscleum' of the Southern Railway with its 'catacombs' filled with soulless automatons, now seemed a hospitable edifice whose friendliness would soon be missed. How time and the occasion change men's perspectives!

I passed through the din and bustle of the General Hospital Road, overhung by its midsummer day's languor, past the benevolent smile on Dr. Rangachary's face, in front of familiar Central Station and then crossed the malodorous Coom, which once for all seemed to cut asunder the ties with Adam's Park. How sweet the Coom smelt!

In between snatches of hurried packing at home, the last minute visitors were coming. Kindly memories were rekindled, making existing ties firmer. It was surprising to note that small professional services rendered to one's colleagues in the forgotten past, leave behind indelible impressions in the hearts of the recipients.

The final leave taking from those at home was gone through with an

assumed gaiety. Out of beloved 'Darley' (and what a romantic name), on to the Sterling Road, whose dust will stoically settle down after one more citizen of Nungambakkam had passed out of its domain.

The scene at the Central seemed familiar. The long suffering Howrah Mail stood on the noisy platform, patiently putting up with the vagaries of the ever confused and hurrying passengers. The friendly faces looked friendlier. The leave taking appeared prolonged and was punctuated by diverse garlands and such odd tokens of affection as a fruit or a small packet of eatables for the road, thrust into one's hand. There goes the ominous bell and the Guard's shrill whistle. The last minute scurrying passengers imparted a humorous note to a nostalgic scene. The scene of May 1957 when I left Madras for Calcutta to take the D.P.H. was being re-enacted, with a slightly changed cast and in different tenor. Some beloved faces were missing, Time's inexorable curtain having been drawn over them. A'Dieu Madras till we meet again!

The co-passenger in the compartment, a Canadian gentleman, was informally friendly. With a "lot of persons to see you off doctor" he broke into my reminiscence. Was it not pleasant he remarked, that so many felt that I was leaving them? When he knew that as a doctor I had been in their midst for four momentous years, he understood the mood of the occasion. He was a kindly person, nearing seventy,

in India on "God's Business". After striving for and achieving material prosperity, he found himself one day "face to face with Jesus". He renounced the feverish desire for the world's goods and became a preacher.

The peace and happiness that had eluded him for years, overwhelmed him in their abundance. He was in India, visiting Christian missions. Invisible ties had grown between him and this country. His two sons were working on its soil as missionaries. At an intermediate station in the middle of the night, he detrained, leaving behind the impression that all human beings, irrespective of race or religion, are modelled in God's own image.

The train rumbled on and seemed to be in a hurry to deliver its pensive passenger into his foster parent's hands. Fitful sleep disturbed by memories of the past appeared interminable. I remembered how eleven years earlier, brimful of self-confidence arising from total ignorance of the working a mighty industrial organisation, I had gone about dropping hot bricks among my colleagues on my first railway, the ex-S.I. The early teething troubles lead on to a turbulent adolescence on the ex-M.S.M. Then came the epochal

Integration, reunion of old friends and meeting of new ones. Passing through the travails of learning from the relentless book of experience, the scenes periodically changed. The penultimate Act on the stage of Perambur, its moments of heart breaks and triumphs appeared to belong to the dim past. Then followed the memory of the brief sojourn of the traveller in the N.G.O. I was but vaguely aware that the night had passed as also the wayside stations. The spell was broken for a brief moment when the mighty Godavary came into view with her misleadingly placid face, adding grandeur to her magnificent sweep. Her timeless smile seemed to light the hearts of the ephemeral humans on the train!

The panorama of the east coast otherwise went unappreciated. The shades of evening were lengthening. Then suddenly the silvery flat tops of the oil refinery, nestling in the shadow of "Dolphin's Nose", shimmered through the sun-lit evening haze. And I was at the outer of Waltair, entering the doors of a new home. Will the foster parent take kindly to me, I mused.

Au revoir, dear Southern, there will always be a niche for you in my heart!



STAFF WELFARE

S. G. RAJU

[Article for reference "Multum in Parvo"—Ed.]

THE Indian Railways are in the forefront in providing amenities, such as medical, educational, residential and recreational facilities in increasing measures to their employees. During the Second Plan period an amount of Rs. 10 crores per annum has been earmarked for welfare activities including construction of staff quarters. This is two and a half times more than the annual expenditure incurred during the First Plan period. In the first three years of the Second Plan period, an amount of Rs. 30.13 crores would have been spent on this account. It is estimated that Rs. 19.87 crores will be utilised in the remaining two years.

Medical :

The railwaymen enjoy adequate medical facilities. There are 76 hospitals, 440 dispensaries, 45 chest clinics and 4,287 beds to cater to the needs of the railwaymen and their families alone. To 687 T. B. beds reserved at the end of 1957-58, 211 have been added and 40 more beds will be available shortly. Dental clinics have been provided in some of the hospitals. Services of honorary consultants of eminence have been provided on most of the Railways. For the convenience of staff working at isolated sections, 17 mobile dispensaries are put in service. Orders have been issued to remove all distinctions in medical treatment between class III and class IV employees. During the year ending March 1958, Rs. 4.9 crores were spent for medical and health services of the employees, i.e.,

per head cost of these services per annum was Rs. 45.

Residential :

The question of increasing housing facilities for the staff continues to receive attention from the Administration. During the First Plan period more than 40,000 quarters were constructed. In the first two years of the Second Plan, 25,000 quarters were added. In 1958-59, 11,000 houses are expected to be completed. An amount of Rs. 6.29 crores has been allotted for the construction of staff quarters in the budget for 1959-60, and a fleet of 9,000 houses are expected to be added in that year. Further, old type houses have been, and are being, improved by providing better ventilation, electrification, latrines and kitchens.

Educational :

The educational facilities is primarily the responsibility of the State Governments. However, for the sake of their employees the Railway Administrations are maintaining 156 schools (101 primary, 20 middle, 31 secondary and 2 intermediate) and are paying grants-in-aid to a few non-railway schools. Orders have been issued for establishing 500 primary schools on austerity standard. To create a feeling of discipline and equality amongst children, all railway primary school children are instructed to wear simple styled uniforms. Children of employees drawing less

SOUTHERN RAILWAY

TENDER NOTICE

The Divisional Superintendent, Southern Railway, Madras Division, Rayapuram, Madras-13, invites Separate Sealed Percentage Schedule Tenders for the following works to reach him not later than 15 hours 5-8-1959:—

Sl. No.	Name of Work	Total approximate value of the contract	Earnest money to be paid
		Rs.	Rs.
1	PERAMBUR—Loco Works—New combined Office accommodation for Loco Works Manager, Production Engineer, District Controller of Stores (Mechanical), Chemist and Metallurgist—works comprising of		
	(a) Reinforced cement concrete work in Pile foundations and pile cap.	3,14,500	7,900
	(b) Reinforced cement concrete framework including flooring and roofing, etc.		
	(c) Other masonry works and Sanitary fittings, etc.		
2	PERAMBUR — Construction of four Barracks each to accommodate 24 men of the Railway Protection Force ..	68,600	1,700

II. Cost of Tender Form—each Rs. 10 (Rupees Ten only).

III. Last date for sale of Tender Forms .. 15-00 hours on 31-7-1959.

IV. Last date for receipt of Earnest Money by the Divisional Pay Master, Rayapuram 12-00 hours on 1-8-1959.

V. Other particulars can be had at the Office of the Divisional Superintendent (Works Branch), Southern Railway, Rayapuram, Madras-13.

than Rs. 200 per month will be supplied uniforms free of charge. On March 31, 1958, there were 43,591 pupils studying in these schools. An amount of Rs. 48,33,000 was spent by the Railways in 1957-58 for educational purposes.

There are 50 technical training schools on the Indian railways. Some of them are traffic training schools. In other schools, loco running staff and permanent way staff are trained. Separate schools exist for the Railway Protection Force. An All-India Signal and Tele-communication School has been set up at Secunderabad for training Signal Inspectors. Suitable arrangements have been made to provide initial training, refresher and promotion courses for certain categories of class IV staff. On March 31, 1958, in total 11,571 apprentice mechanics, trade apprentices and apprentice train examiners were undergoing training in these training schools. This figure does not include 1,783 of them who had completed training during 1957-58. The number of such pupils recruited during 1957-58 was 4,324. Arrangements for setting up a Central Advance Permanent-way School at Poona have been finalised and the school is likely to start functioning soon. This school will serve the ECAFE countries also.

To mitigate the difficulties of the staff who have to send their children away from their headquarters for purposes of education, schemes for setting up 13 subsidised hostels in major linguistic areas have been approved. The wards of employees earning Rs. 300 and less per month will be admitted on concessional rates. Others have to pay full rates.

Scholarships are issued to deserving children of railwaymen for prosecuting technical education. More than Rs. 4 lakhs were spent in 1957-58 on this account. During 1957-58, 1,549 scholarships were awarded. To meet this increased expenditure, the *per capita* contribution to the Staff Benefit Fund has been increased from Rs. 2 to Rs. 4 from April 1, 1958.

Continued efforts are made to remove illiteracy among the railwaymen. To check possible increase in the number of illiterate staff, it has been decided that no person should be employed in any post, temporary or permanent, unless he is a literate.

Co-operatives :

There were 26 co-operative credit societies, 120 consumer co-operative societies and four co-operative housings societies during the year 1957-58.

Nearly 60 per cent of the railwaymen are members of the co-operative credit societies, whose working capital on March 31, 1958 amounted to Rs. 23.37 crores.

About 60,000 railwaymen are members of the consumer co-operative societies and their turnover during 1957-58 was nearly Rs. 80 lakhs.

There were 368 members in the four co-operative housing societies with a paid-up capital of Rs. 58,320. During 1957-58, 56 houses were built by them.

Holiday homes :

Holiday homes or rest homes have been established in twelve places on the different railways, for the use of class III and class IV employees. A nominal rent of annas 12 per room

per day is charged for higher type accommodation and annas 4 for the lower type. As Kashmir is becoming increasingly popular as a holiday resort for railway employees, it has been decided to set up one more home in Kashmir at Srinagar, in addition to the one existing at Pahalgam.

Canteens :

There are 205 staff canteens established not only at points coming under the scope of the Factories Act, 1948, but also at other places where there is a large concentration of staff. The popularity of these canteens could well be appreciated if it is known that there were only 7 in 1945 and 70 in 1949.

Institutes and Clubs :

On the Indian Railways, 414 institutes and 58 clubs function for the benefit of railwaymen and their families. In addition to conducting discussions, lectures, etc., at these centres of recreation, railwaymen are encouraged to conduct social and cultural programmes at these centres during festive occasions.

Children's camps :

During 1957-58, nineteen camps or excursions were organised by the railways for the benefit of staff's children. More than 1,600 children took part in them. The expenditure is primarily met from the Staff Benefit Fund and the share of the parents is kept low so as to bring the benefit within the reach of the lower-paid staff.

Sports :

This is one of the important activities financed partly from revenue and

partly from the Staff Benefit Fund. Divisional/Regional/and Inter-Divisional/Inter-Regional tournaments and Inter-Railway tournaments are conducted in all the popular games. The Railway schools and Railway institutes and clubs form the nursery for sports activities. Railwaymen have won several trophies in State and All-India tournaments and athletic meets. They are national champions in Hockey, Volley-ball, Weight lifting and Kabaddi.

Relations with Labour :

The Permanent Negotiating Machinery set up in Railways in three tiers for maintaining contact with labour and resolving disputes and differences which may arise between them and the railway Administrations, are functioning satisfactorily. During 1957-58 there were 47 meetings at the headquarters level and 1,070 meetings at District/Divisional levels. At the second tier there were two meetings. At the third tier, the *ad hoc* Tribunal, which resumed sittings to deal with the two items on which agreement could not be reached between the Railway Board and the National Federation of Railwaymen, has completed its work and submitted its findings to the Government; these are receiving consideration.

The staff councils and staff committees on railways are functioning satisfactorily. The deliberations of these bodies are useful in promoting better understanding between the Administration and the staff. There are 160 staff councils/committees on the railways and they held 312 meetings during 1957-58.

The 8 Labour Advisory Committees—one in each of the zonal railways

except North-East Frontier Railway and one in the Chittaranjan Locomotive Works—are doing useful work. It is through these committees that the representatives of labour are associated in the formulation of welfare schemes.

Liberalization of service conditions :

The Administration is eager to liberalize the service conditions of the staff to the extent possible. Year after year various steps are taken to alleviate the grievances of the employees. All class IV employees governed by the liberalized leave rules have been brought on par with classes I, II and III railway staff in the matter of earning leave, from April 1, 1957. An *ad hoc* increase of Rs. 5 in the dearness allowance has been sanctioned to railway staff drawing basic salary upto Rs. 300 per month. The redistribution and upgrading of posts in certain important categories was announced on February 10, 1957 with retrospective effect from April 1, 1956. This is benefiting 1,70,000 railwaymen. It has been decided that the Government contribution and interest thereon will be credited to the Provident Fund accounts of temporary railway employees, who completed three years of continuous service on or before April 1, 1956 with retrospective effect from the second year of service. On November 16, 1957 orders were issued introducing the pension scheme, as obtaining on the Civil side. The staff entering service after this date are automatically governed by the Pension Rules. Railway servants who were in service on November 15, 1957 or demitted service between April 1, 1957 and November 15, 1957 have been given an option to be governed by

the Pension Rules or to retain their existing retirement benefits under the State Railway Provident Fund Rules.

Miscellaneous :

The Standing Screening Committees (Inventions and Suggestions) scrutinise suggestions made by the staff for improving the existing devices or developing new ones and recommend suitable awards. Care is taken to see that the awards are adequate and commensurate with savings involved. During 1957-58, 1,151 suggestions and inventions were received, 64 of them were accepted and cash rewards amounting to Rs. 5,614 were given.

In England they say:

"Cut your coat according to your cloth"

On the Railways they say:

"BURMAH-SHELL deliver the goods"



In pursuance of the Government's policy to encourage the staff for increase in production, staff at Moghalsarai, Jamalpur Workshops, Integral Coach Factory, etc., were given an additional set of passes for good work done.

The Railways continue to take advantage of the offers extended under the various international Plans, Programmes and Schemes for deputing staff for technical training outside India. During 1957-58, 34 were so deputed and this figure for the previous year was 32.

Railway Week :

Last but not the least is the celebration of the 'Railway Week' from April 10 to 16, throughout the country by eleven lakh railwaymen and their families. Cultural programmes, like dance, drama and music are staged and exhibitions, such as the exhibition of paintings and handicrafts held in New Delhi last year are arranged during the week. The week serves to enhance the feeling of fellowship and belonging to one of the biggest families—Railway family—in the country.

KEW

Steel Castings Manganese & Carbon

KUMARDHUBI ENGINEERING WORKS LTD.

Managing Agents:

BIRD & CO. (PRIVATE) LTD.

Chartered Bank Buildings, Calcutta-1



THE PAST MEETS THE PRESENT

ONE day Ranjit was sitting alone in his father's drawing room deeply interested in a book about the wonders of science and invention. After some time he felt his eyes grow a little tired, so he put the book down and gazed around the room. On the wall opposite there was a picture of another boy who had lived in this world about a hundred years ago. Ranjit looked long at the painting of that boy when he heard himself say aloud, "Well, friend of a long time ago, I wonder what you would think of the fast aircraft, the radios, the sound and technicolour pictures on the screen, the streamlined motor cars, electric lights, and rocket ships hurtling into space, if you could somehow just step out of that picture and see these things for yourself even for a few hours."

For a few moments the boy in the picture just stared back at Ranjit, when suddenly he heard a voice say, "I'm glad you have asked that question, friend, because I have often wanted to step out of this picture of the past into the real world of the present and see these wonderful things which you talk about."

He had hardly finished speaking when the boy in the picture jumped out of the picture and stood in front of Ranjit, who seemed so surprised. The other boy, we will call him John,

saw that Ranjit was surprised and also seemed to be frightened, so he smiled and said: Don't be alarmed, pal, I haven't come to hurt you, I'm only keen on seeing these wonderful things you spoke about, so please take me around where I can see them.

Ranjit now felt easier and said, "Well, as you are here let's do as you ask. Now, where shall we start?" Looking around the room he saw the radio cabinet, and walked up to it. John came along with him, and Ranjit twirled the knobs. There was a crackling sound, and then a voice came from the cabinet, loud and clear.

It was now John's turn to get a little scared. As soon as he heard the voice, which seemed to come from no person in the room, he jumped back and looked around to see if he could see anyone who may have spoken.

Ranjit smiled and said, "It's no use looking, John. You'll never find the man who is speaking, because he is more than a thousand miles away, and speaking through what we call a microphone. This is what we now call a radio or wireless set, and by means of electricity and various things inside, we tune in and get speeches, stories, news, songs, lovely music and so on from all parts of the world. And all this travels so fast through space that not even a second passes from the broadcasting station

from where it comes to this radio set where it is received. Marvellous isn't it? Now, let us take a little walk down the street, and we'll see some more wonderful things. Only stay close to me, and don't get flurried, otherwise you may get knocked down."

As the two boys passed out of the gate and on to the street, a shiny streamlined black car roared past. John saw it coming and was about to turn and run back into the house, when Ranjit caught him. "Here, what's the matter? There's no need to run away."

"But . . . but . . . but . . ." spluttered John, "that huge black monster on wheels, with two big white eyes. I never saw anything like it before. Is it dangerous?"

Ranjit smiled. "No, John, that was no dangerous monster, but what we call a motor car, which can travel even a hundred miles an hour. We use it nowadays as you would use carriages drawn by horses in your time. Don't be afraid, you will see hundreds of these cars, and in a short time you and I will go for a ride in one which is very much larger, and called a bus."

Ranjit and John continued their stroll when from overhead they heard a loud screaming noise. Ranjit looked up and told John to do the same. "What do you see up there, John?" He replied, "Well, it looks like some strange kind of bird flying up in the sky, and making a horrible screaming noise. I've never heard a bird screaming like that."

Ranjit said, "Well, John that's no bird, but what we call a jet aircraft. It is a sort of flying bus or coach.

Inside there are people who are travelling from one place to another high up in the sky. And can these aircraft move fast. They travel up to four and five hundred miles an hour. In one of these we can go from Calcutta or Delhi to London in less than a day, and soon there will be such aircraft travelling even a thousand miles an hour. In your time to go from India to England by sailing boat would take several months."

John was amazed. "What, do you mean to tell me that those flying things are not birds, but something made by men. It seems impossible, doesn't it, but I see it with my own eyes and must believe what I see."

Ranjit replied, "Practically nothing is impossible nowadays. Now let us go and see another wonder in what we call the cinema."

Sometime later Ranjit and John were sitting in soft plush seats in an air-conditioned picture-house. The picture flashed on to the screen. John saw and heard people move, talk, sing and play musical instruments, and all in what seemed to be natural colour. Within a few moments of the picture being flashed on to the screen John wanted to jump up from his seat and run away. Ranjit again had to tell him not to be alarmed. Although John felt nervous and uneasy he eventually sat through the picture and had a treat.

After the picture Ranjit and John got into a bus. As soon as it started and moved faster and faster, John clung on to Ranjit and shouted, "Take me off, take me off. I'm feeling dizzy." Ranjit steadied him and told John not to be afraid, and

before long John was enjoying the new sensation of travelling fast. The fastest he had travelled in his time was by stage coach drawn by horses at about fifteen miles an hour, and here he was moving so fast that everything he could see through the bus windows was just flashing past.

As it was night time when they were nearing home, John was surprised to see so many bright lights twinkling, and especially all the neon light signs on tall buildings, and Ranjit told him how all these lights came to be lit from a wonderful energy called electricity.

When they got home Ranjit asked, "Well, John, have you seen enough, or would you like to come on another stroll to see more wonders of this age?"

John replied eagerly, "Wouldn't I just like it. But it's night and I'm feeling tired and sleepy. I'll try and

come again some other time. Oh, by the way, why don't you blow out the candle?"

Ranjit was puzzled. "Candle? There's no candle burning in this room, but the light is an electric light, and we don't blow it out, but switch it off. Here, look, this is how it is done." Ranjit went up to the switch, Click! And out went the light in a flash and the room got dark. Suddenly, there was a clatter and something fell from the wall.

Ranjit sat up with a jerk and rubbed his eyes. On the floor he saw the picture of the boy with whom he had been out, but John was nowhere to be seen except in that picture. Then he knew that he had just had a pleasant adventure in dreamland, but it was nice, and he would not mind having another like it.

UNCLE TELLATALE

Suitability Tests, Selection Boards, Efficiency Bars, Promotional Courses, Refresher Courses, Assistant Labour Welfare Inspectors' and Assistant Personnel Officers' Examinations—these are "hurdles" one has to go through in his career. They are sometimes annoying, sometimes exhilarating, sometimes disheartening—but these are inherent in the scheme of things (and no doubt very essential for success), and, therefore, one has to take them with ease and comfort.

IYER'S HANDBOOK FOR RAILWAYMEN is a fitting companion and will stand in your good stead.

Rs. 5 plus Re. 1 postage.

22-B, SIRDAR SANKAR ROAD, CALCUTTA-29.

WAGON USAGE

K. SRINIVASAN

WHAT is the meaning of wagon usage? It includes (chasing a wagon) hunting down wagons that are standing still unnecessarily and getting them rolling. Each wagon we allow to stand idle means a load lost to us—business we should have had, but missed—a customer not served—revenue kicked away.

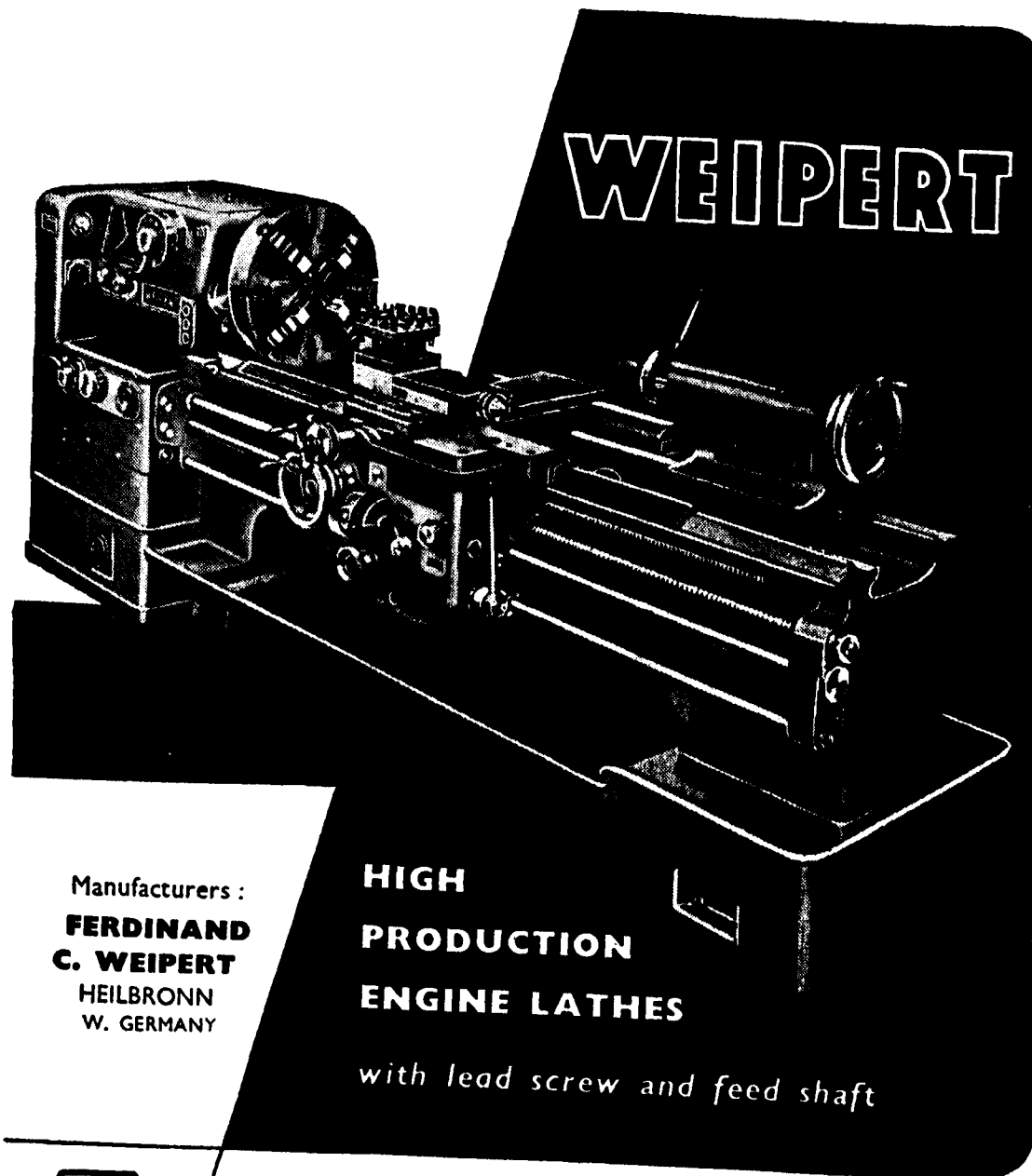
Wagon chasing organisation is that which knows about railway hunting for places where wagons get delayed and to help the staff and merchants to get the wheels rolling. Wagon supply on Indian Railways is likely to be difficult though the position is little easy now. All the new Steel Plants are likely to go into production very soon. Prompt loading and unloading, prompt handling at terminals when Steel production increases means big demands for wagons. Prompt supply will be necessary. The business won't sit around and wait for us. A load lost today is lost for ever. One thing we should find out is unnecessary stalling of wagons or hoarding of wagons.

Some people are inclined to save them for future needs of certain customers. It must be understood that during the time these wagons were waiting, undoubtedly they were needed for loads elsewhere. If wagons are unloaded on arrival and returned to service, more revenue loads can be conveyed. It is upto all railwaymen working in yards, stations and installations to keep on the alert for wagons that are not moving and something is done about them. Only wagons that are on the go, hauling freight, can bring in the money that pays our bills.

Yardmasters in doing work in station yards by asking for wagons absolutely necessary can assist the railways and the public. If the time and date of arrival of every wagon is properly noted down and by policing the wagon way bills, the yard office can prevent wagon delays. All employees concerned in the movement of freight will find in their daily work opportunities to expedite wagons.

The catchword in some countries specially applicable to Tank Wagons and generally to all wagons is 'P.D.Q.' (pretty damn quick). This is what is required in movement work: Quickness in the execution of any work especially movement of vehicles, wagons, locomotives, etc. Wagon usage can be economised by the quickness of wagon movement.

The crux of the railways problem is to operate with the least cost and to get the highest revenue. This is the main point to which all departments of the Railway have to devote their attention. At the same time, there is also a legend "Safety first, speed next". Due to the modern appliances and improvement in signalling, safe working is being ensured while at the same time economy is being practised and line capacity is being augmented. Better appliances mean greater safety. It is the duty of all ranks of staff concerned with the working of wagons to cause minimum delay while at the same time the public co-operation to load and unload wagons quickly, will improve the results which can be produced by the efforts of the railways.



Manufacturers :
**FERDINAND
C. WEIPERT**
HEILBRONN
W. GERMANY

**HIGH
PRODUCTION
ENGINE LATHES**

with lead screw and feed shaft



SOLE DISTRIBUTORS:
FRANCIS KLEIN & CO. PRIVATE LTD.
1, ROYAL EXCHANGE PLACE, CALCUTTA-1
SHOWROOMS: 13A, GOVERNMENT PLACE EAST

Resident Engineer in South India :
I. S. SOMASHEKAR, 10, Prithvi Avenue, St. Mary's Road, Madras-18. Telephone: 71938

July 1959

The C.A.Q. (Co-ordinate avoiding quarrels) is the corresponding catch-word in Public Relations. DUEL is a word which defines quarrel between one another. In this connection, one is reminded of the proverb 'if the nose is not between the eyes, the eyes would eat up each other.' There is a duel between the right and the left eye when the nose becomes the umpire to stop quarrel. In the case of Public Relations, no referee or umpire is necessary because it deals with dual co-ordination. Co-ordination is the co-ordination of audio visual publicity. Hearing the sound of the picture is audio. Visual is seeing the projected picture. Thus public relations safely ignores a duel as it has already achieved a dual co-ordination.



ODE TO AN OVERAGED ENGINE

V. E. THIRUVENGADIAH

Like python's winds though steep or deep thou wounded crept and crawled
With loads behind in all jubilation of militant discipline hauled
Through fen, forests still, brooks, bridges and over many fairy lands
In majestic gait of marvellous make raced many miles thousands.
The barren wasteful marshy plains transformed to utility
By matchless honest toils in service to harnessing humanity
Transported men and goods all corners in winks O. Iron steed.
Whither your power, prowess, pride, pranks of lightning speed indeed?

Your mighty frame with rolling wheels and nut, bolt and rivet,
Your boiler huge and box axle and bumper tender pit
Your internal and external parts much shattered, shackled,
Scattered, tattered, chaotic in a state, too, quite crippled
Your bustling rustles and quizzical whistles enchanted little one's lots
To rule, control and hold your reins in childish wishful thoughts
As Liliputians gazing your whole with gaping mouths in awe
When perchance perceived by them like magnet closer drew
Our plan progress of Second Five-Year to greater prosperity
Depend your labouring fraternity as keen felt necessity.

Alas! you, now a pool of steel like leviathan lifeless
Washed ashore by cruel gale of Nature's unkindness
Disordered, deserted, denuded, dwindled and disfigured top to toe
Awaiting welders, moulders, fitters, fetters all in glow

SOUTHERN RAILWAY

SUPPLEMENTARY TENDER NOTICE

**Tenders for — CHINGLEPUT — Remodelling of Yard
and Provision of Mechanical Signalling —
Madras Division**

It is hereby notified that the tenders called for for the above work are for *Civil Engineering Portion only and not for any Signalling Work.*

*Divisional Superintendent,
Madras.*

With all the aids of chisel hammers ; your rebirth's quite at nigh
 In glossy frame of blooming form as a sight for gods to spy
 To reinstate re-form in fine and rejuvenate with remains
 Your shapes, spirit, motion and all to newer life by strains
 By thrifty means and crafty hands and defty minds thou mown
 But, What of me ? To dust at last I go, unseen, unknown.

Manners maketh the Man

(A. J. C.)

A man may be a genius—
 At everything the best—
 Yet all, his talents go to waste
 If he fails the manners test.

A good morning to one's equal,
 Is usual one would say
 But a greeting paid to menials
 Is courtesy's noblest way.

A *please* addressed to bigger folk.
 Is a *must* we all are told

But a *please* prefixed to all we ask
 Will lighten half life's load.

A *thank you* to one at the top
 Surmounts the manners test
 But a *thank you* to the humble folk
 Is politeness at its best.

Good manners being the spice of life
 Let's use them every day
 To lighten loads and lengthen smiles
 By all we do and say.



ADVERTISERS' VADE MECUM

(An Our India Publication)

V. K. Narasimhan and

V. K. N. Chari—Editors—Rs. 25

Advertising in India is a growing industry. Although in comparison with the more advanced countries or even an Asian Country like Japan, it does not appear as large-sized and widely ramified a business as it is in those countries, the developments that have taken place during the past quarter of a century and, even more, the vast and varied changes that are bound to take place in the future make it inevitable that advertising in all its aspects—from bill boards and hoardings to the subtle art of public relations—will become an important factor in the national economy.

The earliest forms of advertising in India date back to centuries. The Buddhists were the first to realise the importance of visual aids in the propagation of religion. King Asoka erected huge pillars all over the country and carved on them the teachings of Buddha for all people to study and benefit therefrom. The art treasures of Sanchi, Ajanta and Amraoti are also examples of the effective use of pictorial aid in the popularisation of religion. Adjustability and power of assimilation, in the face of odds, has, however, been the saving grace of

Hinduism. Its high priests were only too quick to realise the immense visual value of giving form to their many gods and there sprang up in every township and village of the country, huge temples of great architectural splendour and lasting educative value. Another motive force in the construction of these temples could be traced to the personal vanity of succeeding kings who wanted to perpetuate their memory by being associated with the creation of such living monuments. Advertising, however, as understood today, must necessarily be linked with the commerce and industry of a country. Growth of such advertising in India's early economy was not possible, for till the British came to India, ours was primarily a village economy. Each village lived practically in economic isolation, whatever links that existed with the outside world being cultural or religious. The main purpose of advertising is to create new wants and thus improve one's standard of life. To a country nurtured in the philosophy of limited wants, where people believed in high thinking and plain living, new industries, new gadgets, had no use. Necessarily, advertising as the hand-maiden of industry and commerce, too, seemed out of place. To the advent of the British and the impact of their political thought and scientific outlook on our way of life, must be attributed the reason for a

change in this outlook. In India the story of modern advertising is hardly half a century old. It began in a small way with advertising in the Press of a few imported luxury goods. The Press itself has, of course, a much longer history. The first newspaper was started in Calcutta in 1780, the Bengal Gazette, and by 1786 there were four weekly newspapers and monthly magazines published in Calcutta; one of them, the Bengal Journal carried the first advertisement free of charge!! Today every improvement in technology has brought new resources to the aid of publicity men. The printing press, the film, the radio, television (not in India) each of these has been pressed into service in ingenious ways to carry a message to the potential consumer. Assessment of the value of different media as to their suitability for different types of audiences, the response of readers or listeners or viewers to different types of advertisements are all matters of close and continuous study in the advanced countries in the ceaseless struggle for markets.

It is not entirely an accident that leading organisations engaged in advertising in India such as the Advertising Agencies Association and the Indian Society of Advertisers have recently felt it necessary to launch a campaign "to advertise advertising" and to impress on the public and the authorities the role of advertising in a developing country. It is in this context, *THE ADVERTISERS' VADE-MECUM* fills up the serious gap in the reference literature available to those concerned with the advertising business in India. It serves not only as a handy directory regarding the media available, the

agencies and associations engaged in advertising and other technical information of value to advertising people, but also provides those facts and figures about the national and regional economies, such as the occupational pattern, the income pattern, the consumption pattern and similar data, which will be useful to any advertiser or agency in planning a scientifically designed campaign to reach the largest mass of the population. The diversity of India in languages and in the habits and ways of living of the people makes it necessary that an advertiser should plan his campaigns to suit the particular audience to whom his appeal will go. A country's market potential is indicated by the nature of its economy, the size and character of its population and the way that population earns and spends its income. For India, a study of its market potential offers an exciting adventure because it is a country whose economy has entered on a rapidly developing phase. The remarkable growth of India's industries and agriculture in the ten years since Independence has changed the face of the Nation. In the Section "India the Country and People" an attempt has been made to present as comprehensively as possible the facts and figures about the country and the people and a picture of the pattern of income and demand which India's vast and growing market represents. The Section on languages which is a distinctive feature of this year book will be of real help to advertisers. The information provided in the States Section has not been offered before in this form in any other publication. The information contained in the Media and Directory sections which have been published as Part IV at the end

of the book for easy reference, is, up-to-date and authentic. In short, the book commends itself to all those engaged in or interested in advertising in India and in the coming years it will become an indispensable reference work on Indian advertising.

THACKER'S PRESS & DIRECTORIES LTD., CALCUTTA-1

The Ninety-fifth edition of the Thacker's Indian Directory of India, Burma, Ceylon, Pakistan and the World is richer and fuller than ever. The improvements on the last issue have been continued. The World Trade section has been further edited and therefore this issue contains more important classified trades and professions of the world. Attention has been directed towards further improvement of the Classified list of Trades and professions in Calcutta, Bombay, Delhi, Madras and mofussil. Strict observance of the States Re-organization Act, 1956 has been maintained in compiling the States Official Section. Equal care has been taken in compiling Burma, Ceylon and Pakistan Sections. Added to all this is the new section, Industrial Advancements (Review) Section in which India's Industrial progress in public as well as private sector has been discussed. It is not out of place if it is mentioned here that "Thacker's Indian Directory



S. Vedantam—Kausalya married on 26th June

of India, Burma, Ceylon, Pakistan and the World" is recognised as an indispensable book of reference in almost every office in India and offices abroad, who are interested in Indian Trades and Affairs. It is in constant use throughout the year and affords a permanent means of bringing advertisements continuously before the public.

S. VEDANTAM.

SOUTHERN RAILWAY SEVENTH CHILDREN'S HOLIDAY CAMP

GEO B. AMBROSE

Senior Labour Welfare Inspector (Scouts)

ON the evening of the 24th May 1959, the children of the Railway employees arrived at Madras Egmore with their Guides to participate in the Seventh Holiday Camp. Sri K. Subramaniam, Personnel Officer (Labour) and Sri R. Gopalakrishnan, Chief Personnel Officer, came to see the children off by Tinnevely Express. The children and parents were very much elated when they saw the Officers personally coming to see the arrangements as well as to see the children off.

En route, children from Vriddhachalam, Salem Market, Trichinopoly, Golden Rock and Madura joined

Sri R. Gopalakrishnan, C. P. O. and Sri K. Subramaniam, P. O. (L) with the children and their parents at Madras Egmore Station before the departure of the train



Sri R. Gopalakrishnan, C. P. O. and Sri K. Subramaniam, P. O. (L) with the guides at Madras Egmore Station before the departure



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the main party. The strength was 49 children including 7 girls, when they arrived Madura on the 25th.

After breakfast, the children left for Theni. By noon, the party was at Theni, where they were given meals. The party left by a special bus to Lower Camp, nearly 30 miles from Theni. A spacious well-lighted bungalow with water taps and other conveniences was allotted for use of the children of the Lower Camp by Sri A. A. Thomas, Divisional Engineer (Operation), Periyar Project. After bath and tiffin, the children had rehearsals for the camp fire that night. After night meals, a Camp Fire was got up in which many boys and girls displayed their histrionic talents. The items were a source of immense joy and pleasure to the audience.

Early next morning they were taken uphill by bus. The bus wound its way through high hills and thick jungle for nearly 10 miles. The weather was also very fine, very much conducive to keep up the cheery spirits of the children. By 9.30 a.m. the party arrived at the Upper Camp. A special Estate Boat, "Downton" took the children across the Periyar lake to Periyar Dam. The journey in the broad sheets of water of the lake, surrounded on all the sides with high hills and great forests was really a memorable one. The party arrived Periyar Dam by 12 noon and were shown round the site. By 1 p.m. the party completed the sight-seeing at the Dam Site and returned by the boat to Upper Camp. *En route* the children saw several wild elephants in the Game Sanctuary.

At 4.30 p.m. the children were taken to Power House at Lower

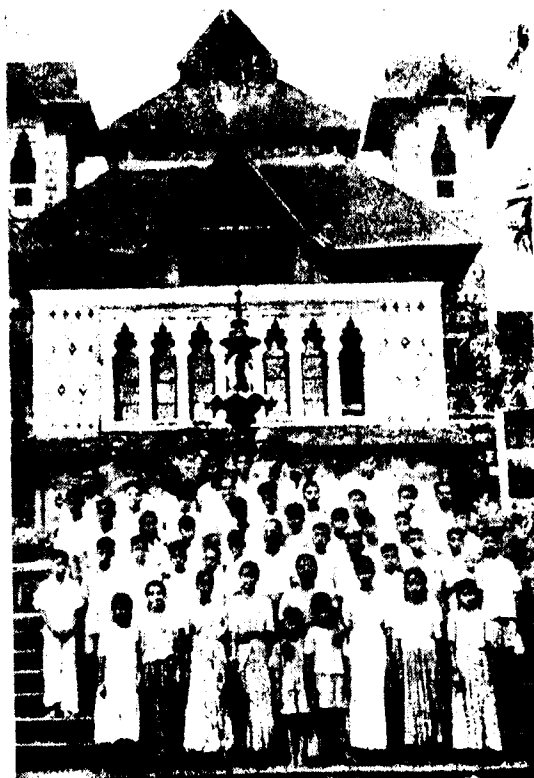
Camp. Our thanks are due to Sri A. A. Thomas, Divisional Engineer, Periyar Project who saw to the comfortable accommodation for the party, and deputed his staff to take the children round the Power House in convenient batches and explain the details of the working of the Hydro-Electric Project. The party returned to the Lodging in the evening, had their dinner and returned to Theni to have a well-earned rest in the special bogie.

On the 27th the party left Theni for Madura. Here also a special bus took the party first to Thirumalai Naick Mahal, which is still in a good state of preservation. Climbing up the Mahal, which is easily accessible by winding stairs, the children had a bird's-eye view of the entire city. From there, the party was taken to Mariamman Teppakulam. From here, they proceeded to Sri Meenakshi Amman Temple. The children were shown round the temple, the tank of Golden Lotus and other parts. Sri G. Audikesavalu, Asst. Personnel Officer/Madura, saw the children off to Trivandrum the same evening.

The party arrived Trivandrum at 9.30 a.m. Mr. Nath, Asst. State Org. Commr. (Scouts) of Kerala State with his Rover met the party at the Station. The party was taken to the Waterworks, Aruvikarai, by a special bus, where the children had first-hand information about the working of the Waterworks. In spite of drizzling, the party was taken by bus to the Museum and the Zoo. By 2.30 p.m. the party left by bus to Cape Comorin, 54 miles off from Trivandrum. Arriving Cape at 6 p.m. the party had games and visited Kanyakumari Temple.

Though the children got up from their beds at 5-30 a.m. on the 29th they could not see the sunrise due to cloudy weather. However, they were allowed, under proper escorts, to have sea-bath which they enjoyed very much. They then visited Gandhi Mantap and proceeded to Suchindram Temple and had 'darshan' of the Lord. The party arrived Trivandrum at 11-45 hours.

At 2 p.m. the party proceeded to the Travancore Rubber Works, where cycle tyres, tubes, shoe soles, etc., are being manufactured. The party also visited the Aquarium where fish of rare specimens are exhibited. They also visited Sri Padmanabhaswami Temple and did some shopping in the market. The party boarded the train at 5-30 p.m. for Ernakulam.



At the Museum, Trivandrum

HEATLY & GRESHAM LIMITED

(INCORPORATED IN ENGLAND)

CALCUTTA - BOMBAY - MADRAS - NEW DELHI

SOLE REPRESENTATIVES IN INDIA FOR

BRITISH LABOUR PUMP CO LTD: Vertical, Packingless, Self-priming Centrifugal Pumps for Chemicals & Corrosive Liquids.

DOUGLAS (SALES & SERVICE) LTD: Industrial Power Trucks & Trailers.

K. D. G. INSTRUMENTS LTD: Air Pressure & Hydrostatic Liquid Contents Gauges, Float operated Switches, Temperature Recorders.

PRITCHETT & GOLD & E. P. S. CO LTD: Electrical Storage Batteries and Accumulators of all types. 'DAGENITE' Motor Car Batteries. P & G Lead Acid Stationary Accumulators & Switch Tripping Equipment. Train Lighting Batteries. NIFE Hand Lamps, etc.

TECALEMIT (INDIA) LTD (Inc. in England): 'TECALEMIT' Garage Service Equipment—Lubrication Batteries, Hydraulic Car Lifts, Air Compressors, Car Washing Plants, Power Guns, Gear Oil Dispensers, Industrial & Locomotive Lubrication, Filtering & Metring Equipment, etc.

And other Manufacturers of Building Material and Equipment.

Also for **LOCOMOTIVES & SPARES — ROLLING STOCK & FITTINGS**
TRACK EQUIPMENT & MACHINE TOOLS

July 1959

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On Board Training Ship I. N. S. Hathi at Cochin

On the 30th May, the children arrived Ernakulam at 4-45 a.m. The party was taken to Tata Oil Mills and the Management of the Oil Mills was kind enough to allow the children to go round the various parts of the Factory. The party was divided into three batches and shown the different processes of manufacture of Hair Oils, Vanaspathi, Cocogem and Soaps. They were much excited to see bottles cleaned by water flowing at a high speed through pipes.

At 11-45 a.m. the children were taken to the Aerodrome where they saw the landing of Aircraft. They also went round the I.A.F. Workshops, where they saw a sea-plane also.

The party then visited the I.N.S. Base at Cochin and was shown round the Training Ship I.N.S. HATHI. They were taken to the Jewish Synagogue built in 1608 at Cochin where they were shown the Old Testament (Bible) written on sheep skin by hand in a casket and also the Gold Crown of 100 sovereigns, presented by the great grandfather of the present Rajapramukh. In the evening, the children visited the Harbour where they saw Cargo ships. The party was then taken by boat to Ernakulam.

The party had by then completed the entire programme. They arrived Madras Egmore on the 1st June 1959.

THE SOUTHERN RAILWAY BHARAT SCOUTS AND GUIDES CENTRAL DISTRICT

ANNUAL CAMP FOR ROVERS AT LOWER CAMP. PERIYAR.

An Annual Camp for Rovers of Central District was conducted at the Lower Camp from the 11th to the 15th May 1959 under the charge of Sri M. Ranganathan, A.D.C. (Rovers), assisted by Sri B. K. Srinivasa Rao, D.R.S.L. 40 Rovers from various Crews of Central District participated. The Camp was formally opened at 4 p.m. on the 11th May 1959. Rovers were divided into three Patrols and were set to routine work for three-days camp. A Central Mess for Rovers was operated under the control of Sri N. E. Ramamoorthy, assisted by Sarva Sri R. Rajagopal and B. Thiagarajan.

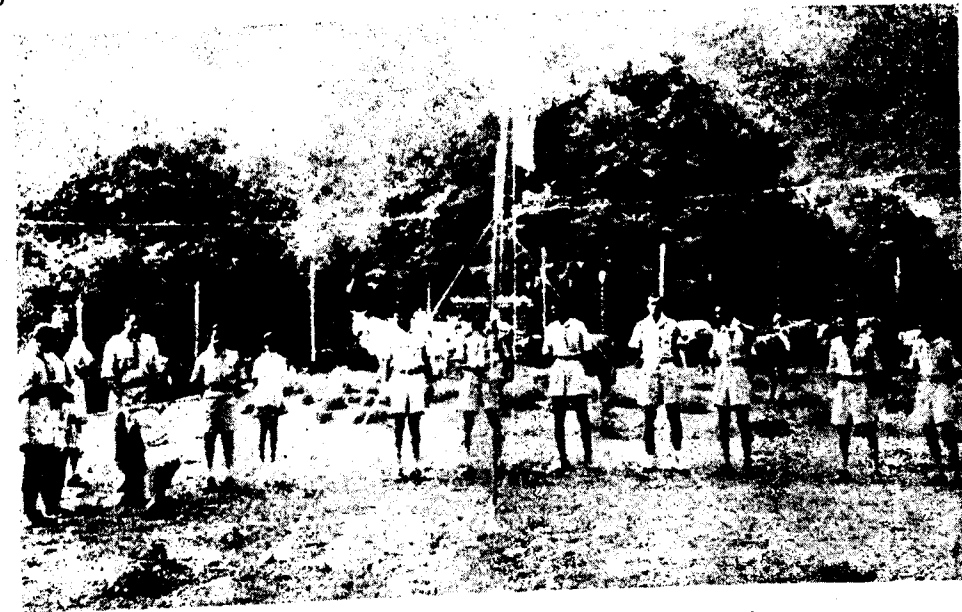
Sri A. A. Thomas, Divisional Engineer (Operations), Periyar Project, officially inaugurated the camp at the Flag Parade at 8 a.m. on the 12th and addressed the Rovers. He explained the details of work done by the Pro-

ject authorities and Power Station. He also wished them a happy camp life.

The Campers had a tough but interesting programme covering the subjects of first class standard. In the afternoon of the 12th they visited the Periyar Game Sanctuary, which was reached after a 9-mile boat trip, and Periyar Dam. The trip was very interesting and enjoyed by the campers as they drove all along through the natural beauties of Forest. They had the opportunities of seeing some wild animals especially wild dogs and Sambar deer.

Sri J. S. D. David, Safety Officer and District Commissioner (Scouts), who was camping with them, also accompanied them to the Game Sanctuary. This visit promoted the knowledge of the campers in Engineering and construction of the Periyar Dam. While returning the campers walked the distance of 4½ miles from Thekkadi to Lower Camp which covered a portion of their hiking training.

Group Photo of the Campers



Presentation Ceremony—Flag of Honour at Flag Parade

On the 13th Sri David unfurled the flag and awarded the flag of honour for the winning Patrol of the day. He also took a session in Nature Study. Opportunity was also availed to give training as Instructors for Sarva Sri Pattaliraman, Velappan Pillai, Ramen Kartha and R. V. Subramanian, who have recently completed the Rover Wood Badge Part II course successfully.

On the 14th they had a programme of tracking and mountaineering. Sri B. G. Balakrishnan, Senior Accounts Officer, Perambur and Chairman of the Executive Committee, who arrived at the camp site in the afternoon, addressed the campers. He stayed with the campers till the break up of camp, at 9 p.m. on the 15th. Sarva Sri Singha, Traffic Probationer and G. Audikesavalu, A.P.O./Madurai, spent a night with the campers, and spoke to them.

During the camp, on all the nights, the campers had Camp Fire which was attended by the staff of the Periyar Project, who were residing in the nearby colony. They were very much impressed with the activities of the Rovers.

Our hearty thanks are due to the Electrical Department of the Periyar Project for the facilities extended by them which helped in no small measure for the success of the camp.

D. Ramaswami Iyer, Head Clerk, Comml. Branch retires

A pleasant function was got up organised by Messrs. V. Shankar and T. M. Rajagopal, Head Clerks at the N.G.O.'s Canteen on Friday the 5th June 1959 to bid farewell to Sri D. Ramaswami Iyer, Head Clerk of the office of the Chief Comml. Supdt. (Claims Section), Madras, who retired

after serving the Railway for 35 years. Mr. V. Krishna Venon, P.A. to CCS, presided on the occasion. After tea, Mr. Krishna Venon spoke a few words about the good qualities and efficient working of the retiring official. Messrs. B. L. N. Rao, V. Ramasrinivasan, A. G. Srinivasan and George Anbudoss also spoke. With a vote of thanks proposed by Sri V. Shankar the function terminated.

Railway Press Head Clerk Retires

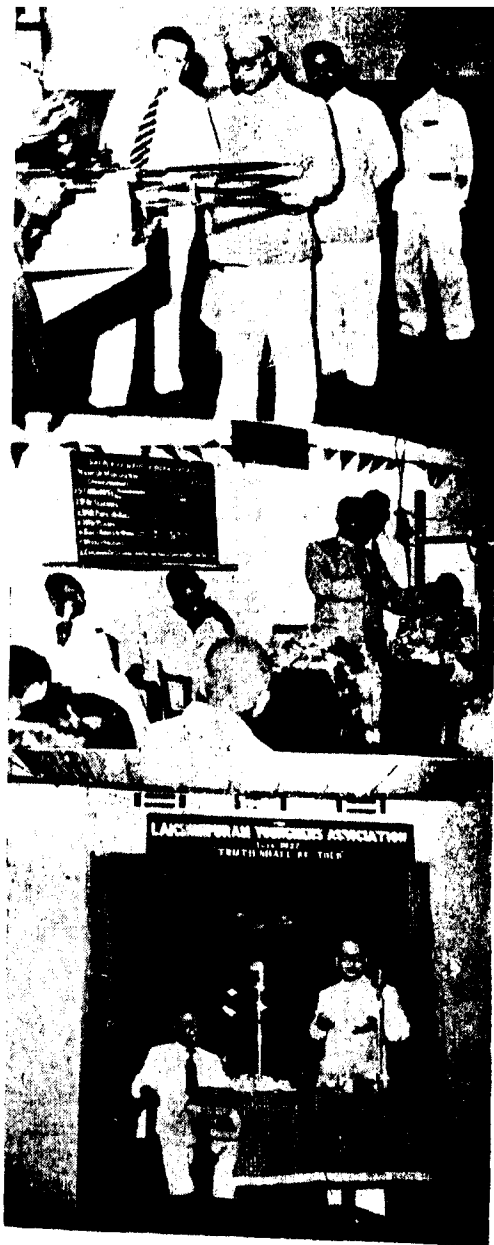
A pleasant function was got up on the evening of 10th June 1959 by the staff of the Southern Railway Press in the Staff canteen, Rayapuram, to bid farewell to Sri M. Manickam Chettiar, Head Clerk, on the eve of his retirement after about 31 years of service.

After tea, a meeting was held with the Press Superintendent, Sri M. S. Rao, in the chair. After prayer, Sri M. Chitti Babu presented a farewell address eulogising the meritorious services rendered by the retiring employee. The staff, in token of their affection and long association with Sri Chettiar, presented him with a memento.

Sri M. S. Rao, who presided over the function, expressed his great admiration of the sincere and capable way Sri Chettiar conducted himself which rightly earned for him the affection of all. He exhorted others to follow the example set by Sri Chettiar.

The Chief Guest replied thanking them all for the affection shown to him and help given to him during his services and expressed his great sorrow to part with officers and staff with whom he had the privilege to serve.

Sri P. V. Shanmugasundaram, proposed vote of thanks.



Top : Sri S. V. Ramaswamy, Dy. Minister for Railways, visited the T. I. Cycles Factory at Ambattur during his recent visit to the South. The G. M. and the C. C. S. are also seen in the picture

Centre : The Dy. Minister inaugurating the First Madras-Trivellore Suburban Rly. Passengers' Conference at Ambattur

Bottom : The Dy. Minister speaking at the Lakshmi-puram Youngmen's Association

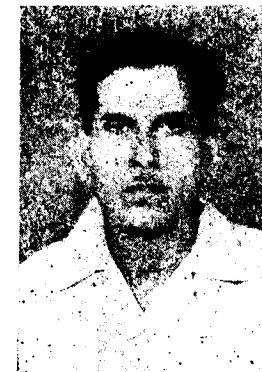
July 1959

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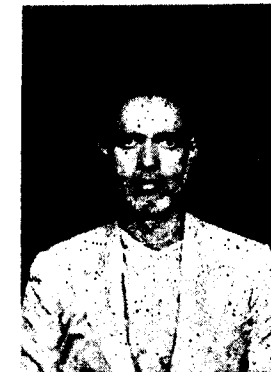
49



Shaik Nabi,
Engine Fitter



C. T. Poornasingh,
Engine Fitter



Shaik Baboo,
Boiler Maker



V. Ramudu,
Engine Fitter

The above staff were specially invited to the "Get together" Tea-party held at Bezvada during the Railway Week

The Divisional Railway Users' Consultative Committee, Guntakal, met at Pakala on 16th June



July 1959

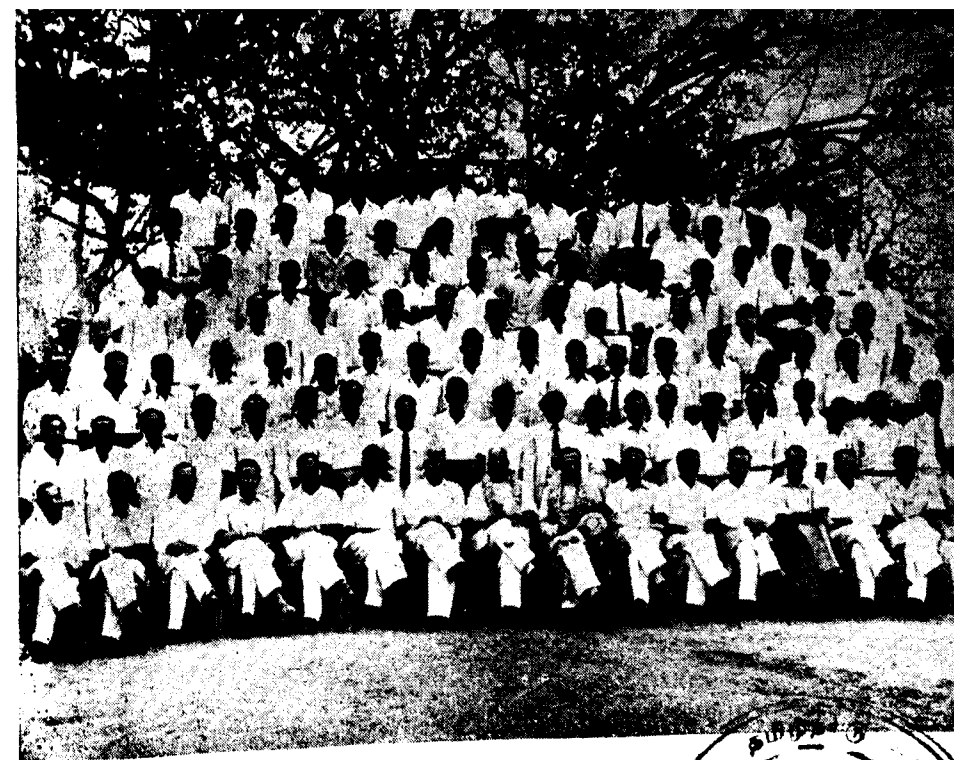


The Rovers of the Netaji Scout Group, S. Rly., Trichinopoly, put on boards a drama, **PRESIDENT PANCHAKSHARAM**, on 25th April 1959 in aid of the Group Fund. Left: Group photo of those who took part in the drama. Right: A scene from the drama

Another scene from
PRESIDENT PANCHAKSHARAM



Sri S. V. Venugopal as
PRESIDENT PANCHAKSHARAM



Group photo taken on the eve of transfer of Sri G. P. W. to Dy. C. E. (Constn) to Railway Board (technical staff)—28.5.1959

CELINA Model Railroad Exhibition at the Ashley Biggs Institute. The Dy. Minister for Rly. Sri S. V. Ramaswamy, Sri A. C. M. and other officers watch the working of the model railroad



WEDDING BELLS



D. R. Samuel, C. C. S.'s Office, TPJ and Chandravathy Dorean were married at Nazareth on 4.5.1959



R. Rajam, daughter of Sri T. R. Raniachandran, PO/G, S. Rly., Madras and G. K. Sankaranarayanan, B.Sc., B.E. (Hons.), were married on 26-6-1959 at Tambaram, Madras



Washeeli, daughter of Sri J. Devadoss, G. M.'s (P) Office and Williams Nathaniel were married at Perambur on 27.5.1959

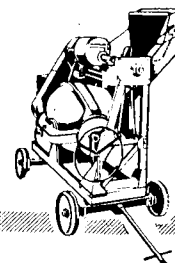
*

Santha, B.A., daughter of Sri S. A. Babji Naidu, AEN/TBM and Dr. B. Seshadri, B.D.S., Lecturer, Osmania Medical College, Hyderabad, were married on 10-6-1959 at Tambaram



Ask Jacks about it

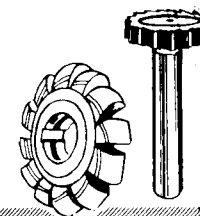
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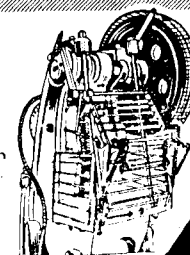
Concrete Mixers.
Model 7 T.H. cub. ft.
Capacity, for faster
output

**A
N
D**



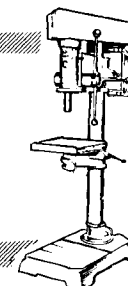
**HINDUSTHAN
SMALL TOOLS.**
Milling Cutters, Reamers
& a host of other tools
British Standards

**AMETEEP
POWER PRESSES**
Interlock guards with
Safe Automatic adjust-
ments



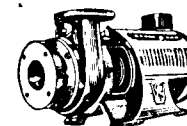
PUSCO

DRILLING MACHINES
All geared Drive (Bench
Type) for Dependability
and Accuracy



**SAVE
FOREIGN
EXCHANGE**

WORTHINGTON SIMPSON



MONOBLOC

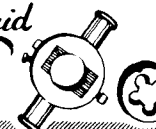
CENTRIFUGAL PUMPS
for irrigation Domestic
& Industrial applications



HINDUSTHAN DIE CO.
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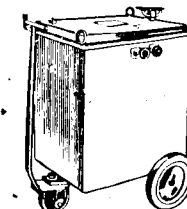
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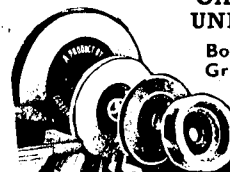


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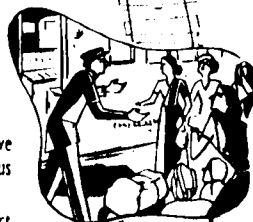
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