

ALL ABOUT MADRAS

A COMPREHENSIVE GUIDE & DIRECTORY TO THE CITY

WITH A POUCH AT THE END CONTAINING
A COLOUR - MAP OF THE CITY OF MADRAS



PUBLISHERS

THE LITTLE FLOWER CO.

T. NAGAR :: MADRAS-17

1959]

[Price Rs. 3

Copyright with the Publishers
First Edition: Dec. 1959

U8.211

1959

Acc. No. 566

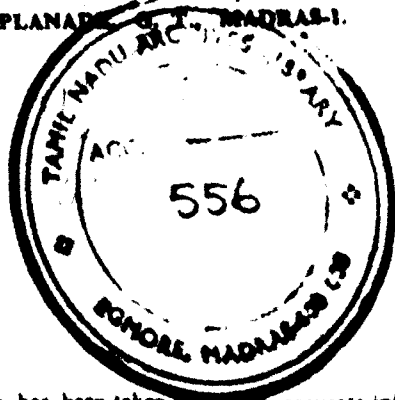
dt 16.11.77

LIFCO'S Agents in the City:

Messrs. M. DAMODARAM & CO.,

BOOKSELLERS, "APPAN BUILDINGS",

9/286, ESPLANADE, CHENNAI-1.



Note:—Every care has been taken to furnish accurate information, but, the Publishers do not hold themselves responsible for any errors or omissions; readers' kind attention is also drawn to the Business Reply Post-Card attached inside.

Printed at Gnanodaya Press, 11, Anderson Street, Madras-1

Welcome !!!

MADRAS, the chief City of the South, the seat of the Government of the Madras State and the cultural gateway of South India, offers you a *Hearty Welcome*.

OUR City has a great history. It holds out a rich fare of South Indian art, sculpture, architecture, aesthetics, music and the *Bharata Natya* form of dance, and promises to afford you comfortable stay in its neat and well-kept hotels and recreation clubs.

THE City and the State of Madras abound in temples and mosques.

NOTE: If you happen to visit them, please remember that visitors are expected to enter their precincts WITHOUT shoes.

THERE are many places of interest — both inside and around the City; but, there are no cabarets, no dance-halls or any substitutes for them in this City and so, no night life! Yet, we hope, your visit will be interesting and instructive — yielding pleasure as well!

THIS book has been planned and produced to provide information to the different types of visitors to this great and ancient City. We, therefore, presume that this book would serve you well.

Its main aim is to furnish helpful and relevant information on different matters of interest to the visitors. There is also the idea to make this publication an annual one. We would, therefore, be happy to receive suggestions and ideas calculated to make the future editions of the book more comprehensive and useful.

"BHURANGAM",
8, Ranganathan Street,
T. Nagar, Madras-17,
19-12-1959.

THE LITTLE FLOWER CO.,
Publishers.

ALL ABOUT MADRAS

Acknowledgments

WE wish to express our deep debt of gratitude to many of our friends who have done much towards the compilation and printing of this book.

SPECIAL mention has to be made of the following good friends:

- (1) Sri V. S. Krishnaswami Aiyangar, B.A., L.T.,
Retired Head Master;
- (2) Sri J. A. Devasahayam, M.A., DIP. AUTO ENG.,
F.S.I.S., F.M.I.M.,
Secretary, Automobile Association of
Southern India; and
- (3) Sri T. R. Chakravarty,
Chief Reporter, The "Swadesamitran".
- (4) Sri K. S. Ramanujam, Representative & Correspondent,
the *Hindustan Times*, 193, Mount
Road, Madras-2

OUR grateful thanks are also due to Sri Gnanodaya Press, 11, Anderson Street, Madras-1 (Phone No. 4051), who, in spite of several prior commitments and practical difficulties, went all out to produce this book expeditiously and attractively.

THESE are days of paper famine in India. To our Paper Dealers, Messrs. P. Moonirathinam Naidu & Sons, Paper Merchants & Stationers, 10, Stringers Street, Madras-1 (Phone No. 55213), therefore, we tender our heartfelt thanks for their supply of paper for this book.

OUR sincere thanks are also due to the reputed Artist Ravi, to Messrs. Chinni Photo Stores, T Nagar, and to the Commercial Printing & Publishing House, 45-46, Armenian Street, Madras-1 (Phone No. 4037) for the wrapper-design for the various photographs and for the blocks respectively.

WE are very proud to record that many reputed firms and advertising agencies have taken advertisement space in this book. May GOD bless them all for their gesture of good-will!

VALUABLE help has also been received from several other friends, and to them all, we express our gratitude.

MADRAS-17,
19-12-1959. }

THE LITTLE FLOWER CO.,
Publishers.

Contents

	PAGE
Welcome !	iv
Acknowledgments	vii
Index to Advertisers	xi
Important Telephone Numbers	xiii
City Train Timings	xv
Hints to Travellers	1
Short History of Madras	5
When to Visit	6
Information Centres and Travel Agencies	13
Foreign Consulates in Madras	14
Trade Representatives of Foreign Government in Madras	15
Where to Stay	20
Transport	26
Places of Interest or Natural Beauty	48
Art and Culture	54
Broadcasting	55
Temples, Churches and Mosques	63
Parks and Zoological Gardens	66
Libraries & Museums	72
Public Halls	74
Picture Houses	79
Swimming and Boating	81
Racing and Other Sports	82
Clubs and Associations in Madras City	103
Picnic Spots or Places of Worship in and Around Madras	123
Medical Facilities	127
Hospitals and Nursing Homes	135
Corporation of Madras	143
The Government of Madras	

ALL ABOUT MADRAS

CONTENTS (Contd.)

	PAGE
Important Public Offices in and Around Madras City	146
University and Higher Educational & Research Institutions	167
List of Colleges in Madras City	175
Scheduled Banks in Madras City	177
Chambers of Commerce and Trade Associations in Madras City	184
Madras Port Trust	208
Industrial Development of Madras	211
Handloom Industry	268
Some of the Manufacturers of Ready-made Garments in Madras City	273
Film Industry	277
Advertising Agencies in Madras City	282
Newspapers & Periodicals	284
Madhavaram Milk Colony	295
Exhibitions & Festivals	297
Markets	299
Select Trade List	302
Hints to Employers and Employment Seekers	336
Facilities for Tourists	339
Courtesy to Tourists	341
Remember These Points When You Visit Others	343
Postal Information :	
Mobile Post-Office	347
Postal & Telegraphic Rates	348
List of Set Phrases for Greeting Telegrams	352
Weights & Measures	353
Bus Routes	358
Corporation Divisions	367

Am Revolt

Index to Advertisers

	PAGE
A.L.S. Productions	113
A.V.M. Ltd.	142
Addison & Co. (Private) Ltd.	113
Addisons Paints & Chemicals Private Ltd.	276
Agents & Distributors Private Ltd.	22
Airlines Hotels & Caterers (Madras) Private Limited	315
Amarchand Sobachand	22
Ambi's Cafe	326
Amrutanjan Limited	287
Ananda Vikatan	68
Associated Industrial & Engineering Corporation Ltd.	249
Automobile Association of Southern India	73
Ayurvedasramam (Private) Ltd.	187
Balussery Benefit Chit Fund Private Limited	256
Bank of Mysore Ltd.	134
Bengal Trading Co.	11
Bharat Travel Service (Private) Ltd.	148
Binny's Engineering Works Private Ltd.	310
Books (India) Private Ltd.	160, 331
Buckingham & Carnatic Company Limited	32
Burma-Shell Oil Storage & Distributing Co. of India Ltd.	31
Caltex (India) Ltd.	76
Carborundum Universal Ltd.	114
Cauvery Spinning and Weaving Mills Ltd.	243
Century Flour Mills Ltd.	145
Chemical Enterprises Private Ltd.	187
Chhotabhai & Co.	21
Commercial Goods Transports	298
Coronation Litho Works	119
Curzon & Co.	296
Devi Films (Private) Ltd.	301
Director, Madras State Transport Department	301
Director of Industries & Commerce, Madras	301
Director of Information & Publicity, Madras	301

ALL ABOUT MADRAS

INDEX TO ADVERTISERS (Contd.)

	PAGE
Director of Khadi	...
Dunlop Rubber Co. (India) Ltd.	95
East India Industries (Madras) Private Ltd.	153
English Cycle & Motor Importing Co., Private Ltd.	119
English Electric Co. of India (Private) Ltd.	88
Gannon Dunkerley & Co., (Madras) Private Ltd.	241
Gemini Studios	188
General Papers Limited	337
Goyals Dresses	210
Gupta's States Hotel	256
Handicrafts Emporium	45
Higginbothams (Private) Ltd.	255
Himco Batteries (Madras) Private Ltd.	309
Hindustan Dealers Limited	96
Hotel Dasaprakash	316
Hotel Romana	17
Hydraulics Private Ltd.	18
India Book House	166
India Cements Limited	263
India Company (Private) Ltd.	191
India Leather Corporation Private Ltd.	36
India Pistons Private Ltd.	120
India Silk House	213
India Steamship Co., Ltd.	244
Indian Bank Ltd.	159
Indian Hardware Industries Ltd.	181
Indian Industrial Co., Ltd.	288
Indian Institute of Homoeopaths	120
Indian Mutual General Insurance Society Ltd.	263
Indian Overseas Bank Limited	52
Industrial Estate Manufacturers' Association	182
Integral Coach Factory	222, 223
International Clearing and Shipping Agency	231
J. B. Mangharam & Co.	147
Jai Dayal Kapur	325
Jamil Marikar	335
	122

INDEX TO ADVERTISERS (Contd.)

	PAGE
Janahi & Co., G.	59
K. C. P. Ltd.	125
Kasi Visvanatha Aiyar, N.	180
Kasturi & Sons (Private) Ltd.	107
Kesoram Cotton Mills Ltd.	49
Klein & Peyerl	77
Kothari & Sons	87
Lala Gopikrishna Gokuldoss	141
Little's Oriental Balm & Pharmaceuticals Ltd.	132
M. B. T. Co.	35
Madras Circle Pipe Dealers' Association Ltd.	172
Madras Circle Registered Stockholders' Association Ltd.	133
Madras Literary Society and Auxiliary of the Royal Asiatic Society	67
Madras Port Trust	209
Madras State Handloom Weavers' Cooperative Society Ltd.	271
Madras Type Foundry	114
Mahomed Ebrahim & Co. Private Ltd.	62
Mettur Industries Ltd.	275
Modern Agencies	Back cover
Modi and Modi	264
Moonrathinam Naidu & Sons, P.	325
Morton (India) Ltd., C & E.	60
Mount Mettur Pharmaceuticals Private Ltd.	369
Mysore Fertiliser Company	78
New Asiatic Insurance Company Ltd.	36
New Swadeshi Cotton Mills	289
Obul Reddy (Madras) Private Ltd.	52
Orient Distributors	134
Padmashree Productions	65
Parry & Co. Ltd.	7,40,171
Pilmen Agents (Private) Limited	223
Poppat Jamal & Sons	195
Premier Suppliers Private Limited	326
Queen's Hotel	18

INDEX TO ADVERTISERS (Contd.)

	PAGE
R. S. M. & Co.	188
Ram Mohan & Co. Private Ltd.	8
Ram-Nath & Co.	174
Ramson & Co., (1916), K.	332
Ramson Knitting Mills Private Ltd.	272
Ratans	315
Rhanos Private Limited	71
Royal Cycle & Motor Co.	101
Ruby Rubber Works Limited	196
Shaik Mohamed Rowther & Company, K.P.V.	293
Shanmugam Brand Steel Trunk Works	274
Sherif Travel & Cargo Service Private Ltd.	12
Shivaji Films Private Ltd.	51
Simpson & Co., Ltd.	165
South India Corporation (Agencies) Private Ltd.	236
Southern Industrial Corporation Private Ltd.	244
Southern Languages Book Trust	200, 201
Southern Railway	102
Spencer & Co., Ltd.	196
Sri Krishna Spg. & Wvg. Mills (Private) Ltd.	154
Sri Rama Vilas Service (Private) Limited	108
Surajmull Lallubhai & Co.	Opening page
Thomas & Co. (India) Ltd., A. V.	345
Travancore Rayons Limited	309
Union Co. (Motors) Private Ltd.	235
United India Fire and General Insurance Company Limited	140
United States Information Service	12
Vale & Co., G.K.	Back inside cover
Vanguard Insurance Co., Ltd.	39
Veecumsee Jewellers	288
Vijaya Productions Private Ltd.	46
Vummidu Ramiah Chetty Guruswamy Chetty & Co.	264
Wheel & Rim Co. of India Private Ltd.	126
Wilfred Pereira Private Ltd.	68, 95

x

ALL ABOUT MADRAS

IMPORTANT TELEPHONE NUMBERS

Ambulance (Fire & Ambulance Service)	0*
Automobile Association of Southern India (A.A.S.I.) (for road information and free breakdown service to members and visiting members of other Automobile Associations throughout the world)	86121 85441
Electricity Failure	0*
Fire & Ambulance	80611
Indian Airlines Corporation : Airport City Office	86433 93*
"	
Police (Emergency)	4481
Postal Enquiries	(See next Page)
Railway	
Telephone :	98*
Local Complaints	97*
Local Enquiries	97
Morning Alarm & Reminder Service	55466
Overseas Calls	94
Time	90*
Trunk Booking	91*
Trunk Enquiry	21614
Telegrams : Enquiries (Inland)	2050
" (Foreign)	95
Phonograms	4557
" Complaints	86999
Tourist Information Office	85426
Water Supply - Failure and Complaints	

* Calls to these numbers are not charged.

ALL ABOUT MADRAS

xi

SOUTHERN RAILWAY ENQUIRY & RESERVATION

Madras Central

Enquiry Offices (Open 6 to 21 hours) —

Reservation of Berths to Stations in the direction of Bombay and to Metre Gauge Stations via Guntakal	55451
Reservation of Berths to Stations beyond Jalarpet, in the direction of Ootacamund, Mangalore and Cochin	55452
Reservation of Berths to Stations in the direction of Calcutta and Bangalore	55453
Reservation of Berths to Stations in the direction of Hyderabad, Nagpur & Delhi including Third Class seats in the Bi-weekly air-conditioned De-luxe express trains	55454
General Enquiries other than reservation	21211

Madras Egmore

Enquiry Offices (Open 6 to 21 hours) 84818 & 85446

TOWN BOOKING OFFICES

N.S.C. Bose Road, Madras-3	31672
George Town, Madras-1	5253
Jammi Bldgs., Royapettah High Rd., Madras-4	72750
Mount Road, Madras-2	85642
Pondi Bazaar, Madras-17	88491
Triplicane, Madras-5	86179

CITY TRAIN TIMINGS (AS ON 13-12-1959)

Central

	Dep.	Arr.
Howrah Mail	8 00 p.m.	6 50 a.m.
New Delhi Grand Trunk Exp.	10 45 a.m.	3 50 p.m.
Delhi Janata Express	11 45 a.m.	2 30 p.m.
Bombay Mail	8 35 p.m.	7 30 a.m.
Bombay Express	7 25 a.m.	7 55 p.m.
Bangalore Mail	9 15 p.m.	5 50 a.m.
Bangalore Express	11 00 a.m.	3 15 p.m.
Mangalore Mail	7 40 p.m.	7 15 a.m.
Nilgiri Express	8 15 p.m.	7 00 a.m.
Cochin Express	6 05 p.m.	8 35 a.m.
Vizagapatam Pass.	6 25 p.m.	10 50 a.m.
Vizagapatam Parcel Pass.	10 30 p.m.	...
Waltair Parcel Pass.	...	4 15 a.m.
Raichur Pass.	8 40 a.m.	5 50 p.m.
Shoranur Pass.	9 25 p.m.	5 20 a.m.
Bangalore Pass.	6 15 a.m.	9 10 p.m.
Jalarpet Pass.	11 30 a.m.	2 50 p.m.
Renigunta Pass.	4 52 p.m.	9 47 a.m.
Katpadi Pass.	5 42 p.m.	...
Gudur Pass.	7 00 a.m.	8 25 p.m.
Gudur Pass. (via Renigunta)	...	9 45 p.m.

Madras-New Delhi Bi-weekly Airconditioned Express
Departure at Madras Central on Mondays and Fridays
4-45 p.m.; Arrival on Mondays and Fridays 10-25 a.m.

Madras-Bombay Tri-weekly Janata Express Departure at Madras Central on Mondays, Wednesdays and Fridays 12-30 p.m.; Arrival on Mondays, Thursdays and Saturdays 5-00 p.m.

Note: Janata Express — III Class only.

Egmore (Main Line)

	<i>Dep.</i>	<i>Arr.</i>
Dhanuskodi Boat Mail	7 25 p.m.	8 10 a.m.
Trivandrum Pass.	8 30 p.m.	6 20 a.m.
Tenkasi Pass.	6 45 a.m.	8 55 p.m.
Madurai Parcel Pass.	9 55 p.m.	5 50 a.m.
Cuddalore Pass.	3 35 p.m.	11 40 a.m.

Egmore (Chord Line)

Trivandrum Express	8 15 p.m.	7 25 a.m.
Tinnevely Express	6 45 p.m.	8 35 a.m.
Tuticorin Express	9 30 p.m.	6 40 a.m.
Dhanushkodi Pass.	10 30 a.m.	4 20 p.m.

Beach

Conjeevaram Pass. (will not run on Sundays and Holidays)	5 35 p.m.	9 55 a.m.
Conjeevaram Pass.	5 58 p.m.	9 26 a.m.

HINTS TO TRAVELLERS

Travel can be a pleasure if you bestow some thought over the subject before you leave your home or office.

Make a list of places which you want to visit so that they can be reached in the proper order with the least expense and in the shortest time.

Paste or adhere or tie labels with your name and full address to each suitcase or packet or bag. This will prevent loss or miscarriage.

Keep in a separate bag articles for personal toilet.

Make a list of articles and papers and check them before leaving each place or before getting down from plane or ship or train or bus.

Keep particular care of passports and tickets which are difficult to replace, and loss of which will lead to great inconvenience and delay.

Use traveller's cheques while travelling long distances, especially while visiting foreign countries.

Beware of pickpockets who exist in all towns and cities.

Carry the minimum luggage. Bulky packages can be sent separately in brake vans of trains or in holds of ships or in luggage rooms of aeroplanes.

Do not blow cigarette smoke around you, as your fellow passengers may not like it. It is a matter of courtesy to ask your neighbour, "May I smoke?" He will appreciate your courtesy and is sure to give his consent.

Do not flick cigarette ash on the floor, nor throw the stumps about. Put them in ashtrays.

Do not put your feet on the opposite seat where some one may sit afterwards.

Do not throw paper bits or banana skins or other rubbish. Do not throw them out of trains and buses, since they are likely to hit some one outside.

Do not rub *chunam* or throw betel leaf on seats and cushions, as they spoil the good appearance.

Do not spit in stations or in trains.

Be courteous to all persons at all times.

Very Important : Whenever you travel by a bus or by taxi or by train, do not fail to make a note of number of the bus or of the taxi or the number of the carriage of the train in which you happen to travel. You would also do well to try to carry with you a mental picture of some of your co-passengers in trains and buses. These cautions will help you, at a later date if, by chance, you or any of your co-travellers leave behind any articles in the bus, taxi or carriage, as the case may be.

ALL ABOUT MADRAS

SHORT HISTORY OF MADRAS

Madras the third biggest city of India is the gateway to the sunny South, the land of exquisitely carved temples. Unlike India's other towns, Madras retains much of the old-world charm, without lacking the amenities of modern life. Even a casual visitor to Madras and South India would be struck by the warm hospitality, intelligence and culture of the people. Madras can best be described as a city with a distinct individuality.

Madras was once a fishing hamlet called Madraspatnam, whose chieftain's name was Madrasan. In August, 1639, Mr Francis Day and Mr. Cogan of the English East India Company obtained a grant from the Nayak of Poona-India Company obtained by the Raja of Chandragiri) handing over the hamlet of Madraspatnam to the Company and empowering it to build a factory and fort. The building party arrived in February, 1640, and the foundations of Fort St. George were probably laid on St. George's day, the 23rd April, 1640. The fort was originally 100 yards from north to south and 80 yards from east to west, the factory house being built in the centre of the fort diagonally to this rectangle with the faces of the factory opening on to the gorges of protective bastions, which were later joined and strengthened with connecting walls over a period of fourteen years. European traders settled around this fort, and many buildings and streets sprang up. Later during

the many wars, protective walls and bastions were built around the whole settlement.

In the meantime, Indian traders, workmen and weavers settled in the area between the village of Madraspatnam and Fort St. George and called it Chennapatnam in honour of the father of the Nayak. In course of time, the combined areas of Madraspatnam and Chennapatnam were called by the name of Black Town as against the White Town inside the enlarged fort.

A few years after the arrival of the English, the Rajah of Chandragiri was defeated by the forces of the Sultan of Golconda who became master of the Madras Coast. The East India Company lent him the services of their gunners and some of their best soldiers for the capture of San Thome and in return had their grant and privileges confirmed as well as a large sum of money lent to them by the Sultan's Prime Minister.

The English were successful in persuading a large number of weavers to settle in Chintadripet, as trade in cloth and calicos was very profitable. A large number of dyers settled in Washermenpet, where they washed and dyed cloth for export.

The city gradually grew as more and more traders and workmen settled down in the neighbouring villages around Fort St. George. The villages of Triplicane, Tiruvotiyur, Nungambakkam, Vyasarpadi and the hamlets of Egmore, Purasawalkam, Tondiarpet, Periamet, Vepery, Santhome and Mylapore were added to Madraspatnam gradually and in stages. The areas of Gandhi Nagar, Kasturba Nagar, Adyar, Shenoy Nagar, Aminjikarai, Kilpauk were open spaces which have been gradually built up. Guindy grew when the

- Governor's residence was shifted to that area and Saidapet has also been added to the city limits.

Madras city is about 12 miles long and four miles wide. Greater Madras, including factory suburbs, is 27 miles by 11 miles. The land is flat, the highest point being only 22 feet above sea level. The sub-soil is alluvial or sandy with a few out crops of gravel in the extreme west and south.

There are three rivers flowing through the city. The Cooum river has a winding course and is crossed by a number of bridges the nearest to the sea being the artistic concrete bridge carrying the beach road across it. The Willingdon Bridge near the Gymkhana Club connects the Island Ground with the Round Tana. Next inland are the two bridges in Chintadripet, Harris Bridge, Commander-in-chief Bridge, Anderson Bridge, the Munroe Bridge, and the bridge at Aminjikarai.

The small North river (now diverted and known as Cochrane's channel) is parallel to the northern part of the city till it suddenly turns east near the General Hospital and joins the Cooum near its mouth. When a channel was cut from the Cooum up to this bend to equalise flood levels, the island thus formed was connected to the Central Station by Hutton Bridge and to the Fort by Wallajah Bridge.

The Adyar, the largest of the three, passes through the southern part of the city and is crossed by two famous bridges. The Elphinstone bridge connecting Rajah Annamalaiapuram with Gandhi Nagar was built between 1832-42. The Marmalong bridge in Saidapet existed previous to 1726, when Peter Uscan, an Armenian merchant, rebuilt it and left a fund in trust for its maintenance.

Madras is a Cosmopolitan city with a population of about 17 lakhs. The chief spoken language is Tamil, although most adults understand English too. Telugu is spoken by more than one-fifth, and Malayalam by more than one-eighth. Hindi is spreading and is now understood by more than one-tenth of the population.

Fort St. George wherefrom the government of the State is functioning is the centre of the city around which the city has grown in the north, west and south. The three main roads of the city begin from the three gates of the Fort. The Mount Road begins from the Wallajah Gate and runs south to St. Thomas Mount, a distance of 8 miles. The Poona-mallee High Road towards the west starts at St. George's gate and runs along a distance of 5 miles in the city area. The Beach Road is from the South Sea Gate and runs from Royapuram to Santhome, a distance of 7 miles. Another important one is the Wall Tax Road adjacent to the Central Station, being the grand trunk road to Nellore and Calcutta.

WHEN TO VISIT

Madras has a warm climate throughout the year. The maximum day temperatures range from 25°C (77°F) in October to 40°C (102°F) in the middle of May, the minimum night temperatures being 17°C (63°F) in the late December and 34°C (93°F) in mid May. From July to September, the south west breeze is pleasant, with occasional showers.

The rainy season is October-November, when through a series of depressions in the Bay of Bengal, the east coast from Madras to Ramnad has its North East Monsoon. The average rainfall is 1000 m.m. (40 inches). Cyclones are possible during this period.

The best time to visit Madras is from the middle of November to the end of February when the climate is mild and the land green after the rains.

INFORMATION CENTRES AND TRAVEL AGENCIES

Information Centres

Tourist Information Office, 35, Mount Road, Madras-2

Telephone : 86999

The Government of India have organised a tourist information department for helping tourists of all classes. The Tourist Information Office is on Mount Road, opposite to Spencer's and the Director issues special tourist cards by which tourists are introduced to other government servants for their help in obtaining visas, gun licences, liquor permits, etc. Pamphlets and booklets regarding various places of interest are issued to tourists free of cost. Experienced guides are arranged, if sufficient notice is given.

**Automobile Association of Southern India,
26-A, Mount Road, Madras-4**

Telephone : 86121

The Automobile Association of Southern India in Mount Road near Spencer's is an organisation of motorists. It gives free road information and breakdown services for cars and motor cycles not only to its members but to visitors who are members of similar associations throughout the world. International Driving Permits for drivers, and customs passes for motor vehicles are issued to members for taking their vehicles on foreign tours. Road maps of India or of its different areas are issued at cost price.

FOR PASSAGE BOOKINGS

Shipping, Clearing, Forwarding and Insurance

APPLY TO

PARRY & CO. LTD.

(Member : The International Air Transport Association)

Dare House, Post Box 12, Madras-1

Tel. : 2981 to 2987

Agents :

Air Ceylon, Air France, Air India International, British Overseas Airways Corporation, K. L. M. Royal Dutch Airlines, Scandinavian Airlines System, Trans-World Airlines, Indian Airlines Corporation.

Steamer Agents :

Asiatic Steam Navigation Co. Ltd., (Cuddalore & Porto Novo) Bank Line Ltd.—India-Natal Line, British India Steam Navigation Co. Ltd. (Cuddalore & Porto Novo), Great Eastern Shipping Co. Ltd., (Nagapattinam), Hansa Lines (Cocanada, Cuddalore, Masulipatam, Nagapattinam & Vizagapatam) Moller Line (U.K.) Ltd., Purvis Shipping Co. Ltd., Stevenson Lines.

Branches at Bangalore, Calcut, Cocanada, Cochin, Colmbatore, Cuddalore, Secunderabad, Tuticoria & Vizagapatam.

Southern India Agents for

M/s. COX & KINGS (AGENTS) LTD.



RAM MOHAN TRAVEL SERVICE

(Established 1929)

Air, Rail and Steamship Reservations. Hotel Reservations.

Inclusive Independent Travel. Escorted Package Tours.

Sightseeing Reservations. Private Automobile Hire. Travel and Baggage Insurance. Cable and Mail Service.

Advice & Assistance re. Passport, Visa & Foreign Exchange.

RAM MOHAN SHIPPING SERVICE

Import and Export of household effects, antique and baggage.

Shipments by air and by sea.

Customs clearance and Insurance.

Packing Personal effects.

Storage and Baggage.

RAM MOHAN & CO. PRIVATE LTD.

362, N.S.C. BOSE ROAD, MADRAS-1

Telephone: 21234

Cable: GACANPAC

CHAMBER OF COMMERCE BUILDING

BANGALORE-9

Telephone: 3155

Cable: GACANPAC

Other information centres are:

British Information Service, 'Catholic Centre', Armenian St., G. T., Madras-1. Phone: 55812

Ceylon High Commission (Report and Information Office), 3, Shaffer Mohamed Rd., Rutland Gate, Madras-6. Phone: 86751 & 85316

State (Govt. of Madras) Information Centre, Old Legislative Assembly Buildings, Govt. Estate, Mount Rd., Madras-2. Phone: 85328

Thirumalai Tirupathi Devasthanam (Information Office), 19, Royapettah High Rd., Royapettah, Madras-14. Phone: 85927

United States Information Service, 158, Mount Rd., Madras-2. Phone: 86441

Travel Agencies

There are many travel agencies in the city who are agents for different ocean lines, airways and railways, and tickets can be booked and other arrangements made through them. They help in foreign exchange. For local tours motor cars and buses as well as educated guides can be arranged through them.

Bharat Travel Service (Private) Ltd., 310-311, Linghi Chetty St., G. T., Madras-1. Phone: 21840 & 55400
Grams: EXCURSION

Parry & Co., Limited, 'Dare House', Esplanade, G. T., Madras-1. Phone: 2981 Grams: UBIQUITOUS

Ram Mohan & Co., Private Ltd., 362, N. S. C. Bose Rd., G. T., Madras-1. Phone: 21256

ALL ABOUT MADRAS

Sherif Travel & Cargo Service Private Ltd., 34, Second
Line Beach, G.T., Madras-1. Phone: 21318 & 21319
Grams: SHERVELS

Thos. Cook & Son, Ltd., 4/5, First Line Beach, G. T.,
Madras-1. Phone: 4411 Grams: COUPON

Philips Travels, c/o The Airlines Hotels & Caterers
(Madras) Private Ltd., 177-179, Mount Rd.,
Madras-2. Phone: 84271 & 84272

Tourists!

WELCOME TO MADRAS

Contact :

BIHARAT TRAVEL SERVICE (P) LTD.

World-wide Tour Operators and Travel Agents

(RECOGNISED BY THE GOVT. OF INDIA)



For All Your

SIGHTSEEING, EXCURSION TRIPS —
TOURS — INTERNAL & INTERNATIONAL
TRAVEL ARRANGEMENTS, ETC.

Tickets issued at Official Tariff Rates

Head Office :

310/311, Linghi Chetty Street, Madras-1

Phone: 21840 & 55400 Grams: EXCURSION

For All Internal & International

TRAVEL BY

AIR — SEA

Contact :

Sherif Travel & Cargo Service Private Ltd.

(TRAVEL & TOURIST AGENTS)

34, Second Line Beach, Madras-1 (India)

Approved by :

International Air Transport Association

Phone: 21318 & 21319 Grams: "SHERVELS"

With the Compliments

of

The United States Information Service

158, Mount Road

MADRAS-2

●
Telephone : 86441 to 86448 (8 Lines)

FOREIGN CONSULATES IN MADRAS

BELGIUM

... Belgian Consulate, 1/E, Spur Tank Rd., Chetput, Madras-31.
Phone : 84184

BURMA

... Burmese Consulate, 6, Rutland Gate First St., Madras-6.
Phone : 84653

CEYLON

... Ceylon High Commission, 3, Shaftee Mohamed Rd., Rutland Gate, Madras-6. Phone : 86751 & 85316

FRANCE

... French Consulate, 7, Cenotaph Rd., Teynampet, Madras-18.
Phone : 88263

GERMANY WEST

... Consulate of the Federal Republic Germany, 378, N. S. C. Bose Rd., G. T., Madras-1.
Phone : 4962

SWEDEN

... Swedish Consulate, 38-C, Mount Rd., Madras-6. Phone : 85030

UNITED KINGDOM

... United Kingdom High Commission, 'Catholic Centre', Armenian St., G.T., Madras-1. Phone: 3941

U. S. A.

... American Consulate General, 150-B, Mount Rd., Madras-2.
Phone : 86441

TRADE REPRESENTATIVES OF FOREIGN GOVERNMENT IN MADRAS

- CZECHOSLOVAKIA:** Trade Representation of Czechoslovak Republic, 11, Rutland Gate, 4th St., Madras-6. Phone : 86608
- FRANCE** : Trade Commissioner, 4, Lamech Avenue, Chetput, Madras-31. Phone : 84658
- GERMANY** : Consulate General of the Federal Republic Germany, 37B, N. S. C. Bose Rd., G. T., Madras-1. Phone : 4962
- UNITED KINGDOM:** United Kingdom Trade Commission, 'Catholic Centre', Armenian St., G. T., Madras-1. Phone : 3941

WHERE TO STAY

There are hotels and restaurants which cater to different tastes and the daily rate of accommodation and food for a single person ranges from Rs. 15/- to Rs. 30/-. Some of the hotels provide air-conditioned accommodation.

1. European Style Hotels

	Telephone
Air Lines Hotels & Caterers (Madras), Private Ltd., 177-179, Mount Rd., Madras-2.	84271 & 84272
Connemara Hotel, Binny's Rd., Mount Rd., Madras-2.	84094
Hotel India, 39, Mount Rd., Thousand- lights, Madras-6.	84206 86762
Victoria Hotel, Egmore, Madras-8.	
Hotel Romana, 110, Mount Rd., Teynampet, Madras-18.	71157
Hotel Oceanic, 93, Santhome High Rd., Madras-28.	71001
Queen's Hotel, 67, Village Rd., Nungambakkam, Madras-31.	85033

2. Indian Style Hotels (Vegetarian)*

Ambi's Cafe, Broadway, G. T., Madras-1.	21853 & 4747
Mysore Cafe, 182/83, N. S. C. Bose Rd., G. T., Madras-1.	4257

*Madras can boast of some of the best vegetarian hotels for very comfortable stay of even the most fastidious type of people who are particular about good and clean accommodation with all modern conveniences together with the best possible vegetarian food, room, service and car parking conveniences.

	Telephone
Hotel Everest, Poonamalle High Rd., Periamet, Madras-3.	2894 & 3861
Gupta's States Hotel, 61 & 61-A, Kutchery Rd., Luz, Madras-4	71571
New Woodlands Hotel, 1/23, Edward Elliotts Rd., Mylapore, Madras-4.	86461
Hotel Dasaaprakash, 50, Poonamalle High Rd., Madras-7.	61111
Tourist Homes (Private) Ltd., opp. to Egmore Railway Station, Egmore, Madras-8.	85200
Ajanta Hotel, 32, Royapettah High Rd., Royapettah, Madras-14.	86125
Woodlands, Royapettah, Madras-14.	84391

In addition to the above, there are many establishment .
where rooms are let.

3. Restaurants

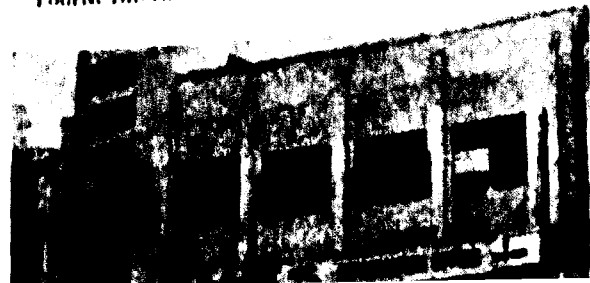
Non-Vegetarian

Buhari Hotels, 246, N. S. C. Bose Rd., G. T., Madras-1.	55540
Buhari Hotels, 3/17, Mount Rd., Madras-2.	85972
Kwality, 167, Mount Rd., Madras-2.	84768
National Bakery & Restaurant, 6-17/B, Mount Rd., Madras-2.	86043
Pals Restaurant, Mount Rd., Madras-2	86814
Buhari Hotels, Poonamallee High Rd., opp. Moore Market, Madras-3.	55976
Buhari's Marina Restaurant, Marina, Madras-5.	86844



Automobile Association of Southern India (A.A.S.I.),
38 A, Mount Rd., Madras-6.

Tourist Information Office, 35, Mount Rd., Madras-2.



Air Lines Hotels & Caterers
(Madras) Private Ltd., and
Tea Centre, 177-179, Mount
Rd., Madras - 2.



Hotel Dāsaprakash,
50, Poonamallee High Rd.,
Madras-7.



Connemara Hotel, Binny's Rd., Madras-2



Woodlands, Royapettah, Madras-14



Hotel Oceanic, 93, Santhome
High Rd., Madras-20.



Hotel Everest, Poonamallee
High Rd., Periamet,
Madras-3.



New Woodlands Hotel, 1/23, Edward
Liaison Rd., Mylapore, Madras-4.



Modern Gate, N. S. C. Bose Rd.,
Esplanade, Madras-1



Cosmopolitan Club, Mount Rd., Madras-1

"ALL ABOUT MADRAS" - AN APPEAL

We request that if this may be pleased to help us with any information or criticism, please write to the Editor, "ALL ABOUT MADRAS", P.O. Box 100, Madras-1.

Phone: 61111 to 61115

Grams: DASPRAKASH

HOTEL DĀSAPRAKASH: MADRAS-7

IS AN INTERNATIONAL CARAVANSERAI

- ★ Air-Conditioned Single & Double Bedded Rooms
- ★ Telephones in Most Rooms
- ★ Air-Conditioned Halls for Meetings and Conferences
- ★ Star-Lit Roof Gardens Rendezvous for all
- ★ Soda Fountain: Ice Cream Parlour: Cold Coffee Bar
- ★ Our Moonlight Dinners monthly attraction of the Town
- ★ "Dasa Mandir" (Auditorium) for Social, Religious and Cultural Functions
- ★ "Prakash Mantap" (Open Air Theatre) for Dance, Drama and Wedding Receptions
- ★ Children's Corner with Swing, Slide Etc.
- ★ Special Vegetarian Cuisine for Foreign Tourists

HOTEL DĀSAPRAKASH : OOTY

Phone: 434

Grams: DASPRAKASH

HOTEL DĀSAPRAKASH : MYSORE

Phone: 742

Grams: DASPRAKASH

— A HOME AWAY FROM HOME —
DĀSAPRAKASH GROUP OF HOTELS
MADRAS — MYSORE — OOTY

QUEEN'S HOTEL

MADRAS-31

Offers all the latest amenities - telephones, running hot & cold water, Air-conditioned single & double rooms with private bath, Western & Indian Cuisine.

It is run on modern lines by the experienced Mr. G. Joseph formerly of Malabar Hotel, Cochin.

Rooms Rs. 22/- and upwards. Monthly terms available - special catering (Lunch, Tea & Dinner) undertaken.

'Phone: 85033

'Grams: LOYAL

'Grams: "ROMANATEL"

Phone: 71187

WHEN IN MADRAS STAY AT HOTEL ROMANA

(BOARDING & LODGING)

110, MOUNT ROAD, TEYNAMPET, MADRAS-18
(Opposite New A. G.'s Office)

Proprietor

Ruel Sorabh Manavatti



Situated right in the heart of the City, on the road to the Air Port and Race Course and yet endowed with the sylvan setting of a country house, ROMANA spells complete relaxation for you.

- ★ All rooms with private attached bathrooms
- ★ Western Style Vegetarian, Non-Vegetarian Food Served

- ★ Courteous Service
- ★ Single and Double Rooms
- ★ Experienced Management
- ★ Air-Conditioned Luxury.

Telephone

Vegetarian

Ambi's Cafe, Broadway, G.T., Madras-1. 21853 & 4747

Arya Bhavan, 5, Govindappa Naick St., G. T., Madras-1. 3556

Modern Cafe, N. S. C. Bose Rd., G. T., Madras-1. 5225

Mysore Cafe, 178/79, N. S. C. Bose Rd., G. T., Madras-1. 5339

Ramakrishna Lunch Home, N. S. C. Bose Rd., G. T., Madras-1. 4154

Sri Rama Bhavan Hindu Restaurant, 46, Thambu Chetty St., G. T., Madras-1. 5365

Annapoorna Cafeteria, Mount Rd., Madras-2. 84570

Geetha Coffee Centre, 2, Narsingapuram St., Mount Rd., Madras-2. 86350

My Coffee Bar, 1/11-B, Mount Rd., Madras-2. 84792

Tea Board (Tea Centre), 177/179, Mount Rd., Madras-2. 71571

States Hotel, 61 & 61-A, Kutchery Rd., Lux, Madras-4.

Coimbatore Krishna Iyer, Pycrofts Rd., Triplicane, Madras-5.

Geetha Cafe, Sir Theagaraya Rd., T. Nagar, Madras-17.

TRANSPORT

Taxis

There are many kinds of transport available to visitors. Perhaps the most convenient is the taxi. Taxis in Madras City have meters with fixed rates. Large taxis for 5 passengers are available at 75 nP. (12 annas) per mile with a waiting charge of 25 nP. for every five minutes. Small taxis are available for three passengers or two adults and two children at 37 nP. per mile with a waiting charge of 13 nP. per 10 minutes. There are taxi stands at several places.

Hire Cars

In Madras city there are no hire cars which visitors can drive to any place they like, as in U. K. or on the Continent. Any private car found to be hired to another will be treated as taxi and heavily taxed with penalty. The Insurance Policies of Private cars definitely exclude hire or reward.

However, the Government of India have allowed private cars to be used on hire by visitors on certain conditions.

Auto-Rickshaws

Auto-Rickshaws are meant to carry two passengers and provide a cheaper form of transport although not so convenient as a taxi. The charge is 25 nP. (4 annas) per mile plus waiting charges of 6 nP. (one anna) for every five minutes.

Buses

There are about 400 buses plying between different parts of the city. The rate is 7 nP. for the first mile and 3 nP. for each subsequent mile. The buses run to a fixed

Look at me

I am



(Commercial Goods Transports)

Whether you want me or not I will be at your doors. TRY ME ONCE and then FORM YOUR OPINION.

I am born at Hyderabad and I have THIRTEEN CHILDREN

Write to my eldest child at

No. 6, Singanna Naick Street, Madras-1

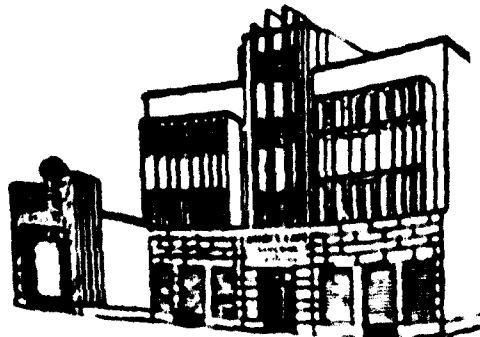
His Phone No. 55485 and
Telegraphic Address "ABLETRANS"

and to other Children at

Adoni, Bellary, Guntakal, Guntur, Hyderabad,
Kurnool, Kareemnagar, Nizamabad, Nellore,
Ongole, Secunderabad and Vijayawada.

WHO WILL DO BEST SERVICE FOR YOU

STAY IN
AIR-CONDITIONED
COMFORT



AMBI'S CAFE
(Boarding & Lodging)
4, 7, 8 & 9, Broadway, Madras-1
Phone: 21853 & 4747

The only **HOTEL** in Geor/
Town with Air-Condition
Rooms and Bath-attach
Rooms.

WHILE AT MADRAS—

ENJOY HOMELY COMFORT

AT

THE AIR LINES HOTEL

1. CENTRALLY LOCATED
2. COLOURFUL LOUNGE
3. WHOLESOME CUISINE
4. AIR-CONDITIONED ROOMS & DELUXE SUITES
5. TELEPHONE IN MOST ROOMS
6. RUNNING HOT & COLD WATER

Telephone: 84271 & 84272

Grams: AIRHOTELS

Airlines Hotels & Caterers (Madras) Private
Limited

177/179, MOUNT ROAD, MADRAS-2

time table, and are convenient for sight seeing. Special buses can be arranged for large parties by contacting the Transport House or by calling on the Deputy Transport Commissioner in person.

Luxury Buses

Southern Roadways Private Ltd., have special luxury buses for tourist parties. These buses have well cushioned reclining seats, with radio and a water closet. The charge is Rs. 3/- per mile. There is a free waiting time of one hour for every 25 miles. For longer waiting the charge is Rs. 10/- per hour. A bus can accommodate 45 passengers, and is very convenient for large parties of tourists. Full particulars can be obtained from the office of the Company at Express Estates, Mount Road, Madras-2 (Phone: 86954 & 84918). Madras State Transport runs excursion buses. They also have a Luxury Coach which can be hired. Terms can be had from the State Transport Authorities, Mount Road, Madras-2.

Trains

There are Railway Trains from Madras to all important towns in India. Reservation for the upper classes can be made 10 days in advance and for the air-conditioned coaches 40 days in advance. For all trains going west, north-west and north, the Central Station is the starting point; and all trains running South start from Egmore Railway Station.

Electric Trains are run between Beach and Tambaram. This provides quick and cheap travel between the city and suburban areas.

Air Travel

Air Travel services inside India are operated by the Indian Air Lines Corporation of the Government of India.

Viscounts fly from Madras to Hyderabad, Bombay, Delhi and Calcutta in the north and from Bombay to Colombo touching Madras en route. Dakotas operate on the Bangalore, Coimbatore, Cochin, Trivandrum, Madurai, Tiruchirapalli route in the South at scheduled timings. A Night Airmail service is also operating from Madras to Bombay, Calcutta and Delhi via Nagpur.

Air India International is in charge of the air services to foreign countries. Constellations and super constellations fly to Egypt, Greece, Italy, France and England in the West, and to Burmah, Malaya, Singapore, Australia, Hongkong and Japan in the East. Recently an air service has been started between Delhi and Moscow.

Air Ceylon also operates an air service from Madras to Colombo and Tiruchirapalli to Colombo via Jaffna.

Addresses of Air Lines Offices in the City

Telephone

Indian Airlines Corporation, 5/6, Mount Rd., Madras-2.	86433
Air India International, 35, Mount Rd., Madras-2.	86193 & 86194
Air Ceylon Ltd., Connemara Annexe, Mount Rd., Madras-2.	86315
Trans World Airlines Inc. (T. W. A.), 26, Mount Rd., Madras-2.	84166
British Overseas Airways Corporation (B.O.A.C.), 35/4, Mount Rd., Madras-2.	85394
Swiss Air Transport Co., Ltd., Connemara Hotel Annexe, Mount Rd., Madras-2.	84985

Telephone

Scandinavian Airlines System, 7, Second Line Beach G.T., Madras-1.

4637

Steam Ships

Tourists can travel to Malaya and Singapore from Madras by ships operated by Indian Companies. For bookings westward, Bombay is a more convenient port.

All Cargo ships coming to the Indian ocean call at the Port of Madras with various kinds of goods such as food-stuffs, grain, machinery, cloth and many kinds of consumer articles, and carry away from India mineral ores, oil seeds, hides and skins, textiles, and several items of raw materials. The Madras Harbour can accommodate large ships, and visitors can bring their heavy luggage to Madras by sea.

PLACES OF INTEREST OR NATURAL BEAUTY

Fort St. George

Fort St. George in the nucleus around which the city of Madras has grown. The foundations of the Fort were laid in 1640, probably on St. George's day (23rd April). The Fort was 100 yards north to south and 80 yards east to west. The bastions were first built to give protection to the Factory House in the centre which was diagonal to the fort so that each face of the house opened on the gorge of a bastion. The building of the curtain walls connecting the bastions took fourteen years to complete.

Mr. Francis Day and Mr. Cogan were the two pioneers who obtained the grant from the Nayak of Poonamallee and built the Fort. The East India Company, however, did not value enough the energetic enthusiasm and valuable labour of these two founders of English power in Southern India. Both were taken to task, Day being accused of private trading and Cogan for unauthorized expenditure. Nor did their successors appear to have appreciated their work. There is no place, street, park or building named after them, nor is there any statue, portrait, or tablet to commemorate their memory.

European, Armenian and Jewish merchants built houses around this small fort in well laid out streets; and by 1740 the fort was widened to protect this White Town. In 1743, plans were prepared to enlarge the fort further still by diverting the North River running close to its walls.

The French under Labourdonnais captured the fort in 1746 and were in occupation till August 1749, during which period, with a view to hold the fort permanently, they

demolished all the houses of the Black Town close to the north wall of the Fort and with the debris formed a glacis.

Soon after Madras was handed back to the English, the East India Company began to remodel, extend, and strengthen the Fort. The North River was diverted into the present position and came to be called Cochrane Channel. The old river bed was built up and included in the extension of Fort, whose west wall was strengthened with three bastions named after the Governor George Pigot, Major Lawrence and Nawab Muhammed Ali Wallajah.

The Fort was again under siege by the French led by Count Lally from December 1758 to February 1759. This was successfully resisted although at its end the fort had become a wreck, and the abandoned old Black Town was occupied and looted by the French, and Chepauk village was plundered and burnt.

At the end of the siege, Governor Lord Mac Cartney compelled all non-British inhabitants to vacate their homes inside the Fort and sell them to the Company; and he then remodelled the Fort and strengthened it. The arsenal, the western barracks and a number of other buildings were built in this extension. The streets and buildings in the Eastern side were also altered and strengthened, bringing the Fort to its full grown stature.

During the peaceful years since the last quarter of the eighteenth century, the outer battlements were demolished to give place to other buildings. The moat except in the west and some portions in the east have been filled up. Out of the many outer battlements and batteries, the Clive battery at Royapuram alone exists, the others having been pulled for the expansion of the Harbour and the Railway.

Flag Staff

The flag staff standing on the massive redan of the Sea gate is said to be the highest in India. The sea gates have recently been replaced by wrought iron gates, when the Legislative Council was built in 1911 and they stand apart from the old fortifications.

The Secretariat

The buildings of the Secretariat are the historic successor of the factory house built by Day and Cogan; and the central portion dating from the 17th Century contains most of the original structure. The building has been added to on all sides, and is now the nerve centre of the State containing the offices of the Ministers and Secretaries to Government, their staff and the chief administrative officer.

Legislative Council

The Legislative Council hall is contained in a building set over the sea gates of the Fort, and the walls of the Council Chamber are faced with historic blackstone pillars, and the floor is paved with black and white stones. The hall has wooden galleries at the east and west ends for visitors. This chamber was once the Banqueting Hall, and was rebuilt to accommodate the Legislative Council after the Montford Reforms. The historic black pillars were rebuilt into the walls of the chamber. The Madras Legislative Assembly now meets in this chamber and the Legislative Council in a hall adjacent to this.

The Fort Museum

The building north of the Council building was once the Madras Exchange and then the Officers Mess. It is now a museum containing many historic relics, swords, helmets,

lances and daggers. Old parchments, letters, and manuscripts connected with the Fort and its growth are exhibited.

St. Mary's Church

The oldest English Church in Madras is St. Mary's whose foundations were laid on Lady's day in 1678. It was consecrated on 28th October 1680. The tower and the spire were added later. This historic church within the Fort contains many statues and marble tablets to the memory of those who helped to build the city of Madras. The narrow yard around the church and the floor within are paved with grave stones, taken from the old burial grounds in which the Law College is now situated. Most notable are the tablets to the memory of the famous Missionary Schwartz of Tanjore; Governor Sir Thomas Munroe and Lord Pigot. The life size statue of General Conway is another notable piece of historical interest.

Above the Communion Table hangs a painting of the "Lord's Supper" said to be the work of a pupil of Raphael, who himself painted the chalice. The Church Registers (now kept in the Fort museum) are of great interest to students of history as they contain, among many other signatures, those of Robert Clive and his Madras bride Margaret Markeleyne at the time of their marriage. St. Mary's Church has been declared to be a historical monument and is now under the care of the Archeological Department of the Government of India.

The Victory Memorial

The Victory memorial situated south of the Fort commemorates the victory of the Allies during the First World War (1914-18), and was built through generous

subscriptions from the public. The Victory Memorial Committee handed it over to the Corporation of Madras in 1936 together with an endowment of Rs. 50,000 to help the Corporation in maintaining it.

Reserve Bank Building

The Reserve Bank Building, from which all banking operation in Southern India are controlled, is just north of the Fort and the construction is nearing completion. It is a massive structure with four floors and many underground vaults.

The High Court and Law College

The High Court Buildings constructed in the Esplanade of the Fort consist of two massive structures in red brick separated by a roadway arched over with a passage. These buildings together with others accommodate the High Court, Small Causes Court, City Civil Court, Advocates' Chambers, and a printing press. The rooms are constructed artistically with stucco panels on the walls, with stained glass arches over windows, the floor being ornamented with white and black stones.

The Law College close by is constructed in the site of an old burial ground. Some of the graves still remain in the play ground of the College. A tall pointed building with a stone vault belongs to the Pourney Family, well known merchants of the eighteenth century.

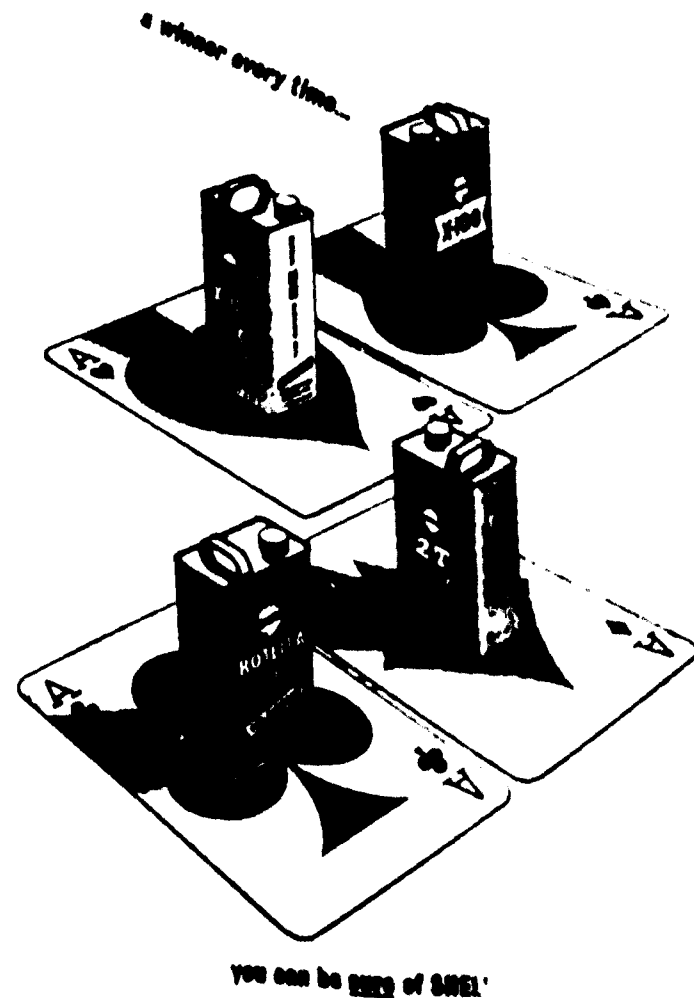
The Light House

In the centre of the picturesque High Court Buildings, there is the Light House tower rising to a height of 160 feet above sea level. This was built in place of the old dismantled

See your friendly CALTEX DEALER
he takes better care of your car with the
CALTEX B for the road

MAREK
SPECIAL
PPM
IC-PLUS PETROL

THEN SEE HOW SHE GOES!



one which stands in the north-east corner of the compound a handsome stone-faced Dome column which did service to the ships and boats on the sea for more than half a century. The new light house tower has a winding staircase and the climb though arduous would be worthwhile to have a panoramic view of the city. There are a number of statues in the compound. Under the light house tower is preserved the marble statue of Sir T. Muthuswami Iyer, the first and one of the ablest Indian Judges of the High Court. The statue of Sir V. Bashyam Iyengar in sitting posture is on the northern side of the compound. A statue of the Maharaja of Travancore stands south of the Law College, and it was erected as an appreciation of his pioneer proclamation throwing open all temples in Travancore to the entry of "untouchables" and all backward classes.

George Town

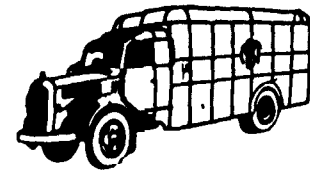
George Town was known as Black Town till 1912, when it was re-named in honour of the visit of the Prince of Wales who later became King George V. It stands on the site of the original fishing hamlet of Madraspatnam.

The Black Town consisted of two main divisions, Muthialpettah in the east and Peddunaickanpettah in the west, separated by a low lying area along which ran a drainage channel. About one hundred and seventy years ago, in the time of Mr. Stephan Popham, who took great interest in it, the waste land was levelled and houses built on it. The channel was filled up and became "Popham's Broadway", commemorating his strenuous efforts to reclaim this waste land. On the northern esplanade of the Fort now stand the High Court, Law College, Burmah-Shell building, the United India Assurance Building, the Southern India Chamber of Commerce and the Annamalai Manram while

the western esplanade is occupied by the ordnance lines, Medical College and Hostels for the medical students and nurses. George Town has thus become a rough parallelogram with its pointed ends near the Central Station and Royapuram. The Esplanade Road on the South side contains notable buildings, the offices of Messrs. Parry & Co., Bombay Mutual, Y.M.C.A., Mysore Bank and Chartered Bank. The road as it runs west merges into the crowded China Bazaar Road (now renamed Netaji Subhas Chandra Bose Road) ending at the Elephant Gate. On the First Line Beach stand the imposing buildings of National Bank of India, the State Bank of India, the General Post Office, and head offices of various banks and business firms. The area is intersected with many streets of historical interest. Armenian Street is named after the prosperous Armenian community, which once flourished here. Thambu Chetty, Errabalu Chetty, Linghi Chetty were leading merchants and brokers in the eighteenth century. Mint Street over two miles long traverses George Town from south to north and is named after the "Madras Mint" which was at its northern end where the Government Press is now situated. The middle portion of Mint Street is called Sowcarpet where Gujarathi and Marwari merchants reside in large numbers. Wholesale dealers in cloth ply their trade in "Godown Street". Govindappa Naick Street, Devaraja Mudali Street, Nainiyappa Naicken Street, etc. are other historic streets existing since the early eighteenth century.

The Harbour

The Harbour of Madras is artificial. When the English landed on the coast of Madraspatnam in 1640, they did so by small boats. For over two hundred years ships anchored far out at sea and passengers and goods were transferred to



FOR QUICKER & SAFER TRANSPORT
OF YOUR GOODS, ALWAYS RELY ON

M. B. T.

BIGGEST CARGO MOVERS

H. O. MADRAS

Branches at fifty important places located in the States
of Andhra, Madras, Mysore, Kerala and Bombay

Offices at:

Ahmedabad
Alwaye
Bodinayakanur
Bombay
Bangalore City
Bangalore Cantt.
Cuddalore N. T.
Chirala
Cannanore
Cochin
Coimbatore
Chinnalapatty
Chalakudi
Dindigul
Elore
Ernakulam

Erode
Guntur
Hyderabad
Kumbakonam
Kakinada
Kavali
Kozhikode
Mayavaram
Mysore
Mangalore
Madurai
Madras-1
Mount Road (Madras-2)
Nellore
Nagercoil
Palghat

Vijayawada

Rajahmundry
Sholapur
Secunderabad
Salem (Town)
Salem (Gugal)
Tanjore
Trichur
Tollicherry
Trivandrum
Tiruppur
Tiruchirappalli
Tirunelveli Jn.
Tirunelveli Town
Tenali
Vishakapatnam
Vijayanagaram
Warangal

The India Company (Private) Ltd.

ORIENTAL BUILDINGS,
108, Armenian Street, Madras-1

Managing Agents:

The
Kumbakonam Electric
Supply Corpn. Ltd.

The
Negapatam Electric
Supply Co. Ltd.

Licenses for distribution of Electricity in a
portion of Tanjore District.

The New Asiatic Insurance Company Ltd.

TOTAL ASSETS EXCEED: Rs. 1,28,00,000/-

Transacts:

FIRE, MARINE, MOTOR, PERSONAL ACCIDENT,
AVIATION AND ALL KINDS OF GENERAL INSURANCE

Head Office:

INDIA EXCHANGE

INDIA EXCHANGE PLACE, CALCUTTA-1

Bombay Office:

Industry House,
169, Churchgate Reclamation,
BOMBAY-1.

Delhi Office

New Asiatic Building,
Connaught Circus,
NEW DELHI.

Madras Office:

289, LINGHI CHETTY STREET, G. T., MADRAS-1.
BRANCHES AND SUB-OFFICES THROUGHOUT INDIA AND ABROAD

boats which were rowed to shallow water. Passengers had to wade ashore and goods and merchandise had to be carried to and from the boats by porters.

It was in 1852 that a pier was constructed for the goods to be landed more easily. The present harbour was begun in 1876. It consisted of two parallel masonry breakwaters running eastward and then bending at right angles to meet each other with the entrance in the middle. The violent cyclone of 1881 damaged the breakwaters while the work was still in progress. After the harbour was completed in 1896, it was soon discovered that the waves silted up the entrance in the east. Therefore, this entrance was closed and a new entrance 400 feet wide was made in the north-east by shortening the northern wall and extending the eastern wall 1719 feet still further northward to protect the entrance from the waves of the open sea. The entrance has an average depth of 35 feet, the tidal difference being about two to four feet.

The harbour covers an area of about 200 acres and is almost square. There are eight quay berths with depth ranging from 25 to 30 feet. Passenger ships to and from Malaya and Singapore berth at the South quay, while merchant ships from all countries assisted by tugs enter and leave the harbour day or night and discharge their cargo on the west quays. Travelling electric or hydraulic cranes help in loading and unloading at all the quays. Oil tankers pump their contents ashore from six moorings, five inside the harbour and one outside it.

The harbour has a large coal yard to accommodate more than 30,000 tons, and there is an oil fuel pipe line for vessels at the west and north quays. Fresh water is supplied to the vessels through pipe lines or by water boats.

Imports and exports at Madras harbour have become so heavy that the railway marshalling yards within the harbour became incapable of handling the goods in time. The marshalling yards have been considerably extended to the south.

The harbour is administered by the Port Trust. A new building is being constructed opposite the new Reserve Bank building to house the administrative offices of the Port Trust.

The Marina and the Beach

The picturesque Marina owes its existence and its romantic name to Governor Sir Grant-Duff (1881-86). The wide road, with a beautiful well laid garden on the seaside and imposing buildings on the other, runs for more than two miles from Fort St. George to San Thome. The beach, said to be the most beautiful in Asia, is itself a creation of a sea current which, after the construction of the harbour, erodes the coast north of it and deposits the sand to its south. The beach is four furlongs wide just south of the harbour and it gradually dwindles down to a few feet at Adyar. It is the lung of the city. During the hot summer, thousands of citizens flock to the beach in the evening to enjoy the cool sea breeze. Children play in a special play ground fitted with swings, slides and sea-saws. The beach near Triplicane known as Tilak Ghat would ever be remembered in connection with the national struggle for freedom.

The Island Ground

The Island Ground was originally a tongue of land between the Cooum and the North River. At the time of Governor Pitt, it was converted into an island by cutting a connecting canal between the two rivers to equalise flood

For Security & Service
INSURE YOUR MOTOR VEHICLES
with



**THE VANGUARD
INSURANCE CO., LTD.**

MADRAS-1

- * Low Premium
- * Prompt Settlement of Claims
- * High Percentage of No Claim Bonus

UDAYA KUMAR RAJAH,
General Manager.

**THE EAST INDIA DISTILLERIES & SUGAR FACTORIES LTD
AND
PARRY & COMPANY LIMITED**

**THE
E. I. D-PARRY
GROUP
OF
COMPANIES**

Parry's

Estd. 1720

E.I.D-PARRY GROUP

Dare House, Madras

Sugar
·
Carbonic Acid Gas
·
Industrial Alcohol
·
Heavy Chemicals
·
Fertilisers
·
Fungicides &
Insecticides
·
Engineering
·
Confectionery
·
Liquors
·
Pharmaceuticals
·
Ceramics
·
Fine Chemicals
·
Essences
·
Food Colours
·
Packaged Consumer
Goods
·
Shipping & Transport

levels. The island was drained and improved for military use. The Mount Road cuts it in two. On the western half is situated the Stanley Club for military officers, the Rajendra Sinhji Stadium, and the Transport House, the nerve centre of Government Transport. As the extreme west of the island are two cemeteries one of which - St. Mary's - contains many historic relics. The eastern side is used for parades, gymkhanas and rallies. Part of the island used as golf links is leased to the Gymkhana Club situated at its South East on the bank of the Cooum. There was once a powder factory which was demolished to give place to a Race course and a polo ground. Both these have now been shifted to Guindy.

Government Estate

South of the Island Ground is the Government Estate - a spacious park extending to the University in the east and to the Wallajah Road in the south. It was once the residence of the Governors of Madras Presidency. The "Government House" is a huge dwelling house of the eighteenth century, enlarged gradually by successive Governors. The famous Banqueting Hall - now renamed Rajaji Hall - was built in 1882 by Governor Lord Clive, the son of the Victor of Plassey as a memorial to the complete British Victory over Tippu Sultan and the fall of Seringapatam. Lord Clive meant this to be also a memorial to his father's victory at Plassey. On the walls are hung portraits of kings, queens and governors. The hall is now used for important public functions. The bungalows and outhouses are used as offices and as residences of ministers and government officers of different cadres. Portions of the main dwelling house are used as a hostel for legislators.

Chepauk Palace

The Chepauk Palace, a distinctive piece of moorish architecture, was one of the residences of the Nawab of Arcot before acquisition by the British Government. It now accommodates the offices of the Board of Revenue, the State Transport Authority and many other offices. In the once extensive palace grounds are now situated the buildings of the University, the Public Works Department, the Presidency College, the Victoria Hostel, and the Madras Cricket Club. The tower adjacent to the Durbar Hall is an addition constructed by Mr. Chisholm.

Southern Railway

The offices of the Southern Railway in Park Town, the Central Station and the Egmore Station are built with artistic taste, mainly due to the famous architect, Mr. Chisholm, who specialised in Indo-Saracenic style and to whom many buildings such as the Senate House in Marina and State Bank of India (Head Office) in First Lane Beach owe their origin.

Children's Park, Raj Bhavan, Guindy

Raj Bhavan Estate which has over 1,200 acres is a protected sanctuary for beautiful deer which are found in plenty there. With a view to giving an opportunity to the children of Madras City to see and observe these lovely animals in their natural surroundings, Government of Madras have laid out a very attractive Children's Park within the Raj Bhavan Estate. This was formally declared open by the Prime Minister of India on the Tamil New Year's Day in April, 1959.

Gandhi Mandap, Guindy

This inspiring memorial is situated on the Guindy - Adyar Main Road within the Raj Bhavan Estate. The well known writer, the late Sri R. Krishnamurthi ('Kalki') was largely instrumental for this beautiful monument which serves as the place for prayer and contemplation on the teachings of Mahatma Gandhi. Modelled in the style of South Indian temple architecture, there is a Gopuram at the entrance. Inscribed on its wall are selected sayings of the Father of the Nation.

The Theosophical Society, Adyar

This is the international head-quarters of the Society. It was founded in New York in 1875, transferred to Madras in 1882 and incorporated in 1905. Its objects are to form a nucleus of the Universal Brotherhood of humanity without distinction of race, creed, sex, caste or colour and to encourage the study of comparative religions, philosophy and science. The head-quarters estate of the Society covers nearly 300 acres extending east along the Adyar river from the Adyar Bridge upto the sea and South along the sea-shore for a considerable distance. The estate has many picturesque buildings in beautiful gardens, including places of worship of the Great Religions.

The Adyar Library in the gardens of the Society and containing about 30,000 books, 15,000 manuscripts 10,000 palm leaves, 4000 papers and 1,000 transcripts bound as books is one of the finest Oriental libraries in the world. Most of these books and manuscripts are in Sanskrit. A subsidiary activity is a library known as the Dr. U.V. Swaminatha Ayyar Tamil Library. This contains about a thousand Tamil manuscripts.

The banyan tree in the Society's gardens is one of the three largest trees in India covering an area of 40,000 square feet.

Life Insurance Corporation's Multi-Storeyed Building, Mount Road

The Life Insurance Corporation's modern skyscraper Building erected on the City's arterial highway — Mount Road — dominates the skyline and is an adornment to the City of Madras. The Building with its vertical lines of aluminium soaring into space symbolises the Corporation's aspirations to provide life insurance protection to every citizen in our Welfare State.

The Building has a frontage of 181 feet on Mount Road. A portion of the frontage, 26 feet at the South end is carried upto two floors and the remaining portion of 155 feet is carried upto the full height of 177 feet. The depth of the block facing Mount Road is 58 feet. A three-storeyed rear block, 121 x 34 ft. with a basement for record storage and Ground and First Floors for office and canteen accommodation, is connected to the main building through a link block 66 x 35 feet at the southern side. An open air Auditorium for assembly and entertainment has been provided in the central court between the blocks with a dais at the northern side. North of the Auditorium are the Power House, Pump Room and Underground Sump for Municipal water supply. A Cycle Stand to accommodate about 350 cycles is provided behind the Rear Block. Beyond that will be the Caretaker's Quarters as well as Garages to accommodate 30 cars. Additional space for parking about 50 cars is available in the same compound.

The Floor heights are 12 feet 6 inches for the Basement, 15 feet for the Ground Floor and 11 feet 6 inches for all

GUPTA'S STATES HOTEL
MYLAPORE — MADRAS-4



MOST IDEAL RESTAURANT & LODGING HOUSE

**SITUATED IN THE CITY WITH ALL
MODERN AMENITIES**



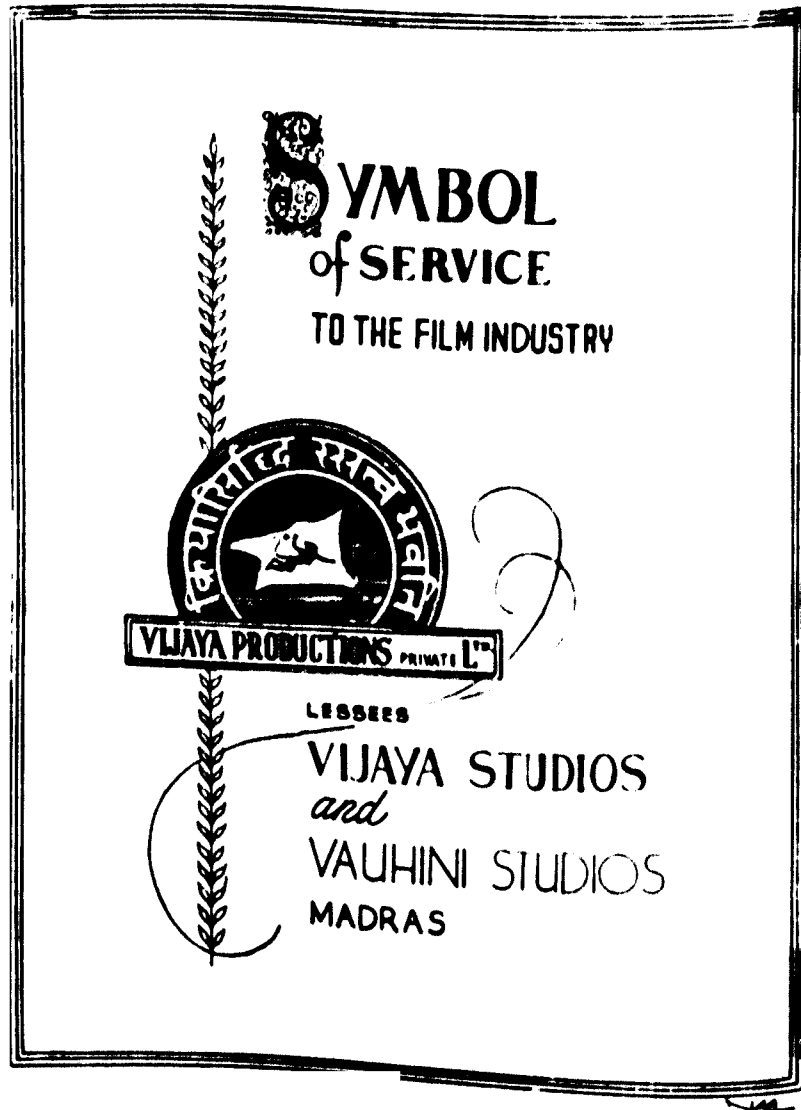
- ★ All rooms with independent bath and telephones
- ★ Air conditioned Dining Hall
- ★ Terrace Garden
- ★ Open Air Theatre with Hi-Fi Sound System

**Plus Excellent Vegetarian Cuisine with
Personalised Service**

Telephone :
71571 (4 lines)

Telegrams :
STATES HOTEL

ALL ABOUT MADRAS



Upper floors. A suspended ceiling with celotex insulation tiles with levelled edges has been provided in all the floors and the ducting for the air-conditioning is housed in the ceiling and the floor slab.

The Ground Floor of the Front Block accommodates five Show Rooms besides the Main Entrance, Lounge, Reception, Cash Counter and Display Windows. The Show Rooms have been fitted with plate glass frontage protected by specially designed aluminium roller grille shutters.

All the floors and staircases are finished in mosaic tiles. The pavement at the entrance is of grey mosaic chequered tiles. In view of the great height of the Building, special aircraft warning lights have been installed on the top of the Building as required by the Air Traffic Regulations. Lightning conductors, particularly required for a Building of this altitude, have been provided. The total steel used in the building is about 1,000 tons and the quantity of cement utilised is about 3,000 tons.

A wide cantilevered pergola is over the Terrace Floor on the side overlooking the sea. A visitor to the Floor has a panoramic view of endless charm of the City of Madras and its suburbs with a most pleasant prospect of the Bay of Bengal. The myriads of dancing lights of the City provide a spectacle of rare beauty and enchantment at night.

The entire building is air-conditioned.

ART AND CULTURE

The civilisation and culture of Southern India, of which Madras City is a part, is thousands of years old. Till recent times, the architectural and sculptural beauties were confined to mostly palaces and places of worship. At present, however, there is a keen appreciation of the need to educate the whole people in the beauty of art in different forms; and many institutions have been opened.

National Art Gallery

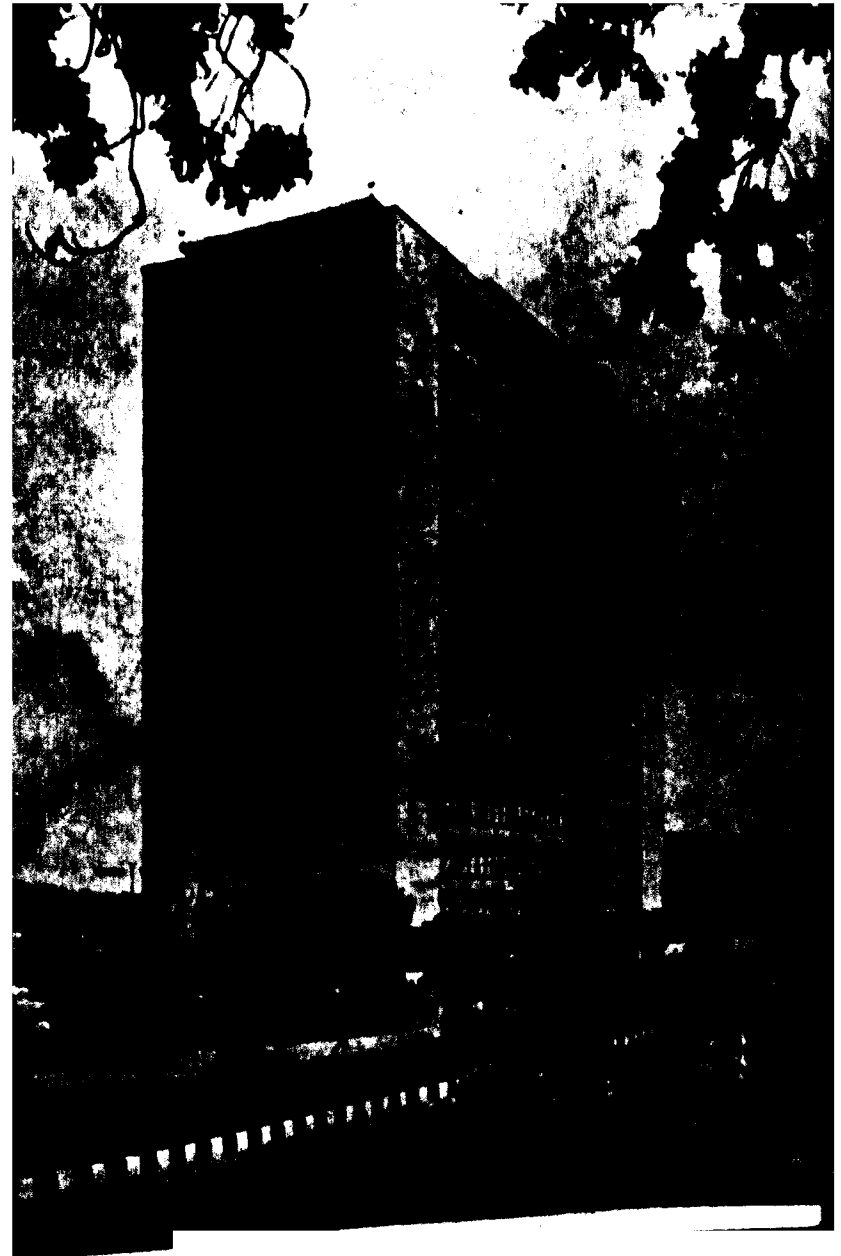
Adjacent to the Museum in Egmore is the National Art Gallery exhibiting very valuable paintings mounted tastefully in a large hall at the front and in a series of rooms at the back. The building is of Moghul style and is faced with sand stone. Its beautiful gateway, marble floor, and a fine relief ornamented ceiling remind one of Agra and Fathehpur Sikhri. The foundation stone was laid by Emperor King George V when he visited Madras in 1908 as the Prince of Wales.

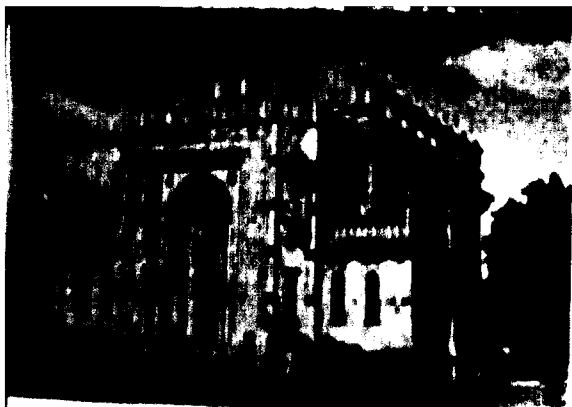
School of Arts and Crafts

The School of Arts is a Government institution originally started by Dr. Hunter in 1850 and taken over by Government in 1855 as an art and industrial school. It is east of St. Andrews' Kirk and the buildings are wedged between the overbridge on the west, and the railway line on the south. The school of Arts trains students in painting and sculpture, and holds periodical exhibitions.

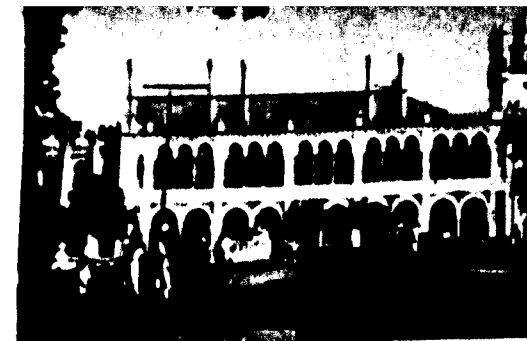
College of Karnatic Music

College of Karnatic Music is an institution sponsored by the Government of India for encouraging research work





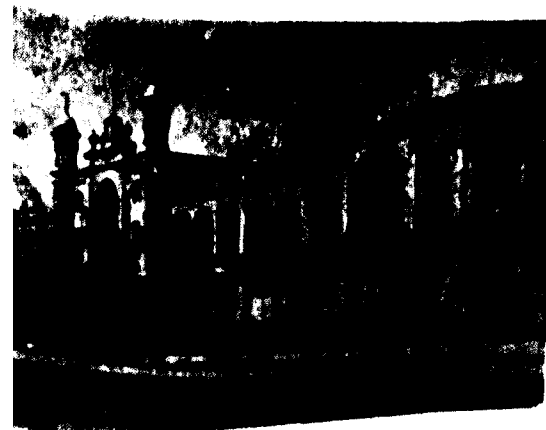
National Art Gallery, Panama Rd., Panama



"Public Works Department" Offices, Chepaul



Catamarans
near the Seashore.



Offices of the Board of
Revenue (Chepauk Palace).

High Court Buildings, George Town



Fort St. George.





Mahatma Gandhi's Statue near Marina, Madras

With the best compliments of:

KEBORAM COTTON MILLS LTD.
8, INDIA EXCHANGE PLACE, CALCUTTA

Distributors for South India:
TRADERS & TRADERS
42B, MINT STREET, MADRAS-1

in the well-known South Indian "Karnatic" music. It is situated at Greenways Road, Adyar.

Kalakshetra

The Kalakshetra, an institution founded by Srimathi Rukmani Devi for promulgating Bharata Natyam and other arts of the East and the West, is near the Elliot Beach in Adyar. With an efficient and dedicated staff, the Kalakshetra is doing yeoman work in the cause of nurturing, developing and propagating the finest trends in art.

Tamil Isai Sangam

Tamil Isai Sangam is a cultural organisation dedicated to the fostering of Tamil music. Every year a series of performances are organised under its auspices where papers by scholars and research students of songs in Tamil are read. This Sangam has its own hall in the City and the hall has been named after Raja Annamalai Chettiar, who was passionately devoted to the growth and development of Tamil music.

Music Academy

The Music Academy in Madras has played a leading part in popularising the Fine arts, particularly Karnatic music and Bharatanatyam type of dancing. On account of a lot of interest on the part of leading personalities of the city, it will move shortly into its own premises, being built at the junction of Cathedral Road and Mowbrays Road in Mylapore.

Suguna Vilas Sabha

This is one of the oldest institutions for the encouragement of drama. This is also a club with the usual facilities

ALL ABOUT MADRAS

for tennis, billiards, cards, etc. The old theatre has been re-built and leased for a cinema house.

Egmore Dramatic Society

Egmore Dramatic Society encourages drama, music, dance and fine arts, and conducts a music school.

Madras State Sangita Nataka Sangam

Madras State Sangita Nataka Sangam, Greenways Road, Adyar a State sponsored organisation constituted by the Government of Madras for fostering and developing the fine arts of music, dance, drama (including katha kalakshepam) and films and for promoting through them the cultural unity of the country. It is affiliated to the Sangeet Natak Akadami, Delhi.

There are numerous other organisations all over the City for the spread and enjoyment of the fine arts amongst the people of the city.

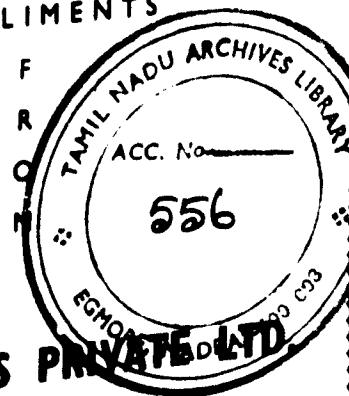
Victoria Technical Institute

This organisation was formed to encourage the art of Southern India and to exhibit the various indigenous works of beauty and skill to visitors. The exhibits include printed calicos, fine South Indian embroideries, scarves, works of art in brass, copper, wood, ivory, bamboo, leaf and straw, South Indian Jewellery, lacquer work, carpets and rugs. The Institute buys such works of art from indigenous craftsmen and sells them to visitors and tourists. It is now accommodated in its own building on Mount Road, and is managed by a Trust.

Kashmir Art Emporium

The Government of Jammu and Kashmir have opened a show-room on Mount Road to exhibit and sell works of art

WITH
THE BEST
COMPLIMENTS



SHIVAJI FILMS PRIVATE LTD.

PRODUCERS
&
DISTRIBUTORS

3, BEASANT ROAD
MADRAS - 6

In this age of speed and Rush Accidents Just happen
No one knows, why when, & where !!

But everyone should know that he can now take
INSURANCE PROTECTION against
every kind of Accident.



ANNUAL PREMIUM
Only **FOUR Annas Per Cent**



For Particulars :

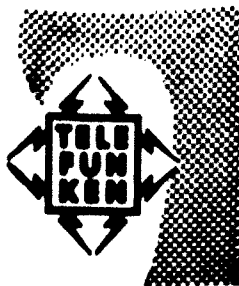
Indian Mutual General Insurance Society Ltd.
35, MOUNT ROAD MADRAS - 2



NOVAK AND TELEFUNKEN
RADIOS

Famous for their Quality
and Superb Performance

Available in Different
RANGES & PRICES



Distributors for Madras & Andhra Pradesh
Grams: OBRED

Phone: 84830

Obul Reddy (Madras) Private Ltd.

31, GENERAL PATTERS ROAD, MADRAS-2

in metal, wood, brass as well as rugs and shawls produced in Kashmir. There are also private merchants selling Kashmir works of art.

Handicrafts Emporium

Handicrafts Emporium at Mount Road is a Government of India subsidised venture organised by the Handicrafts Board and a very wide variety of hand made articles from all over the country are prominently displayed here for sale.

Khadi Grama Udyog Bhavan

Khadi Grama Udyog Bhavan at Mount Road is a show and sales room of the Khadi and Village Industries Commission and is a remarkable place for a wide selection of all kinds of hand-woven and handmade articles.

Khadi Depots

Khadi Depots have been organised by the State Khadi Department at all important points all over the city like Triplicane, Mylapore, Thyagarayanagar and George Town.

BROADCASTING

The Corporation of Madras began broadcasting news bulletins and music from a studio in Ripon Buildings on 1st April 1930. The Government of India took over this subject and from June 1938, broadcasting studios were located in Egmore. Radio sets increased in number. The Madras centre of the All India Radio has now its own spacious buildings and studios on the marina south of the office of the Inspector General of Police. The Radio department has its own orchestra of musicians and it organizes various kinds of entertainment through parties of school children, college boys and girls, as well as private individuals. Discussions on various topics, radio talks by leading politicians and technical men and educationalists are also broadcast. Running commentaries on important events, visits of dignitaries, cricket and hockey and football matches are given. The Madras station of the All India Radio specialises in "Karnatic" music.

TEMPLES, CHURCHES AND MOSQUES

Sri Kapaleeswarar Temple

The oldest and the most famous of the temples of Madras is Sri Kapaleeswarar temple in Mylapore, more than two thousand years old. The legend of Goddess Parvathi in the form of peacock worshipping Lord Siva her husband in order to obtain deliverance is commemorated in a beautiful sculpture in the northern 'prakara' of the temple. An annual festival is celebrated with great enthusiasm in honour of the sixtythree Saiva Nayanmars whose finely carved statues in bronze adorn the temple. A bronze image in memory of Avvayar, the famous Tamil poetess, who delighted great kings with her pithy greetings which baffled even learned men is preserved. There is a large square tank adjacent to the temple.

Sri Parthasarathy Swami Temple

This Vaishnavite temple in Triplicane has finely carved images of Sri Krishna with Rukmani his consort and Balarama and Satyaki his brothers. Sri Krishna is depicted as wounded by arrows, when he acted as Charioteer (Sarathy) for Arjuna (Partha). Tirumangai Alwar the famous Vaishnava saint has written many verses in praise of Lord Krishna. The temple was founded by the Pallavas of Kanchi, and later endowed by the Pandya, the Chola and the Vijayanagar Kings. In 1564 the temple was renovated by pious citizens, when the inscriptions mentioned by Tirumangai Alwar in his poetic work appear to have been destroyed or misplaced. The temple has a large tank in front of it.

The Patnam Koil

The Patnam Koil (The Town temple) near the Flower Bazaar is dedicated to both Vishnu (Chenna Kesava) and Siva (Chenna Mallisvara). This temple was originally erected by the early Indian settlers in Chennapatnam just north of Fort St. George, when Indian traders and workmen built houses between the fort and the village of Madraspatnam. Naga Battan, the powder maker of the East India Company built it and gave it an endowment in 1646. Beri Timmana the Company's broker, made another endowment in 1648. The temple was demolished in 1757 when Chennapatnam was pulled down by the French and later by the British to create an esplanade (open space) all round the fort for cannon fire. The temple was re-built a few years later at its present site in Peddunai-ckenpettah (now popularly known as Flower Bazaar area).

Thiagaraja Temple

Tiruvottiur just beyond the northern limits of the city has a famous Siva temple dedicated to the deity Thiagaraja. Saint Sundarar one of the noted Saiva Nayanmars as well as Pattinathar, the famous ascetic, whose grave (Samadhi) is close by are both associated with this temple. The Chola kings encouraged worship in this temple and gave many endowments.

Sri Vadapalani Andavar Temple

This temple at Kodambakkam is a shrine for Lord Muruga. It is considered very important by the devotees of Lord Muruga and is considered as sacred as the shrine for Lord Muruga at Palani in the South.

San Thome

The fame of San Thome is due to the tomb of St. Thomas an apostle of Jesus Christ who is said to have suffered



Theosophical



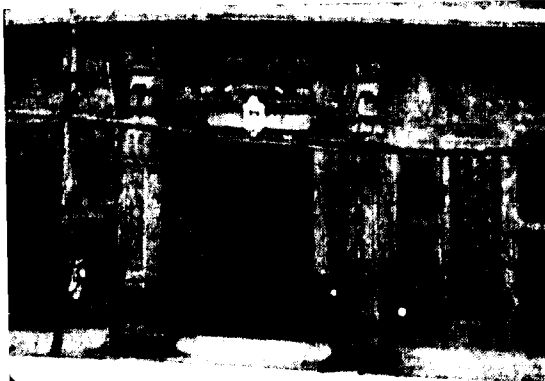
Adyar Library, The Theosophical Society, Adyar.



Quindly.



Sri Sai Baba Temple, Mylapore.



Jain Temple, Palal,
near Red Hills.



The Little Mount Shrine
(Chinnamalai).



Sikh Gurudwara, T. Nagar.

martyrdom and been buried there. A Christian colony existed from the latter part of the first century and was well known to Arab Travellers who called it Betumah (Beth-Thoma). King Alfred of England sent his emissaries to San Thome in 883 A. D. Marco Polo visited the tomb of St. Thomas and the small chapel built by Persian merchants who were Nestorian Christians. The Portuguese arrived in 1552 and improved the settlement. The present gothic cathedral was built in 1893, with a long and high nave. The transept is adorned with stained glass windows. The three panelled window of stained glass in the sanctuary depicts St. Thomas as touching with his fingers the wound on Christ's side. The tall steeple is a guide to the fishermen, and is a land mark for many miles around.

Luz Church

The Luz Church has an ancient tradition associated with it. It is said that some mariners who were tossed about in a storm off the coast of Madras saw a light beckoning to them. They steered towards the light and landed safely and walked up to the place from which they saw the light. On that spot is now built the Luz Church dedicated to "the Lady of Light".

St. Thomas Mount

The Church on St. Thomas Mount built by the Portuguese is dedicated to our Lady of Expectations, and has built into the wall behind the altar, a stone cross bearing an old Pehlvi inscription and with some spots on it resembling blood stains. Hence it is called the Bleeding Cross. There is a picture of the Holy Virgin and child said to be painted by St. Luke and brought to India by St. Thomas.

The Little Mount Shrine

The little Mount (Chinnamalai) is to the east of the bridge in Saidapet. It contains a cave to which St. Thomas fled when he was persued by his persecutors. There is a spring in a cliff of the rock which St. Thomas is said to have miraculously brought forth by hitting the rock with his staff in order to quench the thirst of his followers. The church built by the Portuguese in 1551 is dedicated to our Lady of Health.

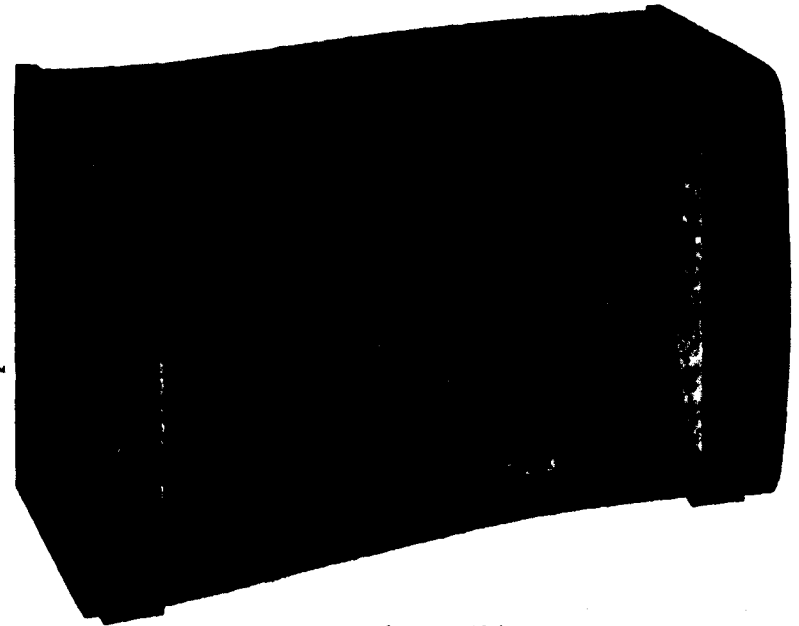
St. Mary's Church

The oldest English Church in Madras is St. Mary's whose foundations were laid on Lady's day in 1678 and consecrated on 28th October, 1680. The tower and the spire were added later. Above the Communion Table hangs a painting of the "Lord's Supper" said to be the work of a pupil of Raphael, who himself painted the Chalice. St. Mary's Church has been declared to be a historical monument and is now under the care of the Archeological department of the Government of India. The historic silver vessels of the church have been preserved.

St. George's Cathedral

This church was built by De Havilland, a famous Engineer, between 1814-16. It is a noble structure with a long nave supported by ionic columns and a spire 140 feet high. Inside are monuments to Bishop Heber, Dr. Corrie, the first anglican Bishop of Madras, and Dr. Anderson, a Physician General of Madras. The grave yard in the compound is fenced with railing made up of the musket barrels, bayonets, and pikes captured from Tippu Sultan in Srirangapatnam in 1799. Adjacent to the church are the

CRYSTALTONE RADIOS (GERMAN DESIGN)



Manufacturers :

Grams: GEJANSHICO

Phone: 86718 & 84805

G. JANSI & CO.,
2/163, MOUNT ROAD, MADRAS-2

We also Manufacture Battery Chargers,
Battery Eliminators Etc.

ALL ABOUT MADRAS



residence of the Bishop in Madras, the parsonage, and the Diocesan Office.

St. Andrew's Kirk

St. Andrew's Kirk was built by the same engineer a few year later. It has a stately appearance and is regarded as one of the noblest edifices in South India. The Church is of solid masonry with a large circular hall surmounted by a dome and the nave is made of arches. No timber or steel is used except for door and windows. The entrance is supported by Ionic columns of imposing appearance.

Armenian Church

There was a large colony of Armenian Christians in Armenian Street, and they built a small Church in 1712 on the site of their old cemetery. This Church was re-built and expanded in 1772, the verandahs and the court-yard being paved with tablets taken from the old graves. Shawmir Sultan, a leading Armenian merchant who owned a palatial building inside the fort and who helped to build this Church is commemorated by his picture inside the Church. The belfry of distinctive construction stands apart from the Church.

Big Mosque

The big mosque in Triplicane the biggest in the city is the most important for muslims. The wide space in front gives a grandeur to the building.

Round Mosque

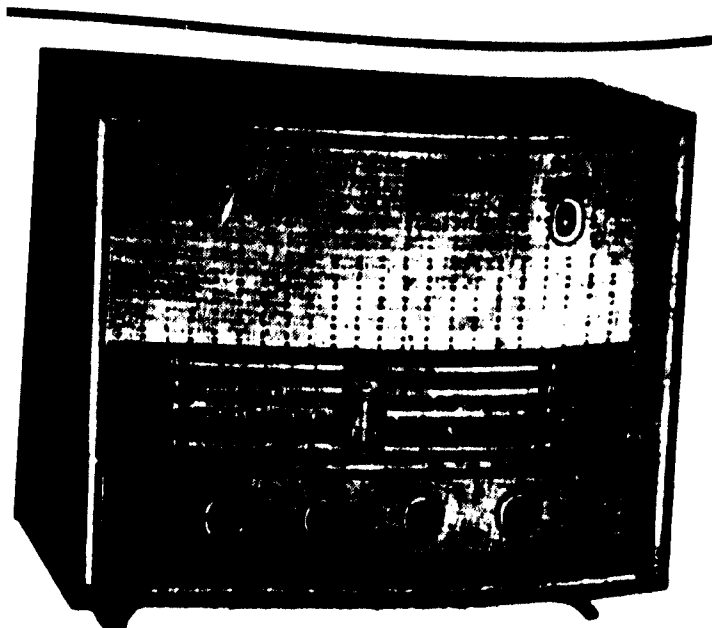
The Round Mosque on Mount Road in Thousand Lights area serves the needs of muslims in South Madras City.

There are many other places of worship, scattered in and around Madras City.

There has recently been built a Sikh Gurudwara in Thyagarayanagar, Madras.

There are two Jain temples - one at Sowcarpet and one at Red Hills.

There are also over 100 other temples and 40 other Churches and other places of worship all over the city.



Sole Distributors for South India:
MAHOMED EBRAHIM & CO. PRIVATE LTD.
 MADRAS — HYDERABAD — BANGALORE

PARKS AND ZOOLOGICAL GARDENS

My Lady's Garden

Adjacent to the Zoo is an attractive garden called "My Lady's Garden" where different kinds of plants and flowers are grown. Once a year, there is a free exhibition of flowers, crotons and fruit plants. An Asoka Pillar of creepers, Krishna in a Chariot in flowers, and peacocks in leaves are remarkable exhibits. The lily pond in an attractive green lawn is a popular rendezvous for many pleasant tea parties given by the Corporation in honour of distinguished guests.

Peoples' Park

The Peoples' Park was once a real park with well laid gardens, many trees, ponds, swimming baths and fountains - a long stretch of pasture land with thickets of bushes and trees comprising the whole area from Sydenhams Road to the Central Station. At first a board of Commissioners managed the affairs of the park. In 1866, it was transferred to the Corporation. From then on, buildings have been gradually built in the park. The Victoria Public Hall was built in 1883. The Moore Market came into existence in the South East Corner of the park when the central market was abolished. A large bit of the park was leased to the South Indian Athletic Association for encouraging athletic games. The offices of the Corporation were built in the South West corner in 1909-10. Asok Vihar and other health centres were built between the Moore Market and the S.I.A.A. Buildings. A large slice of the remaining western portion was converted into a huge stadium.

Napier's Park

This small park of flower beds and gravel walks behind the Simpson buildings serves as a health centre to the people of Chintadripet. It was begun in 1869 in the time of Governor Lord Napier and has proved to be very useful to the children in the locality.

Robinson Park

Dr. Thompson, who was in charge of George Town raised funds in 1882 and formed and improved this park just north of Stanley Medical College (Washermanpet). It is under the charge of the Corporation and is useful to the residents of Washermanpet.

Botanical Gardens

Adjacent to St. George's Cathedral are the gardens of the Horticultural society started in 1835. The gardens have numerous flower beds, lotus tanks, lawns, and many kinds of trees, spread over twenty-two acres. There is a nursery where seeds and plants are sold. The society holds an annual show when prizes are given for the best gardens in the city.

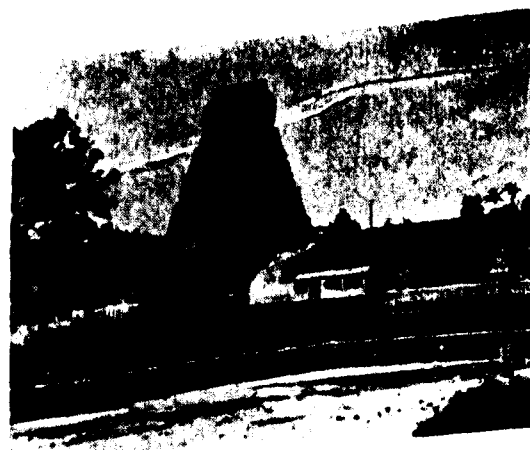
Marina Park and statues of Mahatma Gandhi and Triumph of labour

The beautiful Marina Park over two miles long along the sea shore is the best maintained in the city, and is under the care of the Public Works Department. Many varieties of flowers in attractive colours are grown along the Marina under the careful supervision of a special garden superintendent. There is a small road with the romantic name of "Lovers Path" at the eastern end of the flower beds and parallel to the Marina road. A large statue of Mahatma-

Sri Parthasarathy Swami
Temple, Triplicane.

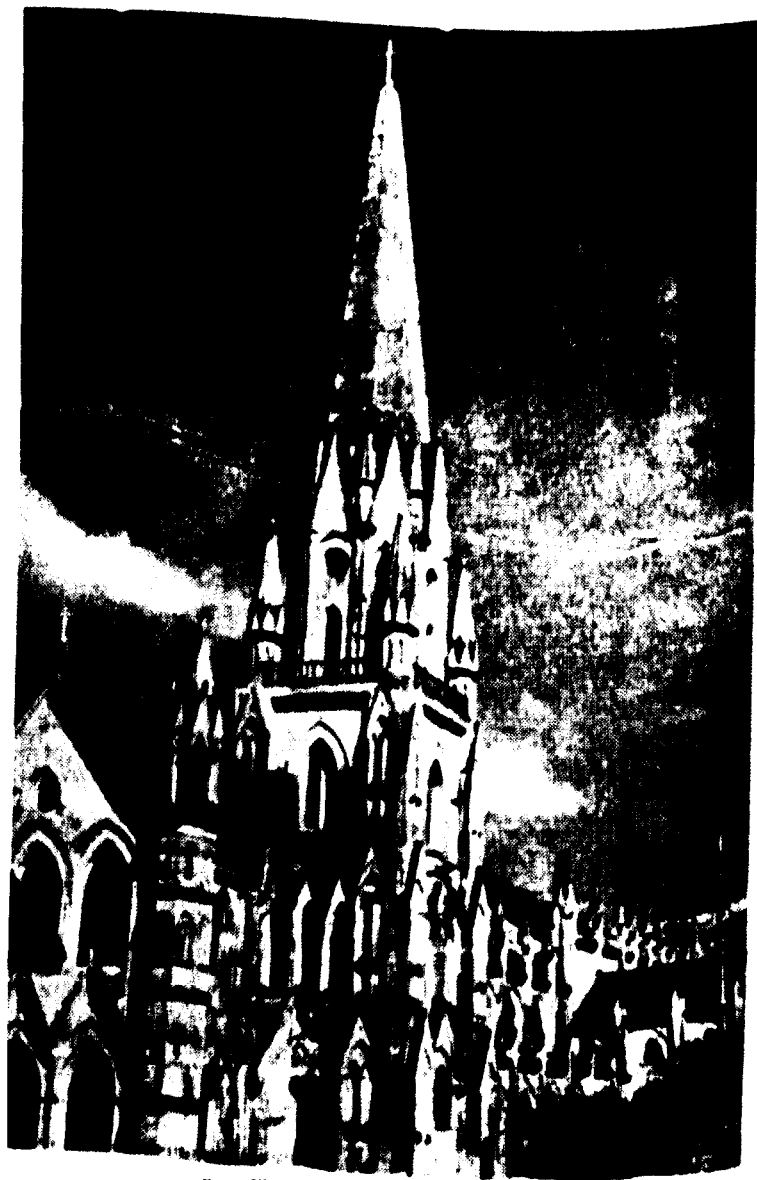


Sri Thiagaraja Temple,
Tiruvottiyur.

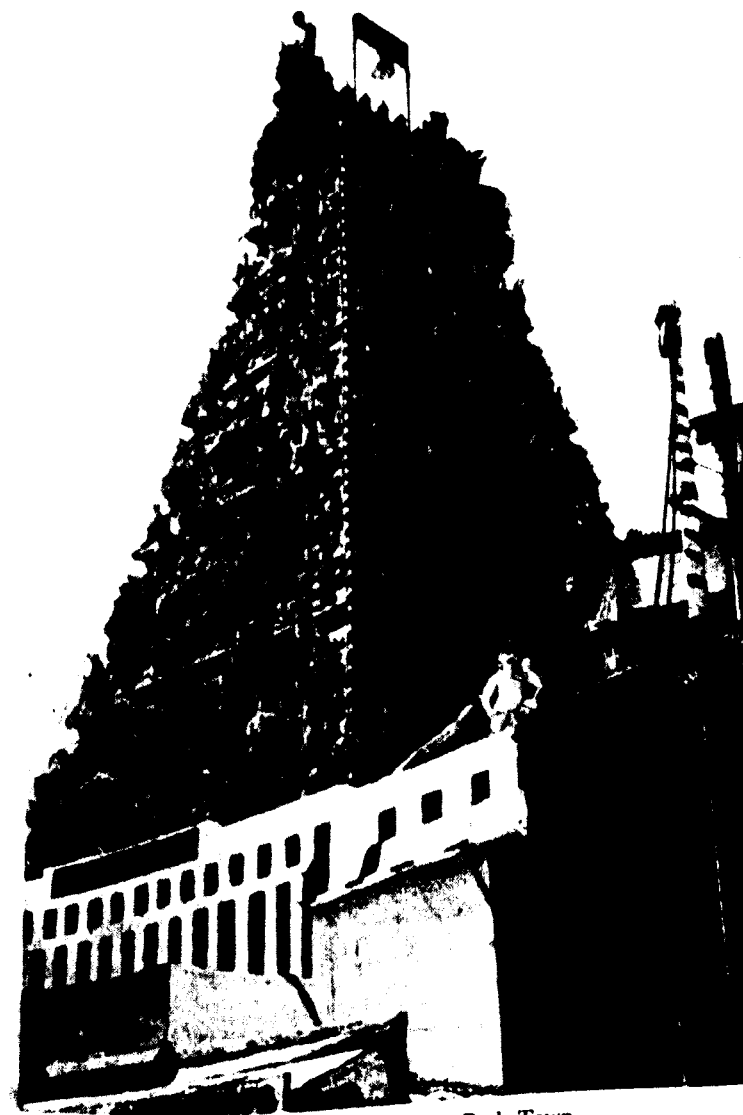


Sri Vadapalani Andavar
Temple, Kodambakkam.





San Thome Cathedral, Mylapore.



Sri Kandaswami Temple, Park Town.



Gandhi and another showing the "Dignity of Labour" have been erected at either end of these gardens. These were specially made by the well known sculptor Dr. Roy Chowdri.

Zoological Gardens

The zoo was started in 1855 as an adjunct to the Museum. In 1861 it was transferred to the spacious ground of the Peoples' Park in the time of Governor Sir George Trevelyan. It was later handed over to the care of the Corporation, who have improved the grounds, constructed proper accommodation for the different kinds of animals and birds in it, and made the gardens very attractive to visitors. During the centenary of the zoo, the entrance gates were remodelled and a cafe was started.

The zoological gardens consist of about 70 acres, and has an annular lake at its centre. The animals—lions, tigers, leopards, bears, rhinoceroses, monkeys, baboons, kangaroos, sambur, deer, elephants, and others - are accommodated in separate enclosures around the lake, while the birds except the ostriches and emus are on the island. Crocodiles are in a separate pen.

The boating in the lake is an additional attraction and very popular with visitors. There is a small entrance fee.

Aquarium

On the beach, opposite to the Presidency College is a small building in which many varieties of attractive living fish are exhibited in lighted glass tanks. There are also many species of fish preserved in glass jars. The aquarium is in the charge of the Fisheries Department.

LIBRARIES & MUSEUMS

LIBRARIES

The Madras Literary Society, College Rd., Nungambakkam, Madras-6

The Madras Literary Society housed in a fine building adjacent to the Office of the Director of Public Instruction, Nungambakkam, began its life in 1812. The Library has now more than 1,00,000 volumes and periodicals.

Connemara Public Library, Museum Compound, Pantheon Rd., Egmore, Madras-8. Phone : 86625

The Connemara Library is one of the five national Libraries of India to which one copy of all books and periodicals published in India should be sent. This noble library was built in the time of Governor Lord Connemara (1886-90). Mr. Irwin was the architect, who designed the buildings in the Indo-Saracenic style. The first books were from the Secretariat Library, from collection of old newspapers, and from many donors. The Library has over 8 lakhs volumes and periodicals which are lent to the public. Books are lent to all members on deposit of Rs. 20. This Library is open to any person of 17 or more years of age. It is kept open from 8 a.m. to 5-30 p.m. on all days except Fridays and certain public holidays notified beforehand.

Madras University Library, New University Bldg., Marina, Madras-5 Phone : 86604

The University Library is open to all those who were or are connected to the University as students, or teachers. It is

Madras Literary Society and Auxiliary of the Royal Asiatic Society

(Estd.: 1812)

College Road

NUNGAMBAKKAM

MADRAS-6

Members :

1. **RESIDENT MEMBERS**—2 new books delivered once a week at the residence. In addition 4 stock books can also be taken
2. **NON-RESIDENT MEMBERS**—Ten stock books, sent by rail or by post.

Subscribers :

1. **FIRST CLASS SUBSCRIBERS**—3 stock books.
2. **SECOND CLASS SUBSCRIBERS**—2 stock books.

Rates of Subscription :

1. **MEMBERS** (both Resident & Non-Resident)—Rs. 15/- a quarter.
2. **FIRST CLASS SUBSCRIBERS**—Rs. 6/- a quarter.
3. **SECOND CLASS SUBSCRIBERS**—Rs. 4/- a quarter.

Terms & Conditions to Join :

Form of admission for Members and Subscribers should be proposed by a Member of the Society.

Office Hours :

7 a.m. to 7 p.m. on all days except Wednesdays.

**One of the Oldest Circulating Libraries in
South India which caters to All
Classes of People**

WILFRED PEREIRA'S

for QUALITY PRODUCTS

- | | |
|-----------------|---------------------|
| ★ GRIPEND | ★ GLOW LINIMENT |
| ★ PHELEX | ★ PHELOBALM |
| ★ MALTO BITTERS | ★ SHEMAR |
| | FAMILY COUGH REMEDY |

WILFRED PEREIRA PRIVATE LTD.

MANUFACTURING CHEMISTS

M A D R A S - 7

Associated Industrial & Engineering Corporation Ltd.

Merchants, Engineers & Contractors

Specialists in

Design and Construction of R. C. C. and Prestressed Structures, Bridges, Water Supply & Drainage Schemes, Sanitary Installations etc.

Agents in South India for M/s. **STROJEXPORT**, Trade Organisation of Czechoslovakia

For

"SKODA" Building, Earthmoving & Mining Machinery, Excavators, Cranes, Concrete Mixers, Diesel Locomotives, Vibrators, Hydraulic Jacks etc.

Managing Agents

M/s. Gannon, Dunkerley & Co. (Madras) Private Ltd.

Registered Office: 14, Boag Road, Madras-17
Phone: 88926, 88927 & 88928 Grams: "VITOPUS", Madras

accommodated in a fine building adjacent to the University offices on the Marina. It has over 7 lakhs volumes and periodicals. There is a separate section in the University Library in which many previous records and books of the East India Company Library are kept. The Library is open on all days of the week, throughout the year from 8 a.m. to 8 p.m.

High Court Library, High Court Bldgs., G. T., Madras-1

The Library in the High Court contains law reference books.

U. S. I. S. Library, 150-B, Mount Road, Madras-2.
Phone: 86441

The United States Information Service maintains a library and reading room on Mount Road (near the office of the Automobile Association of Southern India). There are many books and periodicals regarding the people of the United States, their art and culture as well as books on different subjects. There is a children's corner, where books for children are kept.

British Council Library, 150-B, Mount Road, Madras-2. Phone: 86153

The British Council maintains a library and reading room where books and periodicals are read mostly by students. Books are also lent.

Other libraries are:

Madras District Library
Ranade Library

— Mount Rd., Madras-2.
— Luz Church Rd., Mylapore, Madras-4.

- Dharmapura Adhina Library -- 41, Usman Rd., Thyagarayanagar, Madras-17.
Phone : 88642.
- Ramakrishna Math Library 11, Sri Ramakrishna Math Rd., Mylapore, Madras-4
Phone : 71231.
- Muhammadan Public Library --- Wallajah Rd., Triplicane, Madras-5.
- Theosophical Society Library --- Adyar, Madras-20. Phone : 71904.
- Sankuvar Curie Library - Ripon Buildings, Madras.
- Children's Library Office of the Director of Public Instruction, Madras-6. Phone : 84201

In addition to the above, each College and school has a Library. Such Libraries are open to their students and staff only.

MUSEUMS

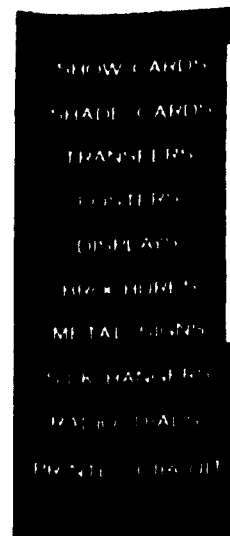
Pantheon Museum, Pantheon Rd., Egmore, Madras-8.
Phone : 86274.

The Museum was started in 1851, when the Madras Literary Society presented to Government a large collection of geological specimens. Around this nucleus has grown the present large number of exhibits—stones, birds, animals, coins, costumes, swords, and many others, illustrating the modes of living of the ancient people in Southern India. The exhibits are arranged in two separate buildings. The nucleus of the museum is the Pantheon (i.e., Assembly room) where in the eighteenth century leading citizens with their families spent pleasant evenings with games, music, and teas. The old Pantheon came into Government possession

in 1821 and was used as the Land Customs Office and the Collector's office. It has been extended in every direction to accommodate the thousands of exhibits now forming the museum. There are various sectors - Natural History (birds, animals, fishes, fossils, etc.)—comparative anatomy, botany, Minerals and geology, antiquities, archaeology, industrial arts and others.

Fort Museum

This museum contains many historic relics, swords, helmets, lances and daggers. Old parchments, letters, and manuscripts connected with the Fort and its growth are exhibited.



RHANOS

a name associated with
screen process printing
for the past ten years, and known for
a high standard of workmanship and strict
observance of delivery dates.

RHANOS PRIVATE LIMITED
8, BROADWAY, MADRAS-1.

MAKERS OF SCREEN PROCESS COLOURS & ACCESSORIES

ALL ABOUT MADRAS

PUBLIC HALLS

Rajaji Hall, Govt. Estate, Mount Rd., Madras-2. Phone : 86306.

This hall in Government Estate was once the banqueting hall of the Governors of Madras and has great historical interest.

There are a number of other public halls in the city used for music concerts and other events of art and culture as well as public meetings.

- | | |
|--|--|
| Annamalai Hall | Esplanade, Madras-1.
Phone : 55865. |
| Gokhale Hall | Armenian St., Madras-1.
Phone : 21654. |
| Krishna Gana Sabha Hall
("Gana Vihar") | opp. Panagal Park,
Nageswara Rao Rd.,
T'Nagar, Madras-17 |
| Madras Mahajana Sabha Hall | 3/18, Mount Rd.,
Madras-2. Phone : 86647. |
| Memorial Hall | Evening Bazaar Rd.,
Madras-1. Phone : 5265. |
| Museum Theatre | Connemara Public Library Compound, Egmore,
Madras-8. |
| N. K. T. Kala Mantap | National Gil's High School, Dr. Beasnt Rd.,
Triplicane, Madras-5. |

- | | |
|--|--|
| Open Air Theatre | — Congress Grounds, Teynampet, Madras-6. |
| Otta Vadai Theatre | — Wall Tax Rd., Madras-3. |
| Rasika Ranjani Sabha Hall
(Sundareswarar Hall) | — 2, Sundareswarar St.,
Mylapore, Madras-4.
Phone : 71767. |
| S. I. E. T. Women's College Theatre | — S. I. E. T. Cultural Committee Office,
Teynampet, Madras-18
Phone : 88890. |
| Soundarya Mahal | — Govindappa Naick St.,
Madras-1. |
| Srinivasa Sastry Hall | — Luz, Mylapore, Madras-4 |
| St. Mary's Public Hall | — 3, Armenian Street,
Madras-1. Phone : 4152. |
| Vani Mahal | — T. Nagar, Madras-17. |
| Victoria Public Hall | — Near Moore Market,
Madras-3. |
| White Memorial Hall | — Egmore, Madras-8. |



PICTURE HOUSES

There are many picture houses in the city exhibiting films in various languages such as Tamil, English, Hindi and Telugu (rarely Kannada and Malayalam). There are three shows daily at about 2-30 p.m., 6-30 p.m. & 9-30 p.m. Special matinee shows are held at 10 a.m. on Sundays and other important holidays.

Name	Location	Telephone No.
Ashok	41, Sydenhams Rd., P. T., Madras-3.	55064
Bharat	Dr. Vijayaraghavulu Rd., Mint, Madras-21.	55340
Brighton	Royapuram, Madras-13.	2605
Broadway	4/95, Broadway, G. T., Madras-1.	3521
Casino	4, Blackers Rd., Mount Rd., Madras 2.	86744
Chitra	1/4, Langs Garden Rd., Mount Rd., Madras-2.	86725
Crown	near Mint Bldg., Madras-1.	31776
Eros	125/126, Lattice Bridge Rd., Adyar, Madras-20.	71603
Gaiety	Blacker's Rd., Mount Rd., Madras-2.	84176
Kama-dhenu	Luz Church Rd., Mylapore, Madras-4.	
Kapali	52, Brodies Rd., Madras-28.	71108
Lakshmi	Aminjikarai, Madras-29.	61538
Lakshmi	Strahans Rd., Perambur, Madras-12.	61637
Maharani	149, Thiruvottiyur High Rd., Washermanpet, Madras-21.	4866

Name	Location	Telephone No.
Midland	General Patters Rd., Mount Rd., Madras-2.	86048
Minerva	10, Davidson St., G.T., Madras-1.	4026
Murugan	St. Xavier St., G.T., Madras-1.	
New Elphinstone	184, Mount Rd., Madras-2.	86846
New Globe	2 & 3/18, Mount Rd., Madras-2.	86266
Noorjahan	6, Abdul Razack St., Saidapet, Madras-15.	88312
Odeon	8-A, Woods Rd., Mount Rd., Madras-2.	86617
Paragon	57/58, Wallajah Rd., Mount Rd., Madras-2.	86912
Plaza	14, Mount Rd., Madras-2.	86990
Prabhat	97, Broadway, G.T., Madras-1.	2882
Raja-kumari	Pondy Bazaar, T. Nagar, Madras-17.	88310
Roxy	Purasawalkam High Rd., Madras-7.	61350
Sara-swathi	Strahans Rd., Permabur, Madras-12.	61653
Sayani	Ayanavaram, Madras-23.	61033
Select	31, Thathamuthiappan St., G.T., Madras-1.	4046
Sri Krishna	Mint Junction, Madras-1.	4093
Sri Padma-nabha	155, Wall Tax Rd., Madras-1.	5333
Star	Triplicane High Rd., Madras-5.	84420

Name	Location	Telephone No.
Sun	G. N. Chetty Rd., T. Nagar, Madras-17.	88604
Thangam	300, Thiruvottiur High Rd., Washermanpet, Madras-21.	3584
Tirumagal	Jones Rd., Saidapet, Madras-15.	88470
Uma	Kellys, Madras-10.	61409
Wellington	17, Mount Rd., Madras-2.	86940

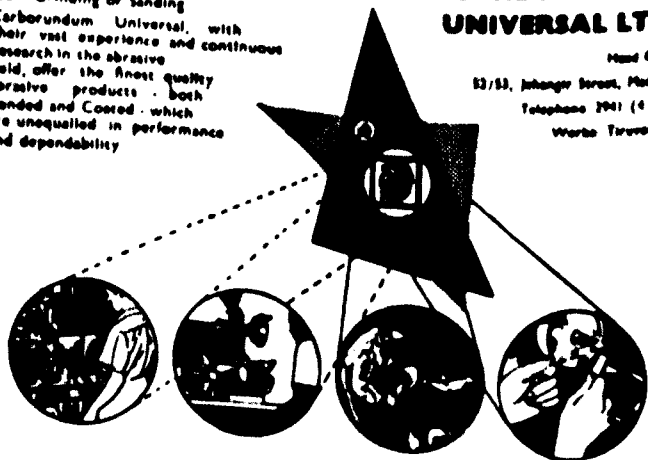
PRECISION Grinding & Sanding

Only a high quality abrasive product can answer the demands of any precision job - Grinding or Sanding. Carborundum Universal, with their vast experience and continuous research in the abrasive field, offer the finest quality abrasive products - both Bonded and Coated - which are unequalled in performance and dependability.

By efficient technical and quality control, the superiority of these products is maintained to meet the exacting demands of modern industries.

CARBORUNDUM UNIVERSAL LTD.,

Head Office
52/53, Jethanger Street, Madras-1
Telephone 2941 (4 lines)
Works Thiruvottiur



BLOCKMAKERS & PHOTOGRAPHERS OF REPUTE

IN THE CITY OF MADRAS
FOR NEARLY EIGHT DECADES

KLEIN & PEYERL
30, MOUNT ROAD
MADRAS-2

Studio :
AIRCONDITIONED

Phone :
84167

Developing :
TEMPERATURE-CONTROLLED



SPECIALISTS IN MAKING COLOUR
BLOCKS FROM COLOUR TRANSPARENCIES

The cost of living is high....

WHY?

Because there is acute shortage of food grains and vegetables. Perhaps, you are not aware! That is why you are baffled when the authorities say, that, the target of additional production of food grains has been raised by lakhs of tons.

And it is possible only by the extensive use of manures, Fertilisers and improved seeds.



MYSORE FERTILISERS provide the best in them. Wise use of these will pave way to prosperity.

ADVISORY SERVICE IS FREE
WITHOUT ANY OBLIGATION

THE MYSORE FERTILISER COMPANY

31-A, North Beach Road,
Grams: "NITROGEN"

Madras-1

Phone: 2068

Branches:

Bangalore—Kuppam (Andhra Pradesh)—Mysore—
Coimbatore — Erode — Coonoor — Ootacamund —
Chikmagalur — Kader — Vijayawada — Cochin.

SWIMMING AND BOATING

Corporation Swimming Pool (Marina)

The Corporation Swimming Pool, open to all, is situated on the beach opposite to the Presidency College. There are rooms for changing dress. No one is allowed into the swimming pool except in standard swimming dress. The pool is open from 6 a.m. to 6 p.m. on Saturdays, Sundays and Mondays. Fee is 50 nP. (8 annas) for each occasion.

Y. M. C. A. Swimming Pool (Saidapet)

There is a well maintained swimming pool at the Y.M.C.A. College of Physical Education at Saidapet. This is open to all from 6—10 a.m. and 12-30—6 p.m. on all days, except Mondays. Students to pay 25 nP. per day and non-students 37 nP. a day (Monthly rates are Rs. 3 and Rs. 6 respectively). Swimming suits are essential.

Gymkhana Swimming Pool (Island Grounds)

This is open to members only.

Sea Bathing

Bathing in the sea can be done all along the coast. However, going too far into the sea is likely to be dangerous, as there are sharks as well as sea currents. The Sea Bathers Society has guards posted at the beach opposite to the Office of the Inspector-General of Police at the end of Edward Elliotts Road, and at *Elliot's Beach* in Adyar. These guards keep a watch over the bathers especially members and rescue any bather in difficulties.

Back Waters

Swimming can be enjoyed also at *Ennore* where in summer the back waters form a lake owing to the closure of the river mouth by a sand bar. Boats are available for rowing and for fishing.

Adyar Club

The Adyar Club is situated at a bend of the Adyar where there is always water for boating. It is accommodated in a fine house in a large park, formerly known as Mowbray's Gardens; and the well known Mowbray's road lined with trees leads to it. Rowing is open to members only.

Cosmopolitan Club Boat annexe

The Cosmopolitan Club (in Mount Road) has a boating annexe on the banks of the Adyar, at Saidapet south of the Chingleput Collector's Office. This is open to members only.



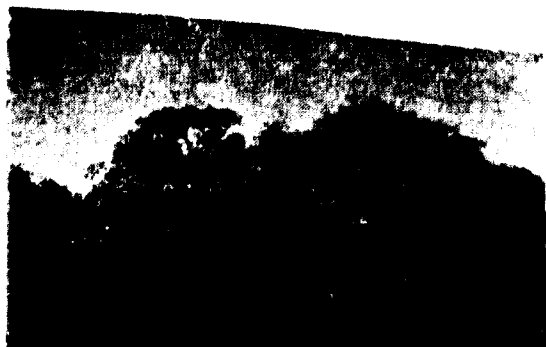
Sri Parthasarathy Swami Temple, Triplicane.



The Bhuddhist Temple, The Theosophical Society, Adyar.



Zoroastrian Temple, The Theosophical Society, Adyar.



Banyan Tree, The Theosophical Society, Adyar.



RACING AND OTHER SPORTS

The Madras Race Club, Guindy, Madras

The Race Club in Guindy has a valuable course for horse racing, and races are conducted in the cold season from the middle of November to the end of March. There are many valuable prizes of various amounts, cups, trophies for which owners and jockeys throughout India take part. The tote at the races is very popular with the people, who visit the races in thousands.

Madras Motor Sports Club

The Madras Motor Sports Club organizes an all-India race meet every year in the cold season at the Sholavaram Air field, fifteen miles north west of Madras City, when thousands witness the spectacle of fast daring rides of motor cycles and speeding cars.

Lambretta Club

This Club organises picnics, tours, etc. for enthusiasts of the scooter.

CLUBS AND ASSOCIATIONS IN MADRAS CITY

Advertising Club, Madras

The Advertising Club formally came into being with the adoption of a formal constitution for it on 15.6.1936. The main objects of the Club are to provide a meeting ground for all those people engaged or interested in advertising directly or indirectly. The promoters hoped that in doing so, the club will have an opportunity to promote advertising consciousness in South India and also to earn for it a professional stature. To this end present activities include a meeting once a month at which specialists in advertising or related activities in Madras or from other parts of the world (on visit) address the members on specific subjects.

The South Indian Newspaper Representatives Association, Madras, seeks to serve as an organisation to promote goodwill between representatives of newspapers, members of Advertising Agencies and Advertisers.

American Baptist Foreign Mission Society

Bishopville, Vepery, Madras-7. Established 1836.
Obj.: Mission Service.

Andhra Mahila Sabha

Luz Church Road, Mylapore, Madras-4. Obj.: To serve the cause of women irrespective of caste, creed, religion or language, to train earnest and efficient workers and harness their services in building up the future of woman-

hood in free India. Activities: About 200 to 250 women and girl students take advantage every year of the facilities provided by the Sabha's classes. The Sabha depends entirely on subscriptions and donations from the public for carrying on its work. The activities and finances of the Sabha are managed by a Trust Board with the Rani of Mirzapur as President and Srimathi Durgabai Deshmukh as the Founder-Secretary.

Anglo-Indian and Domiciled European Association of Southern India

White Memorial Hall, Egmore, Madras-8. Estd.: 1879.
Obj.: To promote the material, social, moral and intellectual advancement, primarily of the members of the Association and secondarily of the classes eligible for membership and of their common interests and the doing of all such other things as are incidental or conducive to the attainment of the above objects. It has several Scholarship Funds such as the Richmond Education Trust, Association Scholarship Fund, etc. The official organ is a monthly journal called "The Anglo-Indian". It has "The Anglo-Indian Club" to afford social amenities to the members of the Association.

Arogya Asramam

Gandhi Nagar, Adyar, Madras-20. Patronised by Jagadguru Sri Sankaracharya, Swami Sivananda of Rishikesh and others. Founded by Swami Venkateswaranand. Conducts spiritual study circle, healing centre and public functions almost daily.

Arundhateeya Maha Sabha

72, Perambur High Road, Madras-12. Estd.. 1920.
Obj.: To promote and protect the rights and interests of

the Arundhateeya community, to draw closer the bond of Union amongst Arundhateeyas and to promote their social and material welfare; to attempt to raise the economic conditions, to impart them education, to make them live comfortably in sanitary surroundings.

Asoka Society

277, Linghi Chetty Street, George Town, Madras-1.
Objects: To afford facilities to persons of all castes and creeds to engage themselves in literary, cultural, charitable and social welfare activities. Activities: Runs a free night school, a children's centre in a slum, a library, etc. Arranges film-shows and parties for slum-dwellers. Works for the benefit of the Harijans and the poor.

Automobile Association of Southern India

38-A, Mount Road, P. B. 729, Madras-6. Obj.: To help motorists in all activities concerning their cars, to get licences, to advise them about Roads, Hotels, Travellers' Bungalows, to give them legal advice and defence, to encourage a spirit of road sense and reduce accidents, to encourage touring in India and abroad by issuing itineraries and foreign touring documents, International Driving Permits and Custom Passes.

Bharat Sadhu Samaj

18, South Mada Street, Mylapore, Madras-4. The Samaj has been formed for the purpose of bringing together the Sadhus of India in the field of constructive and social service activities for the all round development of the country and betterment of the world on the basis of truth, non-violence, fearlessness, equality and unity.

Bharat Scouts and Guides, Madras State

Wenlock Park, P. B. 424, South Beach Road, Marina, Madras-5. Object: To engender reverence for God and Religion and selfless service to country and humanity. The Association is a non-official organisation; non-political; non-sectarian and non-communal in character and not connected with any religious sect, social class or political party.

Bible Society of India and Ceylon

(In Association with the British and Foreign Bible Society) Memorial Hall Compound, Park Town, Madras-3.

Caledonian Society

P. B. No. 351, Madras. Membership is open only to Scotsmen. Obj.: To form in Madras a regularly constituted body of Scotsmen, who may aid and relieve well-authenticated and deserving cases of temporary distress among Scots, take cognizance of, discuss and take steps in regard to matters which possess a national interest, arrange for celebration of St. Andrew's Day and generally to promote fellowship and charitable co-operation among Scotsmen in South India.

Christian Literature Society

Memorial Hall, P. T., Madras-3. Obj.: To produce Christian literature as well as school books and school requisites and to provide instructive literature of general interest on religious as well as secular subjects in Tamil, Telugu, Kannada, Malayalam and English.

Cosmopolitan Club

Mount Road, P. O. Box 371, Madras-2. Obj.: A club, ideals and character are of cosmopolitan, all amenities and facilities confined only to members of the club.

Forum of Free Enterprise

2nd Floor, 35, Mount Road, Madras-2. Is a non-political and non-partisan organisation to disseminate authoritative information to educate public opinion, on Free Enterprise.

Friend-in-Need Society

26, Poonamallee High Road, Madras-3. Obj.: To relieve deserving poor and to suppress mendicity amongst Europeans and Anglo-Indians by all possible means.

Hindu Good Templar's League

35/A, Audiappa Naicken Street, G. T., Madras-1. Estd. 1895. Obj.: Brotherhood and Prohibition.

Indian Council of Child Education

Central Office : 39, Edward Elliotts Road, Mylapore, Madras-4. Estd.: 1945. Obj.: To undertake a scientific study of the child in India in all its aspects and to present the results of such a study to all who may be interested ; to foster and encourage right methods of education for an allround development of the child ; to co-operate with other organizations working in the field of child Education and to co-ordinate their activities for mutual benefit ; to publish literature ; to organise courses for parents and teachers, and to hold conferences.

Indian Roads and Transport Development Association Ltd.

Burmah-Shell House, Esplanade, P. B. No. 1270. G. T., Madras-1. Obj.: To improve the methods of transport and foster developments of roads and transport by representations to Government.

KOTHARI & SONS

BROKERS, MERCHANTS & AGENTS

P. B. No. 267

ARMENIAN STREET, MADRAS-1

Managing Agents :

Kothari Textiles Ltd.

Madras Safe Deposit Co. Ltd.

Adoni Spinning & Weaving Co. Ltd.

Associated Companies' Managing Agents :

Blue Mountain Estates Limited

Waterfall Estates Limited

Balmadies Plantations Limited

The Investment Trust of India Limited

THE ENGLISH CYCLE & MOTOR IMPORTING CO., PRIVATE LTD.

ESTD. 1916

4/9, BROADWAY

Post Box No. 177

MADRAS-1

Telephones:
4475 & 4476

Telegrams:
"CYCLES"

For

- * Cycles
- * Tricycles
- * Perambulators
- * Toy Cars
- * All Cycle Accessories

Branches:

Kumbakonam, Vriddhachalam, Cochin

International Fellowship

1, Landons Road, Kilpauk, Madras-10. Obj.: To promote goodwill and harmony among peoples in the East and the West and to promote mutual respect for the Great Religions. Periodical Retreats and Conferences of Local Fellowships in India; tackle current socio-religious welfare. The social service section co-operates with national and inter-national welfare organizations.

Madras Boat Club

Adyar, Madras-28. Candidates are to be proposed by one member, seconded by another and balloted for by the committee.

Madras Flying Club Ltd.

Madras Airport, Madras-27. Obj.: Training of Pilots, and Aircraft Maintenance Engineers and encouraging air-mindedness in South India.

Madras Library Association

4, Sami Pillai Street, Triplicane, Madras-5. Obj.: To promote Library Movement in the city and in the State of Madras, to organize library talks, lantern lectures, cinema shows, etc., to encourage the formation of District and Taluk Library Associations and affiliate them to itself. To encourage and aid the better utilization of the existing library facilities; to promote the formation of a trained class of librarians, to collect and maintain a library and museum of books and materials pertaining to the Library Movement; to conduct periodicals and publish works, pamphlets, etc.; to promote and encourage bibliographical works to hold meetings and conferences and to do all such

things as are incidental or conducive to the attainment of the above objects.

Madras Literary Society

College Road, Nungambakkam, Madras-6. Estd.: 1812. Circulating and reference Library. 1,02,194 Volumes.

Madras Port Trust Staff Institute

Estd.: 1946. First Line Beach, Madras-1. Objects: 1. To afford every facility for recreation. 2. To foster co-operation and a spirit of unity and fellowship. 3. To promote generally the physical, social and moral welfare of its members. 4. To provide scope for the cultivation of histrionic and other fine arts among members.

Madras Race Club, Ltd.

Guindy, Saidapet, P. O., Madras-15. P. B. No. 1052. Race Club is fully equipped for running the races, has its own buildings, quarters and stables, a Restaurant and also a Dairy to meet the requirements of its members and staff and the Trainers and Jockeys who come to Madras for the Season. The club is also sponsoring and paying the expenses of the amateur riders of Madras.

Motor Vehicles and Allied Industries Association

38-A, Mount Road, Madras-2. Founded in 1938, The Madras Motor Vehicles and Allied Industries Association is a kind of Chamber of Commerce for the automobile interests in the country. With its activities extended throughout India, the Association renders free service to its members in matters connected with automobile manufacture, industry, trade, road transport, Motor Vehicles Act, Company Law, Sales Tax, Motor Spirit Taxa-

tion, Shop Assistants Act, Industrial Disputes Act and a host of other subjects. Its weekly bulletin contains latest orders of State Governments and Central Government pertaining to these topics. Road transport operators, automobile and components and spare-parts manufacturers, traders, importers, dealers, tyre companies, gasoline companies, motor insurance companies, etc. are all members of this association. The organisation is entirely non-profitmaking and is recognised as such under the Indian Companies Act. The Association runs a reading room where all the latest publications both Indian and foreign, of use to the members, are available for reference.

Muslim Educational Association of Southern India

49, Peters Road, Royapettah, Madras-14. Estd.: 1902. Obj.: To devise means for disseminating higher education among Muslims and Scheduled Caste Members, to impart religious instruction side by side with secular education; to help poor but intelligent and deserving students with scholarships, books, school fees, etc.; to safeguard and promote the rights and interests of the Muslim community in all spheres of life, viz., religious, educational, cultural, social and economical.

Rotary Club of Madras

106, Armenian Street, G. T., Madras-1. Rotary Club of Madras is an association of non-political and non-sectarian business and professional men, embracing representatives of nearly every trade and profession. The membership of the Club is formed on the unique plan of one active man from each line of business and profession in the community.

The objects of Rotary Club are to encourage and foster the ideal of service as a basis of worthy enterprise and in particular, to encourage and foster the development of acquaintance as an opportunity for service, high ethical standards in business and professions, the recognition of the worthiness of all useful occupations and the advancement of international understanding, goodwill and peace through a world fellowship of business and professional men united in the ideal of service. The Madras Rotary Club was given its charter in 1929. The Club meets every Tuesday at a luncheon meeting except the last Tuesday of the month when it is either a tea meeting or a dinner meeting. Distinguished visitors to the City and persons with specialised knowledge in any subject are invited to address the meetings.

Deserving charitable institutions receive ready help from the Rotary Club of Madras. The Club has equipped a workhouse in the Corporation Boys' Home in Royapuram for vagrant children. It has also constructed a building to house the Rotary Nagar School and has provided a playground with amenities for the children of the locality. The Club also runs a night school. The present President is Mr. A. R. Narayana Rao.

Southern India Brahmo Samaj

135, Anna Pillai Street, Madras-1. The Samaj maintains a Mandir, a free reading room, a Day School and an orphanage.

Southern Languages Book Trust

3, Wheatcroft Road, Nungambakkam, Madras-31. The Southern Languages Book Trust was formed by the Vice-Chancellors of the South Indian Universities with the

following objective : to sponsor the publication and distribution of high-quality low-priced books in large numbers in the four major South Indian languages - Tamil, Telugu, Malayalam and Kannada. It is working under the auspices of the Ford Foundation who have given a liberal grant to run this organisation.

South India Teachers' Union

Robertsonpet, Raja Annamalaipuram, Madras-28. Membership consists of Teachers' Guilds, Local Associations of Teachers and individual members. The Union is affiliated to the All India Federation of Educational Association which is affiliated to the world Confederation of the Organisation of the Teaching Profession.

Sri Ramakrishna Math

Mylapore, Madras-4. Estd.: 1897. Obj.: Dissemination of ideas and ideals of Eternal Religion in its universal aspects in the light of the life and teachings of Sri Ramakrishna and Swami Vivekananda. The Math at Mylapore has a shrine, Publication Department, Charitable Dispensary, Library and Reading Room.

Sri Thyaga Brahma Gana Sabha

63, Gopathy Narayanaswamy Chetty Road, T. Nagar, Madras-17. Obj.: To promote the advancement of music and other fine arts; to hold musical entertainments, dance recitals, etc.; to conduct a school called Sri Thyaga Brahma Gana Sabha Music and Dancing School for imparting instruction in Music and Dancing on correct lines.

St. George's School & Orphanage

Shenoy Nagar, Madras-30. Estd.: 1715. (formerly Civil Orphan Asylums, Madras). In 1954 the name was

changed. Obj.: To provide education for boys and girls between the ages of approximately 6-17.

St. John Ambulance Association (India), Madras State centre :

Red Cross Buildings, Monteith Road, Egmore, Madras-8. Obj.: For the instructions of persons in rendering First Aid in case of accidents or sudden illness and in transport of the sick and injured ; for the instructions of persons in the elementary principles and practice of nursing and also of hygiene and sanitation especially of a sick room ; manufacture and distribution by sale or presentation of ambulance material and the formation of ambulance depots in mines, factories and other centres of industry and traffic ; the promotion of instruction and carrying out of work for the relief of suffering of the sick and injured in peace and war, independently of class, nationality or denomination.

Theosophical Society :

Adyar, Madras-20. Objects : To form a nucleus of the Universal Brotherhood of Humanity without distinction of race, creed, sex, caste or colour ; to encourage the study of comparative Religion, Philosophy and Science ; to investigate unexplained Laws of Nature and the powers latent in man.

Upanishad Vihar :

70, Venkatesapuram, Ayanavaram, Madras-23. Obj. : To pave the way for the Universal realisation, wherein one and all stand and embrace one another as members of the great family of humanity, expressing the unity underlying the diverse faiths in the world ; to stimulate the study and practice of philosophy and religion based on the characteristic message of love, toleration and peace.

WILFRED PEREIRA

A

Trusted

Pharmaceutical

House

in the City

Head Office :

2, Hunters Road
VEPERY

Branch :

25, MOUNT ROAD

MADRAS GOVERNMENT KHADI

For all Purposes
Tastes and Classes

BEST

Material for garments for every-day wear and Office wear

KHADI SILK

Sarees in traditional and modern designs, Silk Shirtings in choice, shades, Coatings, Angavasthrams etc.

READY-MADE

Garments and a wide variety of fabrics are stocked and sold in Six Government Khadi Sales Depots spreadout in the metropolis.

A rebate of 3½ annas on every rupee worth of cotton varieties and 3 annas on silk and woollen varieties purchased is given.

Make your
purchases at

Govt. Khadi Sales Depots

86, Broadway

22, Thyagaraya Road
T. Nagar

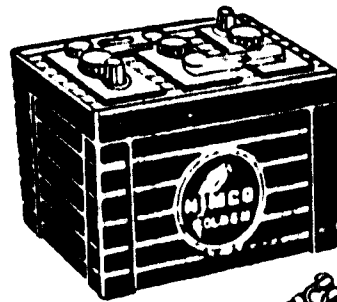
3, Pycrofts Road
Triplicane

60, Wallajah Road

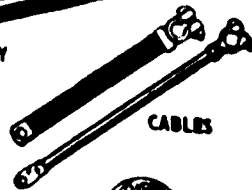
82, Royapettah High Road
Mylapore

6, Thana Street
Purasawalkam

Department of Khadi



BATTERY



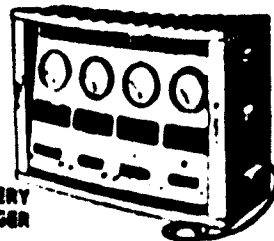
CABLES



IGNITION
COIL



ELECTRIC
HORN



BATTERY
CHARGER

**Of current
interest to
motorists &
garagemen...**

BATTERIES • CABLES • BATTERY
CHARGER • ELECTRIC HORN
IGNITION COIL & PARTS

Excellent Workmanship
Rugged Construction
Highly Economical
Doubly Efficient

HIMCO (INDIA) PRIVATE LTD.

Gandhi Building, 542, Sandhurst Bridge, Bombay-7. Phone: 76044

Branch Offices & Factories at DELHI & MADRAS

• Welfare Mission :

39, Edward Elliotts Road, Mylapore, Madras-4. Obj.: The creation of a welfare state, and the promotion of national unity and international peace and good-will (which are among the main objects of the constitution of India); and the diffusion of useful knowledge regarding the above objects.

Young Men's Christian Association :

Explanade, G.T., Madras-1. Obj.: Helps men and boys to develop clean minds in sound bodies and encourages Christian principles of living, good citizenship and wise recreation. Centres in Harbour Tenements, Meenakshiammenpet, Rainy Hospital Group, Tondiarpet, Kilpauk, Graynagar, Egmore, Sathumanagar.

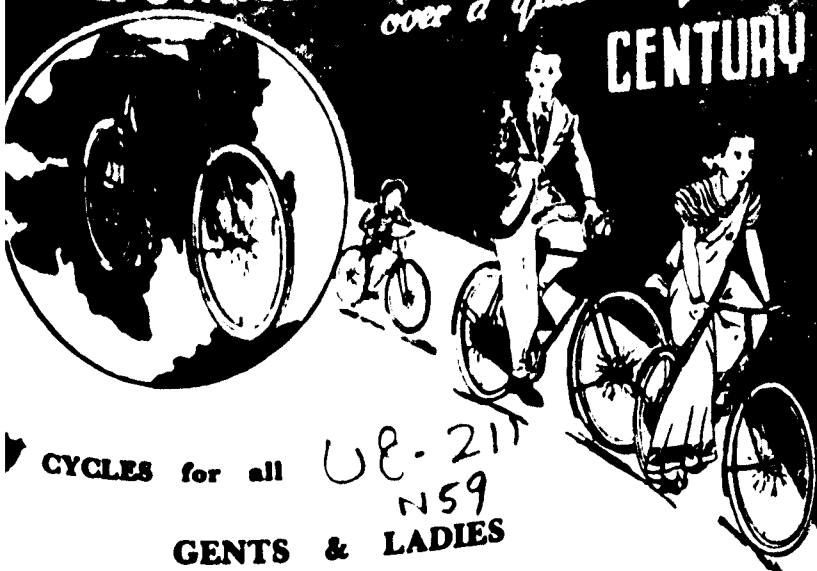
All India Women's Conference (Madras Branch)	Government House, Mount Rd., Madras-2.
Arundhatiya Maha Jana Sangam	Arundhatiyapuram, Kilpauk, Madras-12.
Arya Vysya Maha Sabha	22, Thanikachalam Chetty Rd., T. Nagar, Madras-17.
Bengali Association	Thirumalai Pillai Rd., T. Nagar, Madras-17.
Boy Scouts Association	Wenlock Park, Triplicane, Madras-5.
British Empire Leprosy Relief Association	53, Edward Elliotts Rd., Mylapore, Madras-4.
Bureau of Social Relations	Post Box No. 1505, Madras.
Cattle Welfare Society	174, Royapettah High Road, Madras-14.
Chennapuri Annadana Samajam	9, Nyniappa Naick St., P.T., Madras-3.

Children's Writers' Association ... 10, Vaidyaramier Street,
 T. Nagar, Madras-17
 City Youths' Association ... Royapettah, Madras-14.
 Free League ... Commander-in-chief Rd.,
 Thousandlights, Madras-6.
 Girl Guide Association ... 36/3, Mount Rd., Madras.
 Gokulam Method Village ... 11-B, Eldama Rd., Teynam-
 Welfare Association ... pet, Madras-18.
 Guild of Service ... Government House, Mount
 Rd., Madras-2.
 Health Propaganda Board ... Egmore, Madras-8.
 Indian Officers' Association ... 'Mohana Vilas', Royapet-
 tah, Madras-14.
 Indian Red Cross Society ... 'Red Cross Buildings',
 12, Monteith Rd., Egmore,
 Madras-8.
 Indian Society of Agricultural Economics (Madras ... 23, Apparswami Koil St.,
 Branch) Mylapore, Madras-4.
 Lakshmipuram Young ... Royapettah, Madras-14.
 Men's Association ...
 Madras Amateur Photogra- ... 34, Mount Road, Madras-2.
 phic Society ...
 Madras Children's Aid ... 38, Pantheon Rd., Egmore,
 Society ... Madras-8.
 Madras City Harijan Sevak ... 8, Westcott Rd., Roy-
 Sangh ... pettah, Madras-14.
 Madras Club ... Post Box No. 706, "Branson
 Bagh", Madras-6.
 Madras Cricket Association ... Corporation Stadium,
 P. T., Madras-3.
 Madras Economic Associa- ... Senate House, Chepauk,
 tion ... Madras-5.
 Madras Goshala ... Konnur Rd., near Otteri,
 Perambur, Madras.

Madras International Fel- ... 2-A, Madavakkam St.,
 lowship ... Kilpauk, Madras.
 Madras Kerala Samaj ... 183, Poonamallee High Rd.,
 (Women's Section) ... Madras-7.
 Madras People's Food ... 23, Apparswami Koil St.,
 Council ... Mylapore, Madras-4.
 Madras Presidency Dis- ... "Goschen Home",
 charged Prisoners' Aid ... 95, Mount Rd., Madras.
 Society ...
 Madras Presidency Muslim ... 27, Nungambakkam High
 Ladies' Association ... Rd., Cathedral, Madras-6.
 Madras Pinjrapole ... 50, Konnur High Rd., near
 Otteri, Perambur, Madras.
 Madras Provincial Welfare ... 378, N. S. C. Bose Rd.,
 Fund ... G.T., Madras-1.
 Madras Reporters' Guild ... Government Estate, Mount
 Rd., Madras-2.
 Madras Shorthand Writers' ... Muthialpet High School,
 Association ... Thambu Chetty St., G. T.,
 Madras-1.
 Madras Society for the ... 465, Tiruvottiyur High Rd.,
 Protection of Children ... Washermanpet, Madras-21.
 Madras State Carrom Asso- ... 10, Govindappa Naick St.,
 ciation ... G.T., Madras-1.
 Madras Vigilance Asso- ... 2, Santhome High Rd.,
 ciation ... Mylapore, Madras-4.
 Maharatta Education Fund ... 84-C, Mowbray's Rd.,
 Teynampet, Madras.
 Malayalee Club ... 62, Srinivasanagar, Chet-
 put, Madras-31.
 Mylapore Club ... Luz Church Rd., Mylapore,
 Madras-4.

Naturalists' Association	... 13, Mosque St., Chepauk, Madras-5.
Non-Gazetted Government Officers' Association	... Triplicane, Madras-5.
Nurses' Association of Madras	... 6, Rundalls Rd., Vepery, Madras-7.
Punjabi Association	... 82, Peters Rd., Royapettah, Madras-14.
Rotary Club of Madras	... 167, Broadway, G. T., Madras-1.
Saiva Samaya Bhakta Jana Sabha	... 1/488, Mint St., G. T., Madras-1.
Salvation Army	... 2, Ritherdon Rd., Vepery, Madras-7.
Sanskrit Academy	... Mylapore, Madras-4.
Servants of India Society	... 8, Westcott Rd., Royapettah, Madras-14.
Tamil Writers' Association	... Crescent Society Buildings, Triplicane High Rd., Madras-2.
T. Nagar Cultural Association	... T. Nagar, Madras-17.
T. Nagar Social Club	... 8, Nagarawara Rao Rd., T. Nagar, Madras-17.
Vanniakula Kshatriya Maha Sanga	... 12, Memorial Hall St., P. T., Madras-3.
Young Men's Indian Association	... 9, Armenian St., G. T., Madras-1.
Young Women's Christian Association	... 214/217, Poonamalle High Rd., Madras-7.

REPUTATION *over a quarter of a* **CENTURY**



CYCLES for all U8-217
N59

GENTS & LADIES
BOYS & GIRLS

Tricycles for the "below-tens".
Prams for gladdening the baby.
CARRIER Tricycles for all purposes.



CHOOSE Yours from the wide range
NOW ON SHOW

ROYAL CYCLE & MOTOR Co.
1/11, BROADWAY, MADRAS.....
AND.....
THE PIONEER CYCLE HOUSE.
WEST TOWER STREET, MADURA.....

556

Phone: 303

Grams: BICYC



OVERCROWDING

We are in the midst of a mighty experiment of increasing productivity. Highest priority has to be given to keep goods moving, so that our nation may achieve its objectives and the future made bright for the generations to come. Resources of the Railways are being geared up to be able to cope with all traffic. But, in the transition period, it is not altogether possible to avoid overcrowding of passenger trains. In the larger interest of the nation, we have to plead for patience with passengers who are inconvenienced.



ISSUED BY **SOUTHERN RAILWAY**

PICNIC SPOTS OR PLACES OF WORSHIP IN AND AROUND MADRAS

The motorists of Madras city are mostly business men—heads of firms, or important officers in their respective companies. After six days of hard toil, they do require a complete relaxation from their work.

Rest is a comparative term. Idleness does not recuperate health nor does lazy whiling at home increase one's energy or induce longevity.

Outdoor living is the one most needed for those living in crowded cities. To go along the roads a hundred miles with the cool fresh air blowing on one's face, to see the green country side, a calf dashing across the road, a hen flapping its wings against the car bonnet, to climb a small hill, to sit by the side of a gurgling stream, to bathe in a waterfall, to row in a boat over an arm of the sea, to swim in a river, to fish in a pond, or to watch the birds in their sanctuary is an exercise as well as an enjoyment that brings health, energy and long life. It is real relaxation—taking one's mind away from the usual humdrum of daily work.

Picnics at places of interest combine change of scenery with experience of a wider world. It is education in the true sense of the term.

To enjoy a picnic needs a psychological attitude,—a readiness to enjoy life, to lend a hand in cooking, and serving,—even to strip oneself to the waist and push the car in an emergency.

In the following pages are given details of the picnic spots, tourist centres and places of pilgrim interest in and near Madras City. At several places Travellers Bungalows and Rest Houses are available. The Automobile Association of Southern India will help any tourist or visitors to these places in giving details and advice regarding travel by road.

Advice to motorists

Food: Good food is not available in most of the picnic spots, and good drinking water is scarce. It is therefore, good that motorists take their own food to all places, and drinking water to most of them.

Food can be warmed over a stove, and local water can be boiled. It is best to take good nourishing food that will last a day or two, biscuits, condensed milk, tea or coffee, a pot, a few tumblers, and spoons. A knife, a tin opener and a cork screw will be very handy. Fruits are healthy and have good food value.

A camera for remembrance, a change of clothes for the weather and a first aid box for emergency have been found to be useful.

Motorists should test their cars before starting on a long journey. A normally serviced car will give no difficulty in 200 miles, except punctures by bullock shoes or nails on the road. After the 200 miles run, the battery will be found fully charged, and the accessories working well.

Elliot's Beach (Adyar)

Elliot's Beach, within the city limits of Madras, offers very good sea-bathing.

Ennore

Ennore is a quiet picnic spot, which attracts many visitors, specially during the week-ends. The back waters lend themselves to the pleasures of bathing and boating. Distance : from Madras 11 miles.

Red Hills

The Red Hills lake is the main source of water supply to the City. When the lake is full, it will be a grand sight to see. The Corporation has two bungalows, one a big bungalow and another a small one. From the bungalow the works belonging to the Corporation and the Jones Tower, from which water is drawn to the City through a tunnel, will be about half a mile away. Visitors can go round and see these works. Distance : from Madras 9 miles.

Mahabalipuram

(The Seven Pagodas) is situated on the sea-coast. This was a famous sea port under the Pallava kings from the 7th to the 10th century A. D. and was well known to the ancient mariners from the West. The old interesting light house used by the Pallava kings as well as the modern one stand side by side. The place is noted for its rock cut caves and monolithic *Rathas*. There are two sculptured *Mantapams*, a temple on the beach, five temples known as *Pandava Rathas*, and an elaborate hill side sculpture known as "Arjuna's Penance".

Many *Puranic* and epic incidents are sculptured here, revealing the marvellous skill attained by Dravidian sculptors 1,000 years ago. There are also many other rock cut sculptures and small temples. For archeological and artistic interest, this group is as notable as any to be found in India.

Mahabalipuram is a bathing resort. Distance: from Madras 36 miles.

Tirukkalukundram

(Hill of the Sacred Kites) is also known as Pakshithir-tam. There is a big temple at the foot of the hill and a small one on the hill top at about a height of 500 ft. Here the strange sight of two kites flying daily at noon to the top of the hill and taking food from the hands of the temple priest, can be seen. These birds are said to be visiting the hill from time immemorial. The kites are said to be two sages who had sinned, were cursed by God into two kites. They are said to worship at the hillside in order to obtain salvation. There is a large Shiva Temple in the middle of the village of Thirukkalukundram with a 100 Pillared hall. Distance: from Madras 43 miles.

Poondi

The Poondi Reservoir is a picnic resort near the City. In normal times the water coming in the Kortalaiyar river is first impounded in this Reservoir and then sent on to Red Hills for the City water supply. This Reservoir has been built mainly for the purpose of the City water supply. Just near the head works there is also an Irrigation Research Laboratory belonging to the P. W. D. which works on week days. Distance: from Madras 40 miles.

Chingleput

Chingleput Town is half-a-mile from the northern bank of the river Palar. The remains of an ancient fort can be seen near the Railway station. The city has an ancient history dating from the Pallavas of the 8th century and successfully passed through the Ganga dynasty of Mysore,

THE HINDU

INDIA'S NATIONAL NEWSPAPER

Since its inception more than 81 years ago, THE HINDU has been renowned for its sincerity of purpose, and is recognised to be more than a newspaper—it is an institution in the affairs of India. The confidence and goodwill reposed in this great organ of public opinion by its readers is unique. Pursuing a vigorous but dignified editorial policy, it is first in the esteem of the newspaper-reading public who seek the news of the day reported fully and fearlessly. With its own special correspondents in London, New York, Tokyo and other capitals throughout the world supplementing reports from all the important news agencies, readers of THE HINDU are presented daily with an accurate, complete and up-to-the-minute record of world events.

The influence and prestige of THE HINDU are felt throughout the length and breadth of the land; it has an intensive concentration in the southern half of the country and the largest certified nett daily sale in its field.

Published by:

KASTURI & SONS (Private) Ltd.

"KASTURI BUILDINGS"

MOUNT ROAD, MADRAS-2

S. R. V. S.

Will look after your problems of Transport,
Clearing, Forwarding, Imports, Exports,
Collection, Delivery, Warehousing
and long distance haulage.

HEAD OFFICE : **MADRAS-2**

Branches:

KRISHNAGIRI
DHARMAPURI
BANGALORE
SALEM
ERODE
COIMBATORE

METTUPALAYAM
COONDOOR
OOTACAMUND
TIRUCHIRAPALLI
KARUR
NELLORE
KURNOOL

GUNTUR
BEZWADA
HYDERABAD
SECUNDERABAD
ERNAKULAM
ANANTAPUR

SERVICE TO YOUR SATISFACTION IS OUR MOTTO

Backed by 18 years of reputation, popular goodwill and satisfaction we shall continue to give you prompt and satisfactory service. Forget your transport problems when you hand over to S. R. V. S. There is a friendly staff to attend to you.

**SRI RAMA VILAS SERVICE
(PRIVATE) LIMITED**

"DINROZE ESTATE"

1/17, MOUNT ROAD, MADRAS-2

Telegrams : "ROADHAUL"

Telephone : 83836 (3 Lines)

and the rulers of the Vijayanagar Empire. In the 18th century, it was granted as a Jaghir to the British by the Nawab of Arcot. The Raj Mahal, a large white edifice in the form of a processional car, is worth seeing. Distance: from Madras 35 miles.

Covelong

Covelong (Kovalam) or Saadat Bunder has a nice beach and a small fishing settlement. It was originally a port built by Saadat Ali, Nawab of Carnatic and it was here that Labourdonnais landed his troops in 1746. It was taken by Clive in 1752 and destroyed.

The village is divided from the mainland by an arm of the sea through which the Buckingham canal runs from Madras to Mahabalipuram. Distance: from Madras 27 miles.

Cheyyur

Cheyyur is a large village whose main importance is due to a Salt factory.

Bird Sanctuary

Vedan Thangal (Bird Sanctuary): The Bird Sanctuary consists of about a hundred trees in a lake. Thousands of Cranes, Storks, Waterfowl, Snipes, etc. gather there just after the North East monsoon rains in October-November. When the lake dries up, in April the birds fly away. The best time to see the birds is at evening time in the months of October-December when the lake is likely to be full. A channel is being dug to bring water to this rain fed tank from a neighbouring large tank so that there will be water

throughout the year. It is advisable to carry food, drinks and binoculars. It is forbidden to carry fire-arms or to approach closely or to frighten or harm the birds in any way. Distance : from Madras 54 miles.

Arni

This town is said to be of Pallava origin. There are several old temples. Traces of a large fort are also visible which must have once contained many buildings. The place is famous for its handmade cotton and silk fabrics. Distance: from Madras 87 miles.

Conjeevaram (Kancheepuram)

Is on the branch railway line connecting Chingleput with Arkonam and is a famous place of pilgrimage for Hindus. There are several temples in and around the town, chief among them being the Ekambaranatha, Varadaraja and Kamakshi temples. Throughout the year, festivals are celebrated in these temples. Of these *Garudotsavam* of Varadaraja in May is unique in picturesqueness and grandeur. The town is noted for its hand woven cotton and silk fabrics. The capital of the Imperial Pallavas for several centuries, Conjeevaram is mentioned by the Chinese traveller, Hiuen Tsang, in his memoirs. Chanakya, otherwise known as Kautilya, the author of the famous *Arthashastra* or political science, was born in this town. The town was also the scene of struggle for supremacy among Hinduism, Buddhism and Jainism. Shortest route distance : from Madras 45 miles.

Kalahasti

The town of Kalahasti is situated on the banks of the river Swarnamukhi and is an exceedingly picturesque spot

surrounded as it is by the low lying hills of the Eastern Ghats. Several festivals are celebrated here, of which the *Mahasivaratri* in February-March is the most important. It was here the Tamil Saint Kannappa Nayanar attained eternal bliss. Distance: from Madras 71 miles.

Thannipandal

On the border between the Chingleput and Chittoor districts, 10 miles away to the North-West of Pulicat Lake lies the hills of Kambakkam bearing the name of the small village nestling at its foot. This eastern outpost of the Kalahasti ranges is part of the Lower Ghats, reaching out eastward towards the Bay of Bengal.

The north end of this mountain is a tableland of about two square miles at a height of 2,000 ft. while the southern portion is more rocky and rises to about 2,550 ft. The sides of the hill are heavily wooded, red wood being in great abundance.

The tableland commands an exquisite view of the Kalahasti hills on the north, with the Swarnamuki meandering in between, amid the bluish green verdure. To the east lies the plain, revealing for many miles tanks and paddy fields, cultivated lands, and groves of oranges and palms, while further on gleams the Pulicat Lake reflecting the rising sun. Still eastward lies the simmering blue sea, a thin green line separating it from the lake. A small telescope or a pair of binoculars reveals many interesting details, and makes the undulating hills on every side basking in the morning light worth watching. The fascinating natural beauty of this hill is enhanced by its restful quietness; and the cool sea breeze from the Bay of Bengal wafts upward the fragrance of the many flowers on the hill sides, where

one can see the mountain streams tumbling over the rocks to form numerous waterfalls before disappearing into the green foliage. Even a few hours stay makes one feel invigorated by the bracing climate and the scenic beauty of this hill.

At the top, there is a cottage maintained by the forest department. Mangoes, Sandal, red wood and teak, have been planted, and they thrive well on the rich soil of this tableland. One cannot help wondering why this beauty spot near Madras has not been developed as a tourist centre or as a sanatorium. For the city dwellers in Madras, this place can be a welcome change for the week-end, its climate can be a tonic to their nerves, and its beauty a feast to their eyes.

There is a forest path up the hill, and may be used by jeeps. Cars have to stop at Tannipandal fish farm. The climb up the hill is not difficult even for beginners. For persons who are accustomed to hiking in Kodaikanal or Coonoor the climb will be easy. Villagers act as guides for a small sum. Distance: from Madras 59 miles.

Nagari

The town of Nagari is a pleasant spot surrounded by hills on all sides. The waterfall close by has its sources from a perennial spring and the water falls through 65 feet and it is invigorating to bathe at the falls. There are many mango plantations for camping. Distance: from Madras 64 miles.

Pondicherry

Pondicherry is a sea-port town developed by the French. This French settlement was integrated in the Indian Union in 1954. In the early days of the Indian struggle for political freedom, Pondicherry gave asylum to Indian patriots

The finish with a future!



Spartan
Plastic paint

A galaxy of glorious colours is yours to choose from the amazing Spartan Plastic Paint colour range. Bring all round freshness into your rooms with Spartan Plastic Warm-welcome colours and hear your friends say: "What a lovely colour!"

Manufacturers:

Addisons Paints & Chemicals Private Ltd.
SEMBIAM, MADRAS-11

**FOR
LATEST
TYPES AND BORDERS**

Contact :

THE MADRAS TYPE FOUNDRY

38, JONES STREET
MADRAS-1



**Cauvery Spinning and
Weaving Mills Ltd.**

Indian Chamber Buildings
**ESPLANADE
MADRAS**

Manufacturers of Cotton & Staple Fibre yarns :
Cotton Counts : 32s, 40s, 60s, 2/32s, 2/40s, 2/60s
Staple Fibre 2/40s and 80s, 2/80s

Managing Agents :

M/s. United Industries (Pudukkottai) Private Ltd.
MADRAS

notable among them being Poet Bharati and saint Aurobindo. The ruins of Fort Saint Louis, the statue of John of Arc, the pier, Light House, the statue of Dupleix and Sri Aurobindo Ashram are worth seeing. Distance : from Madras 10½ miles.

Pulicat

Pulicat village is situated at the southern end of a large lake of the same name. This is the site of an Old Dutch settlement. The Dutch founded a factory here—the first settlement in India in 1609 A. D.—and built a Fort called "Geldria". Scarcely any trace of the Fort remains but an ancient burial ground contains many well cut tomb stones, some of them nearly 300 years old. Pulicat is a very attractive place with amenities for fishing, swimming and picnic.

Just off the mainland is a small island in the middle of which is an old light house. The Buckingham canal divides this small island from the mainland. One can go by boat from Ennore to Pulicat by this canal. Distance : from Madras 38 miles.

Sadras

Sadras is an interesting picnic spot and contains the ruins of a Dutch Fort. The cemetery here is a protected monument. It also has a good and clean beach and is one of the best places for bathing. Distance : from Madras 54 miles.

Sriperumbudur

There is a famous Hindu temple visited by many devotees in Madras city. It is the birth place of Sri Ramanuja. Distance : from Madras 26 miles

Trivellore

Trivellore has an ancient temple of Sri Veeraraghava. Every month, on new moon days, a large number of pilgrims visit the temple. The *Brahmotsavam* in April May is largely attended. Distance : from Madras 29 miles.

Tiruttani

Tiruttani is a sacred town. The temple dedicated to Lord Subrahmanya stands upon a low range of hills and commands a good view of the surrounding country. Legend narrates how Lord Subrahmanya warred against certain *rakshasas*, overcame them by a valiant struggle and enjoyed a graceful rest here. Saint Arunagiri's songs, called "Tirup-pugal", glorifying this temple are well known. The Krithigai festivals in January-February and July-August attract a large number of pilgrims. Distance : from Madras 54 miles.

Tirupati

Tirupati is regarded as one of the three most holy pilgrim centres in the South, the other two being Srirangam and Kancheepuram. It is also one of the most important Vaishnava shrines.

Tirupati is situated at a height of 2,800 ft. on the picturesque range of hills in the Eastern Ghats which stretches southwards from Kurnool district into Cuddapah district, where it is known as Nallamalai, and ends in Chittoor district as Seshachala. It can be easily identified from a distance by its characteristic shape, resembling a hooded serpent; hence the name Seshachala. Tirupati is situated on the hood-like portion.

The number of pilgrims visiting Tirupati has increased greatly in recent years. Pilgrims visit Tirupati throughout the year.

The Puranas describe the hill Venkatachala itself as very holy. Some declare that it is the peak of Mount Meru thrown on the earth by the God of Wind for the residence of Vishnu when he incarnated himself as Srinivasa.

Others declare that it is the sportive mountain of Vainuntha, called Kridachala, brought to the earth by Garuda at the command of Vishnu for his residence.

The temple of Srinivasa at Tirupati is extolled in our ancient literature.

The temple received the patronage of the kings of South India from the olden days. The Vijayanagaram rulers were, perhaps, the most munificent benefactors.

There are also two prominent *gopurams* on the route called Alipirigopuram and Kaligopuram. There is also a thousand-pillared *mandapam* on the top of the hill. This *mandapam* fell into disuse long ago, and so the Tirumala-mandapam authorities partitioned and converted Tirupati Devasthanam into a *choultry* for the accommodation of the pilgrims. There are three more *mandapams* in the temple on the hill.

The temple of Srinivasa is very old, and the presiding deity is said to be self-revealed. The temple is a masterpiece of the best Dravidian type of architecture with its *gopuram* facing the East. The *vimana* is completely plated with gold and is known as the Ananda Nilaya, the abode of pleasure. Similarly, the entrance and the *dhvajastamba* are also covered with gold plate.

There are several holy springs on the hill, the traditional number being 108. The Papavinasana Tirtha is considered the most holy. Distance : from Madras 94 miles.

Tiruvannamalai

(Hill of the Holy Beacon) is a famous place of pilgrimage, being the seat of the sacred *Thejo Lingam*. The temple situated at the foot of the hill has been rebuilt in recent years and contains a hall of a thousand pillars. Every year in November-December a festival is held here on the full moon day when a huge flame beacon is lit on top of the hill and all the gods in the temple are taken in procession to the courtyard and a huge quantity of camphor is lit. Around the hill are many small rock-cut caves.

Sri Ramana Maharishi Ashramam is at the foot of the hills a mile away from the temple. Distance : from Madras 119 miles.

Gingee Fort

A series of detached hills runs from Gingee southwest for about 14 miles. At Gingee the hills have a central core of gneiss (a kind of rock) surrounded by huge boulders bare of soil and vegetation.

The historic fort stands on three hills arranged in the form of a triangle. Each of the three is fortified on all sides with line above line of stone walls, which are flanked with bastions and fitted with embrasures for guns and having narrow but strong gateways. The triangular space thus enclosed (about 3 miles round) forms the fort and the three hills are the citadels. The lower fort is entered by two gates—one on the north called the Arcot Gate, and the other on the east known as the Pondicherry Gate. Up

"DEVI" 35 M.M. CINEMA PROJECTORS

First of its kind Manufactured in India

Excellent Performance, Simple Mechanism, Economic Investment, Backed by Guarantee for its trouble free service

Contact Manufacturers :

Office :

DEVI FILMS (PRIVATE) LTD.
498, MINT STREET, MADRAS-3

Works :

DEVI FILMS (PRIVATE) LTD.
B-7, INDUSTRIAL ESTATE, GUINDY, MADRAS-16

YOUR PACKING & ROOFING NEEDS

Elim Waterproof Products

Waxed Paper—Threadlined Paper—Ocean Kraft Paper,
Aluminium Foiled Kraft Paper—Hessian Line Paper,
Bituminised Hessian

Agasthoid for roofing

(ROOFING FELTS): A Heavy duty Waterproof Fabric for all sorts of Roofgutters etc. and serves as underlays for concrete works

POLYTHENE FILM IN ROLLS

POLYTHENE LINED HESSIAN IN ROLLS & BAGS

We number among our customers Leading Textile Mills—Match Factories—Tobacco & Cigarette Factories—Tea Estates, etc., etc.

Pioneer Manufacturers :

Office :

EAST INDIA INDUSTRIES (MADRAS) PRIVATE LTD.
498, MINT STREET, MADRAS-3

Works :

EAST INDIA INDUSTRIES (MADRAS) PRIVATE LTD.
214, TIRUVOTHIYUR HIGH ROAD, MADRAS-21

While in Madras Please Visit

Phone: 4851

THE INDIAN INDUSTRIAL CO. LTD.

(PREMIER SWADESHI CONCERN OF SOUTH INDIA)

363, N. S. C. B. ROAD, MADRAS-1

Dealers in:

Handloom Piece goods, Stainless Steel Wares

Retail Distributors For:

METTUR & B. & C. QUALITY TEXTILES

The India Leather Corporation Private Ltd.

"India Leather Mansions"

G.P.O. Box No. 1516

No. 9, Davidson Street, Madras-1

Telegrams: "TANDRIGHT"

Telephone: 4491

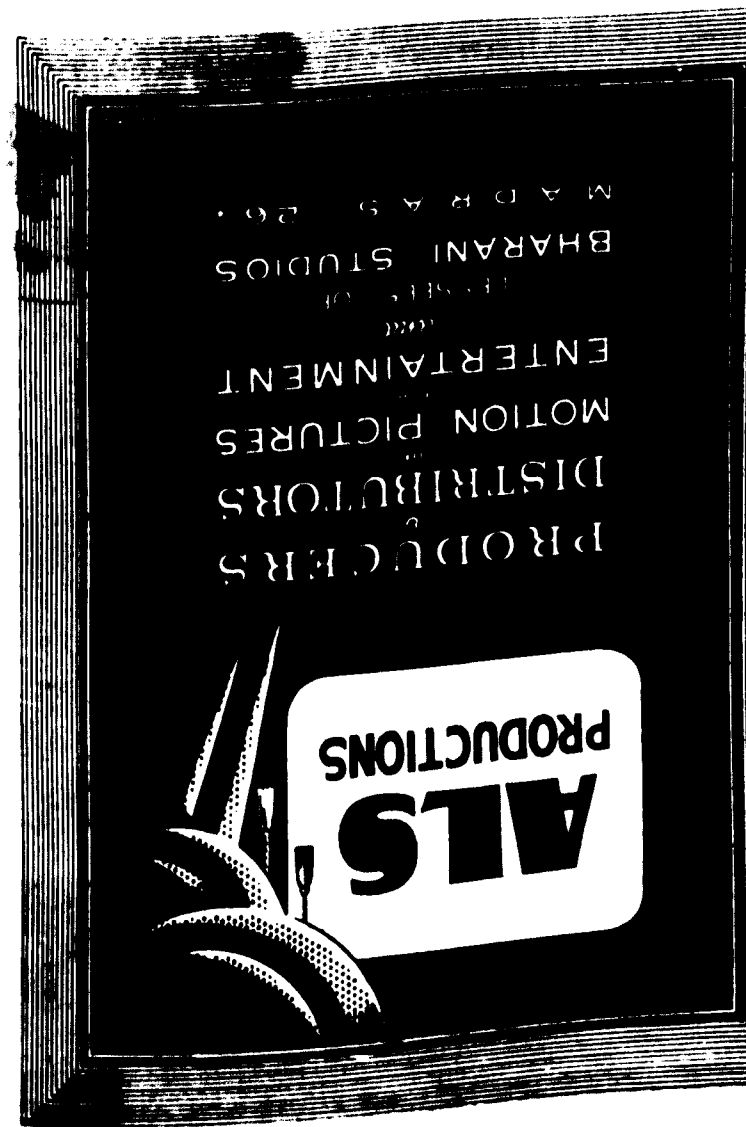
PREMIER EXPORTERS OF E. I. TANNED SKINS & HIDES

Largest Individual Exchange
Earners in the Southern Region

YEARLY EXPORTS EXCEED RUPEES TWO CRORES

Enquiries Invited From All Parts
of the World for East India Tanned

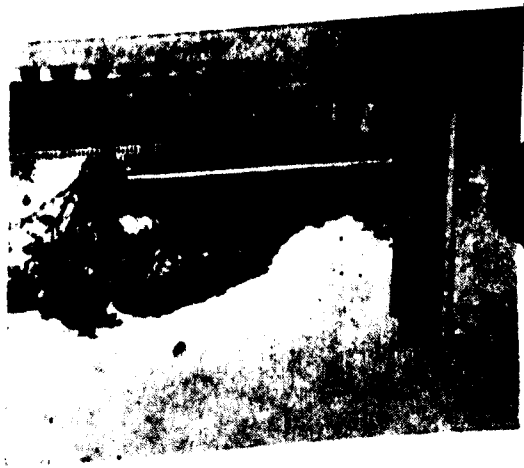
Goat Skins	★	Cow Hides	★	Cow Calf
Sheep Skins	★	Buff Hides	★	Buff Calf



Panagal Park, T. Nagar.



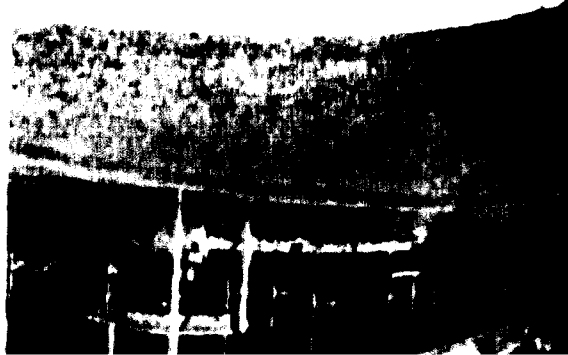
Entrance to the Zoo.



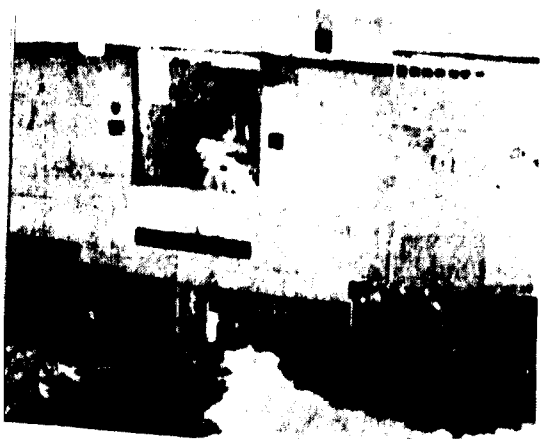
Corporation Stadium,
Park Town, Madras-3.



Madras Race Club
at Guindy.



German Studios, Movieland, Madras-6.



Victoria Technical Institute
151-B, Mount Road,
Madras-2.

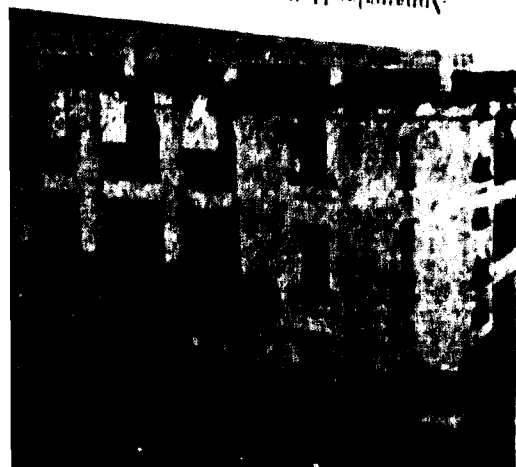




Kiyon Buildings, Park Town, Madras-3.



Govt Estate, Madras-2.
Children's Theatre,
Legislature Buildings,



Annamalai Hall, Egmore, Madras-1.



Complete Cane Sugar Factories

SUPPLIED AND INSTALLED BY
K. C. P. / FIVCAIL

In Collaboration with
SOCIETE FIVESLILLE-CALL, PARIS

We are in a position to supply the following sugar
Machinery :—

CANE KNIVES AND SHREDDERS,
CANE CRUSHERS AND MILLS,
SULPHITATION AND FILTRATION SYSTEMS
Based on the latest practices,
HIGH PRODUCTION EVAPORATORS,
VACUUM PANS, CRYSTALLISERS,
CENTRIFUGAL MACHINES, ETC., ETC.

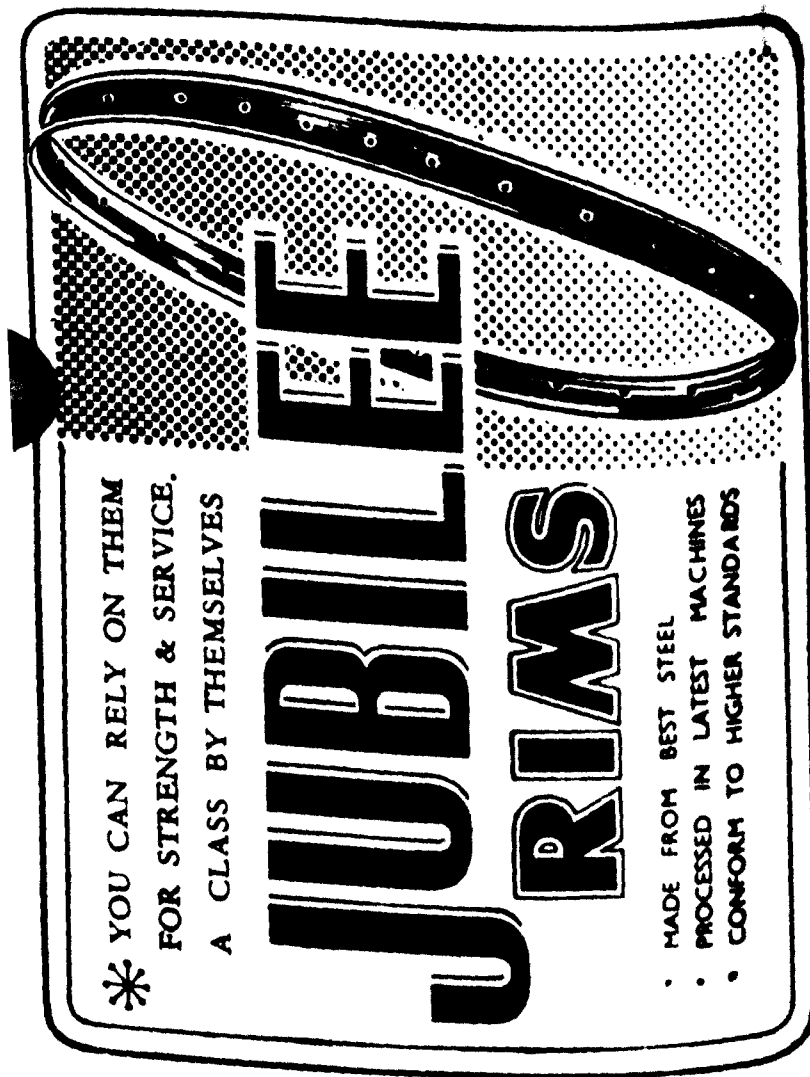
Consult us with Confidence :

The K. C. P. Ltd.

Regd. Office :—38, Mount Road, Madras

Phone : 8 4 4 4 2 - 3 Lines
K.C.P.

Telegrams : "KECEPE"
FIVCAIL



HOSPITALS AND NURSING HOMES

Government Hospitals

Government General Hospital	...	P. T., Madras-3.
Government Mental Hospital	...	Kilpauk, Madras-10.
Government Ophthalmic Hospital	...	Egmore, Madras-8.
Government Royapettah Hospital	...	Royapettah, Madras-14.
Government Tuberculosis Institute	...	Chetput, Madras-31.
Government Tuberculosis Sanatorium	...	Tambaram.
Hospital & College of Integrated Medicine	...	Poonamallee High Rd., Kilpauk, Madras-10.
Hospital for Women & Children	...	Pantheon Rd., Egmore, Madras-8.
Kasturba Gandhi Hospital for Women & Children	...	Triplicane, Madras-5.
Raja Sir Ramaswamy Mudaliar's Lying-in-Hospital	...	Kamraj Rd., Madras-13.
Stanley Hospital	...	Old Jail Rd., G.T., Madras.
Thiruotteeswarar Tuberculosis Hospital	...	Otteri, Konnur High Rd., Madras-12.

Corporation Hospital

Infectious Diseases Hospital	...	Thiruvottiyur High Rd., Madras-21.
------------------------------	-----	------------------------------------

Private Hospitals and Nursing Homes

Andhra Mahila Sabha Nursing Home & Free Dispensary	...	Adyar Bridge Rd., Adyar, Madras-20.
Cancer Institute	...	Canal Rd., Gandhinagar, Madras-20.
Clinic, The-Dr. Shantamundari & Dr. S. Rajagopalan	...	Masilamani Mudaliar Rd., T. Nagar, Madras-17.
Devaraj Manekchand Maternity Hospital	...	2/3, Vinayagar Mudali St., G. T., Madras-1.
Dhairyam Mental Nursing Home & Clinic	...	"Santhiniketan", Sterling Rd., Chetput, Madras-31.
Kalyani Hospital	...	Edward Elliotts Rd., Mylapore, Madras-4.
Lady Willingdon Nursing Home	...	4, Pycrofts Garden Rd., Madras-6.
Lakshmi Nursing Home	...	8, Usman Rd., T. Nagar, Madras-17.
Lakshmi Memorial Clinic	...	81, Poonamallee High Rd., Madras-10.
Lampert Hospital (for Ear, Nose, Throat)	...	Marshall's Rd., Egmore, Madras-8.
Maternity & Nursing Home...	...	127, Purasawalkam High Rd., Madras-7.
Dr. Mohan Rau's Nursing Home	...	207, Poonamallee High Rd., Madras-7.
Premier Radiological Institute & Cancer Hospital	...	29, Edward Elliotts Rd., Mylapore, Madras-4.
Rainy Hospital	...	Gollavar Agraharam, Royapuram, Madras-13.

Ramakrishna Nursing Home	...	12, Marshall's Rd., Egmore Madras-8.
Dr. Rama Rau Polyclinic	...	155/157, Poonamallee High Rd., Madras-10.
Rangachari Home	...	60/6, Edward Elliotts Rd., Mylapore, Madras-4.
Dr. C. Ranganathan's Nursing Home	...	6, Sivaprakasa Mudaliar Rd., T. Nagar, Madras-17.
Ranga Nursing Home	...	32, Royapettah High Rd., Madras-14.
Saroja Nursing Home	...	"Dilkusha", Peters Rd., Royapettah, Madras-14.
St. Isabel Hospital	...	Oliver Rd., Mylapore, Madras-4.
Dr. B. M. Sundaravadanam's Nursing Home	...	199, Poonamallee High Rd., Madras-7.
Venus Clinic & Nursing Home	...	172, Royapettah High Rd., Madras-14.

Clinics

Leprasy Clinic	...	Ice House Rd. (Besant Rd.), Triplicane, and Hope Lodge, Vysarpadi.
T. B. Clinics:	...	Pulianthope High Rd., Madras; Govt. General Hospital, Madras; Stanley Hospital, Madras; Government Royapettah Hospital, Madras; Kasturba Gandhi Hospital for Women & Children, Madras.
Venereal Clinic	...	82/85, Strahans Rd., Perambur, Madras.

Radiological and X-Ray Institutes

Chest Clinic (Dr. D. Damoder Das)	... 362, N. S. C. Bose Rd., G. T., Madras-1.
Regina X-Ray Clinic (Dr. Arthur Daniel)	... 113, Armenian St., G. T., Madras-1.
T. Nagar X-Rays (Dr. S. Srinivasachari)	... 8, Usman Rd., T. Nagar, Madras-17.
X-Ray Clinic (Dr. K. M. Pillai)	... 148, Lloyds Rd., Madras-6.
X-Ray Institute (Dr. K. R. Doraiswami)	... 29, Edward Elliotts Rd., Mylapore, Madras-4.
X-Ray Institute, Govern- ment (now the Barnard Institute of Radiology)	... Government General Hos- pital, P. T., Madras-3.
X-Ray Institute (Major K. Raghavachari)	... 56, Nallathambi Mudali St., Triplicane, Madras-5.
X-Ray Institute (Dr. Rama Rau Polyclinic)	... 155/157, Poonamallee High Rd., Madras-10.
X-Ray Roentgen X-Ray Institute (Dr. T. Balakri- shnan)	... 208, Poonamallee High Rd., Madras-7.
X-Ray Institute of Radio- logy (Dr. S. Sivarama Kri- shnan)	... 6, H Kennedy St., Myla- pore, Madras-4.
X-Ray Institute (Dr. T. K. Sundaram)	... 5, Landons Rd., Kilpauk, Madras-10.
X-Ray & Fluoroscope Diagnostic (Dr. K. Venkata Rao)	... 29, Gangadhareswarar Koil Street, Purasawalkam, Madras-7.
X-Ray & Radium Clinic (Dr. K. Manjunatha Rai)	... 183, Poonamallee High Rd., Madras-7.

X-Ray & Radium Clinic (Dr. K. M. Rai)	... 'Lakeside', 110/1, Mount Rd., Madras-18.
--	---

Pharmacies that are open 'Day & Night'

Chander's Pharmacy	... Royapettah High Rd., Madras-4.
Hale & Co.	... 1/288, N. S. C. Bose Rd., G. T., Madras-1.
Madras Medical & General Supplies Private Ltd.	... 56, Broadway, G. T., Madras-1.
Spencer & Co., Ltd., Chemist Department	... Mound Rd., Madras-2.
Vani Pharmacy	... Pondy Bazaar, T. Nagar, Madras-17.
Wilfred Pereira Private Ltd.	... 2, Hunters Rd, Vepery, Madras-7.

Government Laboratory

King Institute	... Guindy, Madras-15.
----------------	------------------------

Corporation Laboratories

Malaria Laboratory	... 17, Trevelyan Basin Water Works St., Madras-1.
Public Analyst's Labora- tory	... Ripon Buildings, P. T., Madras-3.
Public Health Clinical Laboratory	... Ripon Buildings, P. T., Madras-3.
Water Analyst Laboratory	... Kilpauk Water Works, Madras-10.

Clinical Laboratories

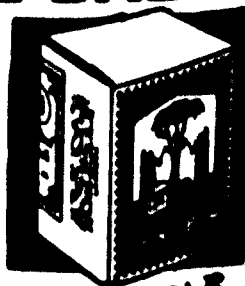
Clinical Research Labora- tory	... 62, Poonamallee High Rd., Madras-7.
-----------------------------------	--

Corporation Pathological ... Behind the Ripon Buildings,
Laboratory P. T., Madras-3.
Diagnostic Centre (Clinical ... 29, Ritherdon Rd., Vepery,
Laboratory) Madras-7.
Ehrlich Laboratory ... Balaji Nagar, Royapettah,
Madras-14.
Garbani Laboratories ... "Queene House", Anderson
Rd., Perambur.
Iravatham's Clinical ... 86, Pondy Bazaar, T. Nagar,
Laboratory Madras-17.
Research Laboratory and ... 23, Harris Rd., Mount Rd.,
Pharmacy Madras-2.
Srinivasa Clinical Labora- ... "Khaleel Mansions",
tory Mount Rd., Madras-2.

LITTLE'S ORIENTAL BALM



FOR
COLD
ACHES &
PAINS



Germex FOR ANY SKIN TROUBLE

CONTROLLED STOCKISTS FOR IRON & STEEL



Cash your Quota Certificates with us.
We assure you prompt and efficient service.
The following are the Categories that we
stock :

Pig Iron
Joists
Channels
Angles
Flat Bars
Rods-Rounds and
Squares below 4"
Square Bars
Tinplates

Tees
Black Sheets
Galvanised Corru-
gated Sheets
Galvanised Plain
Sheets
Plates
Wires - Galvanised
and Black

The Madras Circle
Registered Stockholders' Association Ltd.,
6, Armenian Street, Madras-1

'Phone :
2 9 7 1 (3 Lines)

'Grams :
"STEELSTOCK"

Phone : 4705

Grams : RAMCHOG

BENGAL TRADING CO.,

29, AUDIAPPA NAICK ST., MADRAS-1

Sole Agents for :

- M/s. Hindusthan Files, Calcutta, for Madras and Andhra.
- M/s. Parasramka Commercial Co. (P) Ltd., Manufacturers of Hexagonal Bolts and Nuts, Calcutta, for South India.
- M/s. Shree Bajrang Jute Mills Ltd., Guntur, for Madras, Mysore and Kerala.
- M/s. Bengal Screw Mfg. Co. Ltd., Calcutta, for Madras State.

At Your Service for :

- Jute products such as : New Gunnies, Hessian, Twine, Canvas.
- High class Water-proof Tarpaulins.

- Sanitarywares such as : C. I. Manhole covers, Pipes & fittings.
- Hex. Bolts & Nuts, Carpentry tools and Steel files.

With the best compliments of :

The Manufacturers of ORIENT FANS

M/s. Orient General
Industries Ltd.

6, Ghore Bibi Lane

Narkeldanga

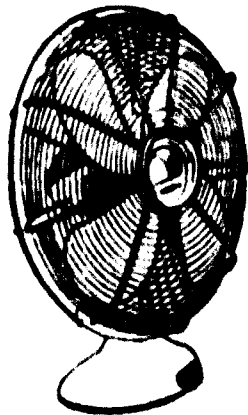
CALCUTTA-11

Distributors

ORIENT DISTRIBUTORS

Lecots Buildings

26, ERRABALU CHETTY ST.,
MADRAS-1



CORPORATION OF MADRAS

The offices of the Corporation are housed in the palatial Ripon Buildings on the Poonamallee High Road. The Head of the Corporation is an elected Mayor, who wears a gown of black silk with gold lace border and white bands, when he presides over the Council. On ceremonial occasions, he wears a velvet gown with gold lace borders and the mayoral gold chain.

The City is divided into 100 Divisions and the Council consists of 100 elected Councillors from these Divisions.

The Council has various standing committees to study and recommend measures with regard to Accounts, Education, Health, Taxation, Town Planning and Improvements, etc.

The Corporation has powers to levy various taxes on property and on profession and it receives various grants from Government for maintaining roads, buildings, schools, hospitals and water and sanitation works.

The chief Executive Officer is the Commissioner, and the principal statutory officers under him are the Deputy Commissioner, the Health Officer, the Engineer, the Electrical Engineer, the Water Works Engineer, the Revenue Officer and the Educational Officer.

History of the Corporation

The Corporation of Madras, the oldest in India, was formed through a charter issued by the East India Company

the consent of King James II on 30th December, 1687, when Yale was the Governor. Sir Josiah Child, the vigorous President of the East India Company was the originator of the scheme. The charter, the maces, and the sword were sent to Madras with orders to start the Corporation immediately with 12 Aldermen and 60 Burgesses.

The Corporation came into being on the 29th September, 1688 with Mr. Nathaniel Higgins as the first Mayor and the twelve Aldermen consisted of three Englishmen, three Portuguese, three Jews and three Indians, the latter being Messrs. Chinna Venkadatri, Mooda Verona, and Alangatha Pillai.

The Mayor with the Aldermen formed a court of record while the Mayor and these Aldermen were Justices of the Peace for trying summary cases. A Supreme Court was formed at the same time, and the Judge of this Court was the Recorder of the Corporation. A Town Clerk who was also a notary was elected.

In 1727, the Corporation Council was reorganised to consist of nine Aldermen of whom seven were British subjects. The Council also formed a court of record and also a court for trying all civil cases. A Sheriff was appointed to execute the processes of the Mayor's Court.

A Parliamentary Act in 1792 gave power to the Council to levy property taxes, and a tax of five per cent on the estimated annual rent was collected. Further Acts in 1856 and in 1863 enabled the Council to levy taxes on animals and their carriages, trades and professions and tolls. The Act of 1867 divided the city into wards, each of which was represented by four Councillors. Births and deaths were registered. Water tax and lighting tax were introduced. Further legislation provided for drainage and sanitation,

raised the number of standing committees, extended the franchise to women and gave them power to stand as candidates and empowered the Corporation to levy its own scheduled taxes without the subsequent approval of the Government. The Act of 1933 confirmed the name of Mayor on the presiding officer of the Council, who is an ex-officio member of all standing committees and through whom all official correspondence is conducted between the Corporation and the State Government. The Mayor and the Deputy Mayor are elected once a year in November, and hold office for one year. The Mayoral election is held under a convention by which all the major communities get representation in a cycle.

AMENITIES

Protected Water Supply

The protected water supply system for the city of Madras is from Red Hills lake. In 1866, the Courtiliyar River was tapped by building an anicut at Tamarapakkam, 17 miles north of the city. The river water was led to a lake at Sholavaram and from there to another at Red Hills 12 miles north west of the city. In addition to water from the Courtiliyar, the two lakes with confined catchment area of 140 sq. miles get a large supply of water during the rains of the North East Monsoon.

There is also a dam across the Courtiliyar at Poondi a few miles above the Tamarapakkam anicut. This dam holds back the flood waters of the river, and the lake so formed is called Satyamurti Sagar named after the late Mr. S. Satyamurti who as Mayor of Madras worked for the Poondi Reservoir Scheme. Water is let into the river, whenever necessary, when the level in the Red Hills Lake goes

down from its full height. An intake tower (called Jones Tower) is located at the deepest part of the Red Hills lake and the water flows into a huge underground channel by gravity after passing through a screening chamber with filters which remove the grosser impurities. At Kilpauk water works, the water is again passed through mechanical filters chlorinated and pumped into large water mains from which smaller mains and pipes carry the water to all parts of the city.

Drainage

Storm Water: Rain water during cyclones and monsoon are carried away through large drains which range from 2 feet wide in various parts of the city. Madras is built on a flat plain, the highest point being only 22 feet above sea level. Hence drainage is a difficult problem and during monsoon the low lying areas are often flooded.

Sewage and Public Health: For over two hundred years night soil and cess-pool water was removed by paid workers. In 1907, a Special Engineer was appointed to construct an underground drainage system, and the work for the old city was completed in 1924, and is being extended year by year to all parts of the city. As the city of Madras is flat, drainage is effected by pumping stations situated at various parts of the city, and water let out into the sea.

Public Health

The Corporation has a Public Health Department which takes care of the sanitation and health of the citizens. There are sanitary inspectors to look after the cleanliness of hotels, markets, cinemas and other public places. Public bathrooms and conveniences have been constructed. Births and deaths are registered and children are vaccinated. Free

dispensaries are maintained in each ward. Special hospital facilities exist for treating infectious diseases.

Milk, Ghee, butter, various oils and other articles of food are analysed in the food analysis laboratory of the Corporation; and those who adulterate food are prosecuted.

There are maternity and child welfare centres where antenatal and post-natal care is given to mothers. The Ashok Vihar takes care of young babies. Children in schools are inspected regularly and free midday meals and milk are given to the deserving poor.

Roads: The city roads are almost all asphalted or concreted not only to give a smooth lasting surface for vehicles, but also to avoid dust. Most of the roads are wide enough to allow the passage of two vehicles; but old streets in George Town and Chintadripet, Triplicane and Mylapore are too narrow for fast traffic; and are now either one way or have been closed to heavy traffic.

Lighting: The lighting of roads of the city was introduced about 1687 when important road junctions were lit with oil lamps. This continued till 1910 when electric lights were introduced. In 1925 all the oil lamps were replaced by electric lights.

All important road junctions are lit with special tube lights. The ordinary street lights 14 feet high are of cast iron with ornamental work. The mercury lamp posts are 24 feet high.

The Madras State Electricity Board undertakes the production and distribution of electric energy; and the Corporation buys electricity for lighting.

for cholera and typhoid or vaccinations for small pox are given. A hospital for tuberculosis patients in Egmore and a sanatorium in Tambaram are maintained by Government while the Corporation has a hospital at Tondiarpet for patients suffering from infectious diseases. In this connection, mention should be made of the King Institute, Guindy and the B.C.G. Laboratories doing yeoman service in the preparation of vaccines and serum. The Government also have two separate maternity hospitals at Egmore and Triplicane. The eye hospital at Egmore is famous in the East. The recent additions are the Cancer Institute and the Andhra Mahila Sabha hospital at Adyar.

During the last few years, the non-gazetted servants of the Central and State Governments have been given free medical aid at government hospitals. Recently family planning centres have been opened at all important hospitals and dispensaries, where advice is given to men and women on birth control and family planning. There are plans to expand the existing medical facilities so that the pressure on the existing hospitals can be relieved and the health of citizens of Madras improved still further.

Corporation Band: The Corporation Band plays Carnatic music in the evenings at scheduled times at different parts in the city and on the Marina.

Radio: The Corporation has installed radio sets with loud speakers in most of its schools as well as in many of the parks. The most popular are the loud speakers in the Marina listened to by thousands of men, women and children in the evenings.

UNITED INDIA

A Home of

**STRENGTH
SECURITY
SERVICE**

Transacts :

FIRE MARINE MOTOR
and other classes of Miscellaneous
ACCIDENT INSURANCE BUSINESS

**The United India Fire and General
Insurance Company Limited**

"Bombay Life Buildings", No. 9, Broadway, Madras-1

Telegrams : "UNIGEN" Telephone : 21378 & 21379

M. Ct. Muthiah T. S. Muthuswami, M.A., B.L.
Chairman General Manager

Branches

Indian
Alleppey, Bombay, Bangalore, Calcutta, Coimbatore, Lucknow,
Mangalore, New Delhi, Patna, Hyderabad, Ujjain, Vijayawada

Foreign
Colombo, Hongkong, Penang, Singapore, Djakarta

London Representatives :
M/s. Muir Boddall & Company Limited
37, Gracechurch Street, London, E.C. 3

Attorneys : **HANOVER INSURANCE COMPANY**

ively by the Cholas, the Vijayanagar kings, the Maharattas, the Moghuls and by the British. There is a large masonry fort containing monolythic sculptures of great beauty. In the fort are situated the district offices, a Police Training School, and a temple without worship. The fort is one of the few best preserved ones in Southern India. Distance : from Madras 90 miles.

Wandiwash

This small town of historical interest is the place where Sir Eyre Goote defeated the French during the Carnatic wars. The old fort is worth a visit. Distance : from Madras 71 miles.

WITH

TOPAZ
AMETHYSTS
AQUAMARINES
GARNETS
RUBIES
SAPPHIRES
CATSEYES
ZIRCONS
OPALS
MOONSTONES
Etc., Etc.

Magnificent Specimens
in
Modern
JEWELLER'S ART



JAMIL MARIKAR

In

9 ct. gold
18 ct. gold
18 ct. gold
22 ct. gold
White gold
Green gold
Palladium

ALL ABOUT MADRAS

MEDICAL FACILITIES

The premier medical institution in the City is the General Hospital started in 1665 by the East India Company for the welfare of the people in Madraspatnam. It was located in "Black Town" up to the middle of the 18th Century, when it was moved to its present site which was then a park. A medical school for training of subordinates in the medical department was attached to the hospital in 1835. During the famine in 1877, another medical school was started in Royapuram to train more subordinates for meeting emergencies during that famine year. Both schools have flowered into strong medical colleges training men and women for the degree courses of M. B., B. S., M. D., M. S., etc. The small Royapuram hospital has also grown into the large important "Stanley Hospital" with a medical college attached to it serving the needs of the people.

In the beginning of the 20th century there was a revival of interest in the local system of medicines Ayurvedic, Unani, Siddha, etc. A medical school was started in the premises of the "London Mission Hospital" on Poonamallee High Road both of which have now grown into the College and Hospital of Integrated Medicine.

Christian missionaries have opened hospitals where the poor are treated free, and the well-to-do pay according to their ability. Private doctors also have opened nursing homes which do immense service to the public. The Corporation of Madras maintains in each division of the city dispensaries where free medical aid is offered, inoculations

ALL ABOUT MADRAS

123

Vellore on the south bank of the Palari river is the headquarters of North Arcot District. It was ruled success-

Two miles from Pallavaram, is a Vaishnavite Shrine with temples located both at foot of a small hillock as also on top of it. The hill top offers a lovely view of Madras and its surroundings.

Next to Adyar on the new route to Mahabalipuram, is a famous Saivite Shrine. The lay out of this village is considered as of age-old tradition with a tank in the middle and broad roads on all the four sides as to provide easy access to be built on their sides so as to provide easy accessibility.

The temple on a hill at Tiruppur is considered sacred by many devotees, and vows are performed at specified periods. Distance from Madras 27 miles.

Further east are 2 great slabs of polished stone, called the Raja's and the Queen's bathing stones. The former measures 15 ft. by 15 ft. by 1 ft. and the latter 9 ft. by 6 ft. by 1 ft.

Each of the three citadels leads a flight of steps of heavy granite. The citadel on the north is called Krishnagiri, that on the South Chandraiyam and that on the west, the highest Rajagiri. Rajagiri consists of a long and high ridge, which at its northern end rises suddenly into a rocky eminence with almost sheer sides, and reaches the elevation of 968 feet above the sea level or 800 feet above the surrounding plain.

MANUFACTURERS !!!

Here is the live-wire to successfully market all your products throughout SOUTH INDIA.

Handling several reputed Indian & Foreign Sole Agencies, with a well-knit influential and forceful Sales Organisation having connections with all Dealers in every town in SOUTH INDIA, we could create RECORD SALES for your manufactures—

THE INDIAN PRINCIPALS WE ALREADY REPRESENT ARE:

Rehtas Industries Ltd.,	Papers, Boards and Vulcanised Fibre Boards
Dalminagar	Plywood
Albion Plywood Ltd.	Hinges, Tower-bolts, etc.
Indian Hardware Industries Ltd.	Boards
Ratlam Straw Boards Private Ltd.	Bharat, Six Morning and Dollar Safety Razor Blades.
Harbanlal Malhotra & Sons Private Ltd.	Engineers Steel Files, Bandsaw Blades, Hacksaw Blades
Panama Private Ltd.	Panama Safety Razor Blades
Shangrila Food Products Ltd.	Biscuits
C. & E. Morton (India) Ltd.	Confectionery
Jammu Rosin & Turpentine Factory	Rosin & Stag Brand Turpentine
Tiruvareooran Sugars Ltd.	Sugar
Government Hydrogenation Factory	SUDHA, Vanaspathi & VIMALA Refined Oil.
P. N. Goopu & Co.	Pencils, Pen-holders, etc.
Delhi Food Products Private Ltd.	Jams, Jellies, Syrups & Squashes, Tomatto Ketchup, etc.

You can, therefore, confidently entrust your selling Agency to us.

LALA GOPIKRISHNA GOKULDOSS

(AGENCY DEPARTMENT)
IMPORTERS — EXPORTERS — AGENTS

114, MINT STREET, MADRAS-1

Grams: "JHAVER"

Phone: 21277 (2 lines)

Branches at: BOMBAY, CALCUTTA AND VIZIANAGARAM



ENGINEERS' CUTTING TOOLS

Twist Drills, Taps, Carbide Tipped Tools, Milling cutters, Reamers & Involute gear cutters—made according to B. S. S. or Metric or Customers' Specifications.

HIGH DUTY FERROUS & NON-FERROUS CASTINGS



for the Automobile and machine tool industries. Specialists in High Tensile, Dense, Close Grain & Pressure tight castings.

STEEL FURNITURE for the Home and the Office.

SPRAYERS & DUSTERS

for Plant Protection & Public Health.
LIGHT ENGINEERING PRODUCTS
and material handling equipment.

ADDISON & CO. (PRIVATE) LTD.

Head Office:

MOUNT ROAD, MADRAS-2

Works at:

SMITH'S ROAD, MOUNT ROAD, MADRAS-2

Branch at:

24, ST. MARK'S ROAD, BANGALORE

THE GOVERNMENT OF MADRAS

Sri Bishnuram Medhi Raj Bhavan, Guindy,
Governor of Madras Madras-22.
(Phone: 88911)

Members of the Council of Ministers

Sri K. Kamaraj Nadar Minister in charge of Public,
Chief Minister (Office: Planning and Community
83111 & 84601) Development (including Local
Development Works, National
Extension Scheme, Community
Projects, Rural Welfare and
Women's Welfare).

(Res.: 88373, 88575)

Sri M. Bhaktavatsalam Minister in charge of Home,
Minister for Home including Police, Courts and Pri-
(Office: 83111 & sons and Prohibition, Food and
84602) Agriculture (including Khadi and
Village Industries and Hindu,
Religious Endowments), Forests,
Cinchona, Animal Husbandry,
Veterinary, Railways, Posts &
Telegraphs and Civil Aviation.

(Res.: 71243)

Sri C. Subramaniam Minister in charge of Finance,
Minister for Finance Information &
(Office: 83111 & Publicity, Law (including Legis-
84603) lature and Engineering Colleges).
and Elections.

Res.: 8, Thirumalai Pillai Rd.,
T. Nagar, Madras-17.

Res.: 15, Warren Rd., Myla-
pore, Madras-4.

(Res.: 86334)

Sri M. A. Manickavelu
Minister for Revenue
(Office : 83111 & 84604)
(Res.: 88614)

Sri R. Venkatraman
Minister for Industries
(Office : 83111 & 84606)

(Res.: 71323)

Sri P. Kakkan
Minister for Works
(Office : 83111 & 84607)
(Res.: 71850)

Sri V. Ramiah
Minister for Electricity
(Office : 83111 & 84951)

(Res.: 71156)

Res.: "Cooum House", Govt.
Estate, Mount Rd., Madras-2.

Minister in charge of Revenue,
Public Health and Medical.

Res.: 1, Crescent Park St.,
T.Nagar, Madras-17.

Minister in charge of Industries,
Labour, Co-operation (including
Housing, Commercial Taxes
and Nationalized Transport),
Yarn, Textiles, Mines and
Minerals, Iron & Steel Control,
Prices and Supply of Goods Act,
Companies, Newsprint Control
and Ex-Servicemen.

Res.: "Bridge House", Adyar,
Madras.

Minister in charge of Public
Works (excluding Electricity),
Harijan Welfare, Scheduled
Areas and Scheduled Tribes.

Res.: "Greenways", Greenways
Rd., Madras-28.

Minister in charge of Electricity,
Transport, Registration, Accom-
modation Control, Stationery
and Printing and Government
Press.

Res.: 97, Mowbrays Rd.,
Madras-18.

Srimathi Lourdammal Simon Minister in charge of Local
Administration and Fisheries.

Minister for Local Admini-
stration

(Office : 83111 & 84605)
(Res.: 71311)

Res.: "Thiruvaramangam", Green-
ways Rd., Madras-28.

IMPORTANT PUBLIC OFFICES IN AND AROUND MADRAS CITY

Accommodation-Controller, 2/2, Club House Rd.,
Mount Rd., Madras-2.

Accountant-General, Andhra Pradesh, Express Estates,
Mount Rd., Madras-2.

Accountant-General, Madras, 82 C, Mount Rd.,
Teynampet, Madras-18.

Agricultural Demonstrator, Vegetable Seeds Stores,
Kodlambakkam High Rd., Madras-6.

Agricultural Information Officer, 36-B, Mount Rd.,
Madras-2.

Agricultural Officer, District, Guindy, Madras.

Agriculture Department, Chepauk, Madras-5.

Agriculture Income-Tax Dept., Chepauk, Madras-5.

Air Force Station, Avadi.

Air Force Station, Tambaram.

Air Port Health Officer, Madras-16.

All India Handicrafts Board, Administrative Unit, 162,
Lloyds Rd., Royapettah, Madras-14.

All India Handloom Board, 98, Mowbrays Rd.,
Teynampet, Madras-18.

All India Handloom Board, Design Centre, 20, Oliver
Rd., Mylapore, Madras-4.



Madras Legislative Assembly.



LIECO Mobile Book Service

Mambalam Railway Station on the Suburban Section



CLEARING and FORWARDING

We do it better
for we have the
necessary

- know-how
- personnel
- EXPERIENCE accrued of
being in the line for
THREE DECADES

INTERNATIONAL CLEARING AND SHIPPING AGENCY

20-B, SECOND LINE BEACH, MADRAS-1
Cables: 'CLEARSHIP' Phone: 21281/2

ALSO AT
VISHAKPATNAM :: KAKINADA :: KANDLA

Freight & Steamship Agents
AT ALL INDIAN PORTS

BINNY'S ENGINEERING WORKS PRIVATE LTD.

INDUSTRIAL ENGINEERS

Manufacturers of
SUGAR MACHINERY

by arrangement with
THE MIRRLEES WATSON CO., LTD., AND BLAIRS LTD.

Complete Machines and Spare Parts for Sugar,
Chemical, Cement & other Industries

FERROUS and NON-FERROUS CASTINGS

MEEHANITE LICENCEES

Ferrous Castings upto 7½ tons

Non-ferrous Castings upto 10 cwt.

Acid and heat resisting Castings

PLATE and STRUCTURAL STEEL WORK

Welded and Rivetted Steelwork

Storage Tanks upto 2,50,000 Gals.

Roof Trusses, Stanchions and Purlins

Transport Trailers and Trolleys

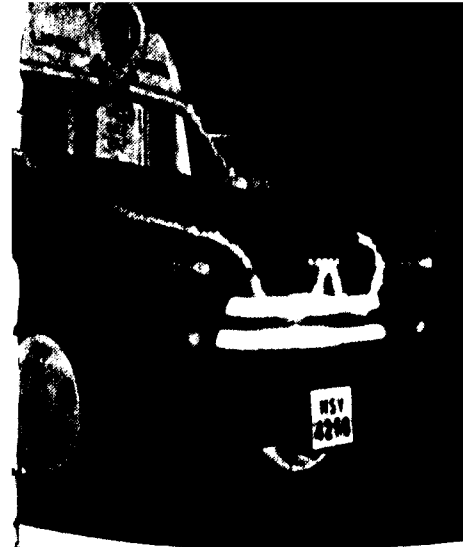
Barges, Boiler Installations and Repairs

LIGHT FORGINGS

For Automobile, Bicycle and other Industries

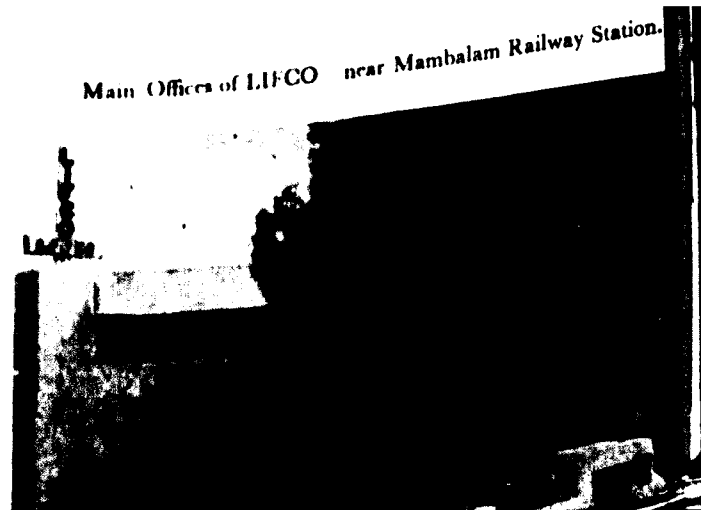
MEENAMBAKKAM, MADRAS - 27

Telephone: Post Box No. 2993 Telegrams:
80751 (3 lines) "BINEW", Madras



...ing throughout the State

Main Offices of LIFCO near Mambalam Railway Station.



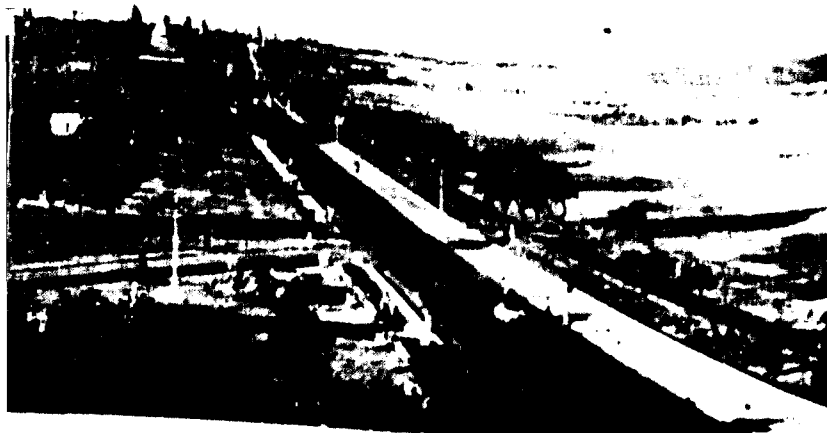


Shore Temple, Mahabalipuram

YOU'LL KNOW
ALL ABOUT
MADRAS
ONLY WHEN YOU'VE
SEEN IT

Madras is not a mere metropolis with modern amenities; it is the gateway to the treasure house of Dravidian art & architecture. Even if a visitor has a week to spend in Madras, he can see something new and interesting every day.

Marina



All India Radio, Ministry of Information & Broadcasting, Govt. of India, South Beach Rd., Madras-4.

Animal Husbandry Dept., 15, Marshalls Rd., Egmore, Madras-8.

Archaeological Dept., Fort St. George, Madras-9.

Board of Revenue (Excise), Chempauk, Madras-5.

Cement Adviser, Regional Hon., 9, Mount Rd., Madras-2.

Central Excise Dept., Madras, 15, Harrington Rd., Chetput, Madras-31.

Central Excise Dept.: Accounts Branch, 36, Harrington Rd., Chetput, Madras-31.

Central Excise Dept.: Asst. Collector, Madras Division, 2/8, Hunters Rd., Vepery, Madras-7.

Central Excise Dept.: Superintendent, Madras Circle, 31, Broadway, G. T., Madras-1.

Certified Schools & Vigilance Service: Chief Inspector, 48/1, Royapettah High Rd., Mylapore, Madras-4.

Certified Schools & Vigilance Service: Superintendent, Govt. Vigilance Home and Sri Sadana, "Everest", Kutchery Rd., Mylapore, Madras-4.

Certified Schools & Vigilance Service: Superintendent, Govt. Reception Homes for Boys & Girls and Boys' Club, 28, Pantheon Rd., Egmore, Madras-8.

Certified Schools & Vigilance Service: Superintendent, Senior & Junior Certified School for Girls, 85, Purasawalkam High Rd., Kellys, Madras-10.

Chemical Examiner to Govt., Madras Medical College Buildings, P. T., Madras-3.

Chemical Testing and Analytical Laboratory, Industrial Estate, Guindy, Madras-16.

Chief Commercial Manager, Southern Railway, P. T., Madras-3.

City Improvement Trust, 33, Mount Rd., Saidapet, Madras-15.

Civil Aviation Dept., Air Port, Madras-27.

Civil Supplies Dept., Chepauk, Madras-5.

Clearance, Asst. Director, Govt. of India, Ministry of Food, Tranship Shed No. 2, Harbour, Madras-1.

Collector of Chingleput, "Homes-Gardens", Saidapet, Madras-15.

Collector of Madras, Old High Court Buildings, First Line Beach, G. T., Madras-1.

Commercial Taxes Dept., Chepauk, Madras-5.

Commissioner of Police, Egmore, Madras-8.

Communications, Comptroller of, Madras Region, St. Thomas Mt., Madras.

Company Law Administration, 6, Linghi Chetty St., G. T., Madras-1.

Co-operative Dept., Chepauk, Madras-5.

Co-operative Dept., Dy. Registrar of Co-operative Societies, Govt. Press Bldgs., Mount Rd., Madras-2.

Corporation of Madras, Ripon Bldgs., P. T., Madras-3.

Crime Dept., Office of the Commissioner of Police, Egmore, Madras-8.

Curator, Madras Record Office, Egmore, Madras-8.

Customs Dept., Mysore Bank Bldgs., 377, N. S. C. Bose Rd., G. T., Madras-1.

Development Commissioner, Public (R. D. P.) Dept., Fort St. George, Madras-9.

Director of Public Instruction, College Rd., Nungambakkam, Madras-6.

Drugs Controller (India), Asst., Mysore Bank Bldgs., 377, N. S. C. Bose Rd., G. T., Madras-1.

Education Dept., Secy. to Govt., Secretariat, Fort St. George, Madras-9.

Education Ministry, Southern Regional Office, University Bldgs., Chepauk, Madras-5.

Electoral Officer, Chief, Fort St. George, Madras-9.

Emigration Dept.: Collector of Emigration, 41, Muker Nallamuthu St., G. T., Madras-1.

Employees' Provident Fund Organisation, Madras Region, 111, Mount Rd., Madras-6.

Employees' State Insurance Corporation, Regional Director, 2, Sir Desikachari Rd., Mylapore, Madras-4.

Employment Officer, Chingleput Dt., 2, Alandur Rd., Saidapet, Madras-15.

Employment Officer, Madras Dt., 41, Whites Rd., Royapettah, Madras-14.

Enforcement Directorate, Dept. of Economic Affairs,
10, Armenian St., G.T., Madras-1.

Entomologist, Plant Quarantine & Fumigation Station,
6, Clive Battery, Madras-1.

Excise & Prohibition Inspector of Excise, 26, Halla
Rd., Egmore, Madras-8.

Excise & Prohibition Office of the Commissioner of
Excise, Chepauk, Madras-5.

Explosives Dept., Govt. of India, 43, Theagaraya Rd.,
T. Nagar, Madras-17.

Film Censors, Central Board, Regional Office, 17, Agur-
chand Mansions, Mount Rd., Madras-2.

Films Division, Branch Manager, 200, Mount Rd.,
Madras-2.

Finance Dept.: Secy. to Govt., Secretariat, Fort St.
George, Madras-9.

Fire Service: District Fire Officer, 17 A, Marshall
Rd., Egmore, Madras-8.

Fisheries Dept.: 35/2, Mount Rd., Madras-2.

Fisheries Dept.: Office of the Public Health Fish Offi-
cer, 91, Poonamallee High Rd., Kilpauk, Madras-10.

Five Year Plan Publicity, Regional Office, 18, Abhi-
ramapuram III St., Madras-18.

Food Production Dept., Fort St. George, Madras-9.

Food: Office of the Regional Director, 20, Luz Avenue,
Mylapore, Madras-4.

Food: Dy. Director (Clearance), 24, North Beach Rd.,
G. T., Madras-1.

Food: Dy. Director (Storage & Movement), 3, West
Mada Church St., Royapuram, Madras-13.

Food: Central Storage Dept., Egmore, Madras-31.

Forest Dept.: Office of Chief Conservator of Forests,
136, Peters Rd., Royapettah, Madras-14.

Geological Survey of India, Southern Circle, 65 &
65-A, Kutchery Rd., Mylapore, Madras-4.

Govt. House Estate: Office of the Superintendent,
Mount Rd., Madras-2.

Govt. Examinations, Secretary to Commissioner of,
Office of the Director of Public Instruction, College Rd.,
Nungambakkam, Madras-6.

Govt. of Madras, Departments of Secretariat, Fort St.
George, Madras-9.

Govt. Press, Superintendent, Madras-1.

Harijan Welfare Dept., 8, College Lane, Nungambak-
kam, Madras-6.

Health Dept., Secretary to Govt., Secretariat, Fort St.
George, Madras-9.

High Court of Judicature, Madras-1.

Highways, Chief Engineer, Chepauk, Madras-5.

Hindu Religious & Charitable Endowments (Adminis-
tration) Dept., Commissioner, Old Govt. Press Bldgs., Mount
Rd., Madras-2. ✓

ALL ABOUT MADRAS

Home Dept.: Secretary to Govt., Secretariat, Fort St. George, Madras-9.

Imports & Exports, Joint Chief Controller, Ministry of Commerce & Industry; 19/20, Linghi Chetty St., G. T., Madras-1.

Imports & Exports, Controller, 38, Mount Rd., Madras-6.

Income-Tax Appellate Tribunal, 26, Sterling Rd., Chetput, Madras-31.

Income-Tax Dept.: Office of the Commissioner, "Wanaparthi Palace", 22, Nungambakkam High Rd., Nungambakam, Madras-6.

Industries & Commerce Dept., Old Engineering College Bldgs., Chepauk, Madras-5 and 35/2, Mount Rd., Madras-2.

✓ Information, Bureau of Public, 122, Cathedral House, Mount Rd., Madras-6.

Inspector-General of Police, Mylapore, Madras-4.

Inspector-General of Prisons, 67, Dr. Alagappa Chettiar Rd., Vepery, Madras-7.

Integral Coach Factory, Perambur, Madras-12.

Intelligence Bureau, Subsidiary and Central Intelligence Officer, 142, Santhome High Rd., Mylapore, Madras-4.

Iron & Steel Controller, Deputy, 15, McNichols Rd. Chetput, Madras-10

Irrigation, Chief Engineer, Chepauk, Madras-5.

Khadi Dept., 36-E, Mount Rd., Madras-2.

King Institute, Guindy.

Labour Commissioner (Central), Regional, 2/8, Hunters Rd., Vepery, Madras-7.

Labour Court, Inspector General of Registration Office, First Line Beach, G. T., Madras-1.

Labour & Factories Dept.: Commissioner of Labour & Director, 8, Haddows Rd., Madras-6.

Labour & Factories Dept.: Chief Inspector of Factories, 8, Old College Rd., Nungambakkam, Madras-6.

Land Revenue & Food Production, Commissioner of Board of Revenue, Chepauk, Madras-5.

Law Dept.: Secretary to Govt., Secretariat, Fort St., George, Madras-9.

Local Administration: Secretary to Govt., Secretariat, Fort St. George, Madras-9.

Local Fund Accounts, Examiner of, Old High Court Bldgs., First Line Beach, G.T., Madras-1

Madras Record Office, Egmore, Madras-8.

Marketing Development Officer, 48/1, Royapettah High Rd., Mylapore, Madras-4.

✓ Medical Dept., Administration, Cathedral, Madras-6.

Medical Stores Dept., Naval Hospital Rd., P.T., Madras-3.

Mercantile Marine Dept., Old High Court Bldgs., First Line Beach, G.T., Madras-1.

Meteorological Dept., Regional Meteorological Centre, College Rd., Chetput, Madras-31.

Meteorologist, Meteorological Office, Airport,
Madras-27.

Military, Cantonment Executive Officer & Cantonment
Board, St. Thomas Mount, Madras.

Municipal Councils & Local Boards, Inspector of, Old
High Court Bldgs., First Line Beach, G.T., Madras-1.

National Sample Survey, Asst. Director, 8, Byrangjung
Bahadur St., Mount Rd., Madras-2.

National Savings Organisation, 118, Mount Rd.,
Madras-2.

Naval Main Signal Office, Fort St. George, Madras-9.

Neyveli Lignite Corporation (Private) Ltd., 151, Lloyds
Rd., Royapettah, Madras-14.

Overseas Communications Service, 39, Muker Nalla-
muthu St., G.T., Madras-1.

Overseas Communications : Information Office, G. P.
O. Bldgs., First Line Beach, G.T., Madras-1.

Passport Dept., Ministry of External Affairs, 42, Muker
Nallamuthu St., G. T., Madras-1.

Pay & Accounts Office, Fort St. George, Madras-9.

Planning Cell, Ministry of Irrigation & Power, Central
Water & Power Commission (Power Wing), 13, McNichols
Rd., Chetput, Madras-10.

Port Dept., State Port Officer, Old High Court Bldgs.,
First Line Beach, G.T., Madras-1.

FASTER SHIPS

FINER SERVICE



OUR FLEET OF EIGHTEEN MODERN FREIGHTERS OFFERS
FAST, REGULAR AND DEPENDABLE SERVICE BETWEEN
INDIA - U.K. & THE CONTINENT . INDIA - SOUTH AMERICA
INDIA - BLACK SEA & EASTERN MEDITERRANEAN PORTS
Also around INDIAN COAST

India Steamship Co., Ltd.

"INDIA STEAMSHIP HOUSE"

21, OLD COURT HOUSE STREET, CALCUTTA-1

Managing Agents:

LIONEL EDWARDS (PRIVATE) LTD.

Madras Agents:

KRISHNA & CO., 14, First Line Beach, Madras-1

THIS YOUNG MAN WILL GO FAR

You can see it in his eye, his bearing and the way he dresses. Such self-confidence often indicates the influence of strong family traditions of refinement and culture.

When BINNY'S started manufacturing their quality cloth nearly eighty years ago young men discovered a new standard in textiles, for here was *variety* in colour, design and texture undreamt of before. As the years passed, BINNY'S continued to pioneer new materials including antcrease suitings and union fabrics. Soon BINNY became a household word and buying BINNY'S a family tradition.

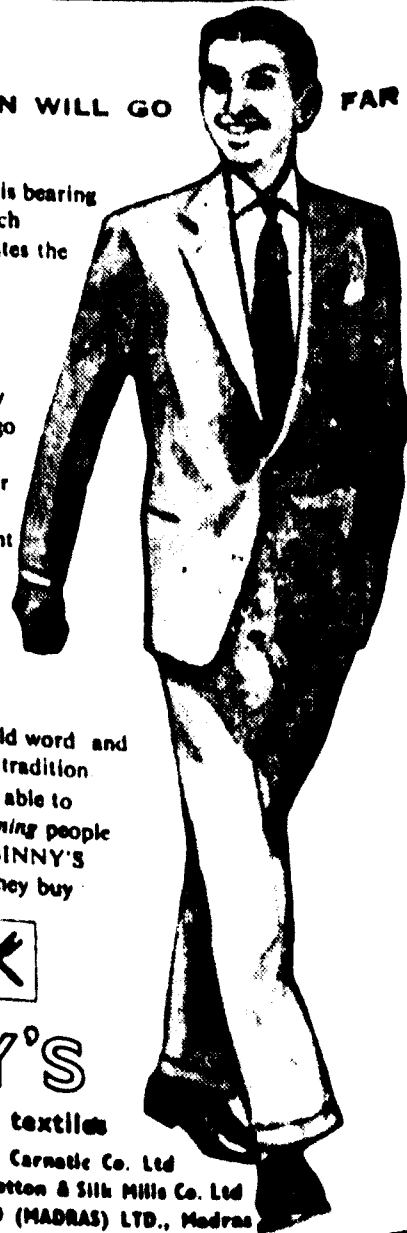
Today, more people are able to buy more cloth, but *discerning* people look for these reassuring BINNY'S trade marks on the cloth they buy.



BINNY'S

a great name in textiles

The Buckingham & Carnatic Co. Ltd
The Bangalore Woollen, Cotton & Silk Mills Co. Ltd
Managing Agents: BINNY & CO (MADRAS) LTD., Madras



Port Health Dept., Port Health Officer, First Line Beach, G.T., Madras-1.

Postal Services, Director, Post-Master General's Office, Mount Rd., Madras-2.

Postmaster General, Mount Rd., Madras-2.

P. & T.: Dy. Accountant-General, Commander-in-chief Rd., Egmore, Madras-8.

P. & T.: Mail Motor Service, Mackay's Gardens, Madras-6.

P. & T.: Southern Maintenance Region, Top Floor, Carrier Bldgs., G. T., Madras-1.

P. & T.: Technical & Development Circle, First Floor 6-A, Woods Rd., Madras-2.

Presidency Postmaster, G. P. O. Buildings, First Line Beach, G. T., Madras-1.

✓ Press Information Bureau, Ministry of Information & Broadcasting, 122, Mount Rd., Madras-6.

✓ Public Health, Director of "Congress Buildings", Mount Rd., Madras-2.

Public Service Commission, New A. D. C's Block, Govt. House Estate, Mount Rd., Madras-2.

Public Works Dept., Central, College Park, Millers Rd., Kilpauk, Madras-10.

Public Works Dept., Madras, General, Public Health and Irrigation Branches, Chepauk, Madras-5.

Railway Rates Tribunal, 4, Pugh's Rd., Madras-28.

ALL ABOUT MADRAS

11

161

TBTTSO : SLXV

Railway Service Commission, 16/31, Eldams Rd.,
Teynampet, Madras-18.

Raj Bhavan, Comptroller, Guindy, Madras-22.

Registrar of Companies, Madras, "Andhra Bank Bldgs.",
16, Linghi Chetty St., G. T., Madras-1.

Registration Dept.: Inspector General of Registration,
First Line Beach, G. T., Madras-1.

Registration Officer, Regional, 35, Mount Rd., Madras-2.

Revenue Dept.: Secretary to Govt., Secretariat, Fort
St. George, Madras-9.

Sales Tax Tribunal, Govt. House Estate, Mount Rd.,
Madras-2.

Salt Dept.: Dy. Salt Commissioner, 1, Hensman Rd.,
T. Nagar, Madras-17.

Salt Dept.: Superintendent of Salt, Salt Circle Office,
Washermanpet, Madras-21.

Scheduled Castes & Scheduled Tribes: Asst. Commis-
sioner, 49, Mowbrays Rd., Teynampet, Madras-18.

Settlement Dept., Chepauk, Madras-5.

Ship Repairs Committee, 60/10, Edward Elliotts Rd.,
Mylapore, Madras-4.

Silk Board, Central Madras Office, 11/12, First Line
Beach, G. T., Madras-1.

Small Industries Service Institute, 20, Rutland Gate,
Madras-6.

Small Scale Industries, Jt. Development Commissioner,
90, Mowbrays Rd., Teynampet, Madras-18.

Southern Railway, General Offices, P. T., Madras-3.

✓ Southern Railway, Madras Divisional Offices, Roya-
puram, Madras-13.

✓ Southern Zonal Council, Ministry of Home Affairs,
Govt. House Estate, Mount Rd., Madras-2.

Special Police Establishment, Ministry of Home Affairs,
Govt. of India, 53, Gangadheswarar Koil St., Madras-7.

State Road Transport Officer, Board of Revenue,
Chepauk, Madras-5.

State Transport, Madras, Transport House, Mount Rd.,
Madras-2.

✓ Statistics Dept., 209, Poonamallee High Rd., Madras-7.

✓ Statistics Dept., Chepauk, Madras-5.

Supplies & Disposals, Director, Indian Mutual Bldgs.,
10, Mount Rd., Madras-2.

Survey Dept., Chepauk, Madras-5.

Tahsildar of Madras, Old High Court Bldgs., First Line
Beach, G. T., Madras-1.

Tea Board, Southern Zone, 36-E, Mount Rd., Madras-2.

Telegraph Office, Central, North Beach Rd., G. T.,
Madras-1.

Telegraph Stores, 'Mackays Gardens'. 32, Greames Rd., Madras-6.

Telephones, Madras Dt., Telephone House, N. S. C. Bose Rd., G. T., Madras-1.

✓ Temple Survey Project (Southern Region), Fort St. George, Madras-9.

Textile Commissioner, Dy. (Handlooms), All India Handloom Board, "Seshadri-Vilas", 98, Mowbrays Rd., Teynampet, Madras-18.

Tourist Information Office (Govt. of India), 35, Mount Rd., Madras-2.

Town Planning, Director, Old High Court Bldgs., First Line Beach, G. T., Madras-1.

Traffic & Licensing Office, (Police), Vepery, Madras-7.

Translator to Govt., Senior, Fort St. George, Madras-9.

Transport Dept., Chepauk, Madras-5.

Transport Officer, Regional, Chingleput, 53, Sir Theagaraya Rd., T. Nagar, Madras-17.

Tribunal for Disciplinary Proceedings, 10, Alamelu-mangapuram, Madras-4.

University of Madras, Chepauk, Madras-5.

Veterinary Office, Dt., 51-A, Pantheon Rd., Egmore, Madras-8.

Women's Welfare Dept., 7, Aramudu Garden St., Egmore, Madras-8.

With the best compliments of:



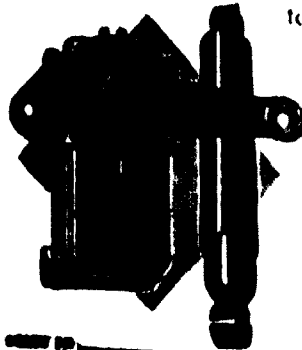
SIMPSON & CO., LTD.
MADRAS-2

50 Years Service...



... Around the World

Fifty years ago, Mr. Gordon Armstrong opened his small workshop in Yorkshire, England. Today, Armstrong service spans the world, and wherever British cars are sold, full and efficient Armstrong Shock Absorber Service is always available. After fifty years of experience, the Armstrong Organization is still engaged in extensive research and experimental test work, to ensure that Armstrong will always remain the first name in motor vehicle suspension!



ARMSTRONG

SHOCK ABSORBERS

THE FIRST NAME IN MOTOR
VEHICLE SUSPENSION

Progressively manufactured

in India under licence by:
HYDRAULICS PRIVATE LTD.
MOUNT ROAD MADRAS-2

**UNIVERSITY AND HIGHER EDUCATIONAL &
RESEARCH INSTITUTIONS**

University of Madras, Chepauk, Madras-5

The University of Madras was founded by a charter in 1857 as an examining and affiliating University on the lines of London University. Madras province being a far flung one, Colleges in Madras province, Hyderabad, Travancore, Cochin, and Mysore were also affiliated to it. Then gradually other universities were founded in its area - first the residential Annamalai University at Chidambaram and later the affiliating universities of Andhra, Mysore and Travancore-Cochin. At present the Madras University has Colleges affiliated to only from the Tamil area.

The University has all departments of arts and science as well as research departments. The University has been fortunate in having had a line of able administrators and educationists as its Vice-Chancellors, who have built up the University to its present high flourishing position.

The University has its own campus. The stately Senate House designed by Mr. Chisholm in the Indo-Saracenic style was finished in 1879. The large and artistic hall raised on a basement floor and adorned with paintings of its Vice-Chancellors has at one end a marble bust of Governor Lord Hobart (1872-75) and a double teak wood staircase leading to the first floor. There is a well laid garden with a bronze statue of Queen Victoria with a canopy in the south, and the statues of V. Krishnaswami Iyer, G. K. Gokhale and Dr. A. Lakshmanaswami Mudaliar, its Present Vice-Chancellor.

ALL ABOUT MADRAS

in the east. Next to it is the centenary Science building slowly taking shape. Adjacent to the Cooum River is a fine building with a clock tower accommodating its administrative office, the University Library, the manuscript library as well as the university lecture rooms. The University is an autonomous body with the Governor of Madras as the Chancellor, and with a Vice-Chancellor chosen by Governor out of a panel elected by the Controlling body of the University. The Registrar is the chief executive officer.

Highways Research Station, Guindy

The Highways Research Station, sponsored by the Government of Madras is a comparatively young institution but doing a remarkable service in the matter of research arrived at cheapening the cost of construction and maintenance of roads and bridges.

The origin of roads dates back to prehistoric times. The roads that have inherited and are now in our possession, are the result of the patient work done by Highway Engineers for the past 2,000 years. Progressive improvements have been made from time to time to the type and design of the road. Yet the rate of improvements to the roads can hardly keep up with the rapid strides with which the modern motor transport is growing in this country. It is often found that our road system constructed and maintained on traditional methods is inadequate for the demands of modern vehicles with their ever increasing speeds and weights, with the result that these vehicles are not used to the full advantage. These conditions must be changed by evolving new ideas and new technique in road construction so that a time will come when, instead of designing the vehicles to suit the roads, the roads can be designed to suit the most advanced type of vehicles.

This can be accomplished only by sustained research in laboratories and test tracks. Thus, the need for research stations.

The work of the Research Station is divided into roughly four sections (1) Physical Division which will deal with the physical properties of road materials, surface characteristics and safety problems of roads and tests thereon; (2) Concrete Division which will deal with all problems of concrete road construction; (3) Bituminous Division which will deal with research on Bituminous products used for road construction and other problems connected with Bituminous road construction; (4) Soils Division which will deal with the mechanical and physical properties of soils and other problems connected with foundations of roads and bridges. With varying conditions, of climate, terrain and traffic obtaining in this sub-continent of India, several Road Research Stations have to be started to serve various zones, charged with the task of investigating problems peculiar to the respective areas. The Research Station is serving such a purpose in the South.

The building which houses different sections of the Research Station consists of nine blocks, four main testing laboratories being set up in the spacious halls 110 x 30 feet in the rear. The front section contains the Library, Indexing Room, Auditorium, Administrative Offices and Model Room. One of the Laboratory halls is provided with a basement section to store all the specimens and other samples.

Central Leather Research Institute, Adyar, Madras-20

The Indian leather industry, though a century old, is run for the greater part, on a glorified cottage-scale basis.

Estimated to have a turnover of forty crores of rupees annually, the industry ranks fourth in importance as an earner of foreign exchange. In comparison with the leather industries of Europe and America, however, India lags behind both in the volume of production and in the quality and variety of finished leather.

To assist the rapid development of the Indian leather industry, the Central Leather Research Institute (or C.L.R.I. for short) was opened in Madras in January 1953. A link in the chain of the National Laboratories started in recent years by the Council of Scientific and Industrial Research, New Delhi, the C.L.R.I. has already become the home of much creative effort and a centre from which waves of knowledge have emanated to improve existing processes and techniques, utilize waste products, train technical personnel and propagate scientific knowledge.

Methods have been developed for the proper curing and preservation of hides and skins. A synthetic salt mixture has been prepared to replace *Khari Salt*, efficiently used for curing goatskins meant for export. The Institute has worked out processes for the production of a variety of quality leathers to help India hold her own in both national and international markets. Processes have been worked out for the production of glazed kid leathers of excellent quality.

Shoe polishes, pigment finishes, fat liquors and other essential auxiliaries needed by the leather industry are presently being imported at great cost, while the raw materials that go into the making of these auxiliaries are exported from India. The fat liquors prepared at the C.L.R.I. cost less and are equal to that of the imported in quality. Similar is the case with syntans, tanning extracts, pigment finishes, shoe polishes, etc., made presently at C.L.R.I. Work has

MADRAS

THE HOME

OF

Parry's

Sweets



Made by :

Parrys Confectionery Ltd.

MADRAS

PIPES

For reliability and genuine quality
Galvanized, Black and Steam and
also Boiler Tubes and Imported
Fittings.

Contact :

**THE MADRAS CIRCLE
PIPE DEALERS' ASSOCIATION LTD.,**

**6, Armenian Street, P. B. 1748,
MADRAS-1**

**SOLE AGENTS FOR S & L PIPES
IN SOUTH INDIA**



Other Offices :

BANGALORE	—	COIMBATORE	—	COCHIN
MANGALORE	—	SECUNDERABAD	—	VIJAYAWADA



Competitive rates for dealers

been directed towards the judicious utilization of indigenous tanning stuffs with a view to stopping imports. Over a dozen indigenous tanning materials have been found. A pilot plant has been put up for the manufacture of tanning extracts from indigenous tan stuffs. Work at the Institute has shown that good quality leather-boards of the desired strength, thickness and other characteristics could be prepared utilising the waste products of the leather industry.

Till now, over 48 students have been awarded Bachelor of Science degrees in the technology of leather making. Facilities have also been afforded to post-graduate students for advanced research leading to the Ph. D. Degree. Short-term courses are now offered to practical tanners to help them derive the benefits of modern methods.

The Institute helps small-scale leather producers to finish their products, thereby improving their market value. A model tannery is being maintained.

Indian Institute of Technology, Guindy

The establishment of the Indian Institute of Technology is one of the finest examples of co-operation among the nations of the world in the pursuit of science and technology. The Institute which is the third in the chain of four higher technological institutes will cover the four Southern States of Andhra, Madras, Mysore and Kerala. The first degree courses have commenced at the A. C. College, Guindy, with an initial batch of 120 students. The courses cover the fields of Civil, Mechanical, Electrical, Chemical and Metallurgical Engineering. When fully established, the Institute would have 1,500 students in the first degree course and 500 students in post-graduate courses and research work. It would be a fully residential institution both for students and staff. A "master plan" for the campus has

been prepared and approved according to which the Institute will be located some distance away from Raj Bhavan, Guindy.

The West German Government is helping in the establishment of the Institute by providing scientific and workshop equipment worth about Rs. 180 lakhs, services of German professors and experts and facilities in Germany for training Indian members of the staff.

Madras Institute of Technology, Chromepet

Imparts three year Diploma courses in (i) Aeronautical Engineering, (ii) Automobile Engineering, (iii) Electronics and (iv) Instrument Technology to Science graduates. Diplomas awarded by this Institute (I.M.I.T.) are recognized by the Central Government, the Institution of Engineers (India) and several State Governments.

For your requirements of

BLEACHING POWDER CAUSTIC SODA SODIUM HYDROSULPHITE HYDROCHLORIC ACID SULPHATE OF ALUMINA	PHOSPHORIC ACID SODIUM ACETATE MONO AMMONIUM PHOSPHATE ANILINE SALTS
---	---

Contact

RAM-NATH & CO.

Manufacturers' Representatives, Importers and Exporters

Distributors for Mettur Chemicals Products in Andhra Pradesh

Post Box No. 1813, 5, Kondi Chetty Street

MADRAS-1

Telegrams: "ORIENTRADE" Telephone: 3615

Branch: 13-2-304, Municipal Office Road, Vijayawada-1

LIST OF COLLEGES IN MADRAS CITY

UNIVERSITY OF MADRAS

Arts and Science Constituent Colleges

- Agurchand Manmull Jain College, Meenambakkam, Madras-27.
- Government Arts College, Mount Road, Madras-2.
- Loyola College, Nungambakkam, Madras-31.
- The New College, 49, Peters Road, Royapettah, Madras-14.
- Pachaiyappa's College, Chetput, Madras-10.
- Presidency College, Triplicane, Madras-5.
- Sir Theagaraya College, Washermanpet, Madras-21.
- Vivekananda College, Mylapore, Madras-4.
- Ethiraj College for Women, 12, Victoria Crescent, Egmore, Madras-8.
- Queen Mary's College, Mylapore, Madras-4.
- Women's Christian College, Nungambakkam, Madras-31.
- S.I.E.T. Women's College, Teynampet, Madras-18.
- Stella Maris College, San Thome, Madras-4.

Affiliated College

The Madras Christian College, Tambaram.

Professional Colleges Law

Madras Law College, Madras-1.

Medicine

Madras Medical College, P.T., Madras-3.
Stanley Medical College, Madras-1.

Engineering

College of Engineering, Guindy, Madras-25.

Teaching

Meston Training College, Royapettah, Madras-14.
Lady Willington Training College, Triplicane, Madras-5.
St. Christopher's Training College, Vepery, Madras-7.
Teacher's College, Saidapet, Madras-15.

Veterinary

Madras Veterinary College, Vepery, Madras-7.

Physical Education

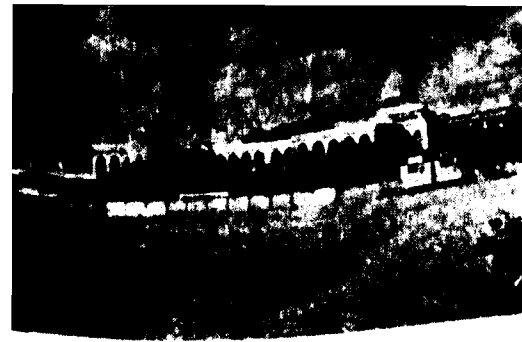
Y. M. C. A. College of Physical Education, Saidapet, Madras-15.

Technology

Alagappa Chettiar College of Technology, Guindy, Madras-25.

Oriental Title Institutions

Sanskrit College and Swaminatha Sastri Vedanta Patasala, Mylapore, Madras-4.
Sri Venkataramana Dispensary and Ayurvedic College, Mylapore, Madras-4.
Madrassa Jamalia, Perambur, Madras.
Kalakshetra, Adyar, Madras-20.



Presidency College, Chepa



New University Buildings,
Chepauk.



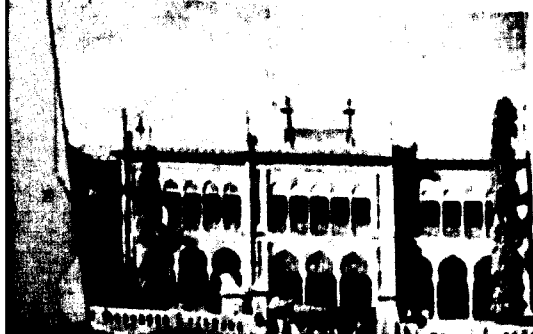
University Exam
Hall, Mar



Engineering College, Guindy



Law College, George Town.

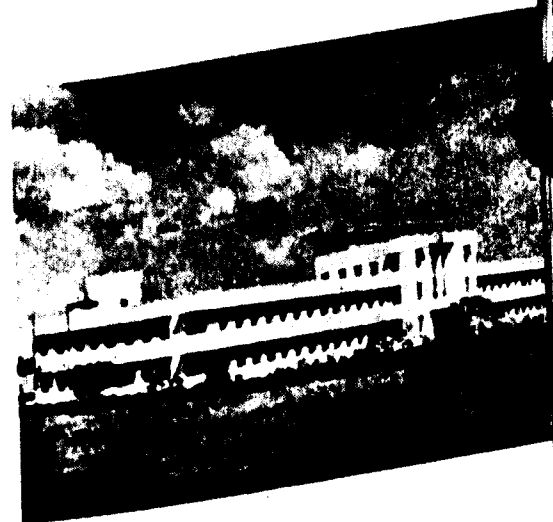


Veterinary College, Vepery.

Madras Medical College,
Park Town



Central Leather Research
Institute, Adyar.



Pachaiyappa's College,
Chetput.





T. I. Cycles of India, Ambattur.



SCHEDULED BANKS IN MADRAS CITY

- Andhra Bank, Ltd., 6, Linghi Chetty St., G. T., Madras-1.
(Phone : 21311)
- Bank of Baroda, Ltd., 3, Errabalu Chetty St., G. T.,
Madras-1. (Phone : 4444)
- Bank of Bikaner, Ltd., 158-A, Broadway, G. T., Madras-1.
(Phone : 5259)
- Bank of India, Ltd., 10, Armenian St., G. T., Madras-1.
(Phone : 3990 & 4004)
- Bank of Jaipur, Ltd., N. S. C. Bose Rd., G. T., Madras-1.
(Phone : 21329)
- Bank of Madura, Ltd., 10, Broadway, G.T., Madras-1.
(Phone : 21644)
- Bank of Mysore, Ltd., 377, N. S. C. Bose Rd., G. T.
Madras-1. (Phone : 5338 & 21769)
- Bharata Laxmi Bank, Ltd., 6, Govindappa Naick St.,
G.T., Madras-1 (Phone : 5380) & 20, Govindappa Naick
St., G.T., Madras-1 (Phone : 31779)
- Canara Bank, Ltd., 331/333, Thambu Chetty St., G. T.,
Madras-1. (Phone : 4893 & 4372)
- Canara Banking Corporation, Ltd., 334, Thambu Chetty
St., G.T., Madras-1. (Phone : 21636)
- Canara Industrial & Banking Syndicate, Ltd., 167, Broad-
way, G. T., Madras-1. (Phone : 2877)

Central Bank of India, Ltd., 308-309, Linghi Chetty St.,
G. T., Madras-1. (Phone : 4921)

Chartered Bank, Esplanade, G. T., Madras-1. (Phone : 21301)

Cochin Commercial Bank, Ltd., 40, General Patters Rd.,
Mt. Rd., Madras-2. (Phone : 86010)

Devkaran Nanjee Banking Co., Ltd., 193/194, N. S. C. Bose
Rd., G. T., Madras-1. (Phone : 3835)

Eastern Bank, Ltd., Armenian St., G. T., Madras-1. (Phone :
4447)

Indian Bank, Ltd., Indian Bank Buildings, First Line Beach,
G. T., Madras-1. (Phone : 21361)

Indian Overseas Bank, Ltd., United India Life Buildings,
G. T., Madras-1 (Phone : 4926) and 151, Mount Rd.,
Madras-2 (Phone : 83961)

Indo-Commercial Bank, Ltd., 107, Armenian St., G. T.,
Madras-1. (Phone : 4581)

Indo-Mercantile Bank, Ltd., 39, Thambu Chetty St., G. T.,
Madras-1. (Phone : 4574)

Lloyds Bank, Ltd., 378, N. S. C. Bose Rd., Madras-1.
(Phone : 4974)

Madras State Co-operative Bank, Ltd., 379, N.S.C.
Bose Rd., G.T., Madras-1. (Phone : 4978)

Mercantile Bank, Ltd., 16, First Line Beach, G. T.,
Madras-1. (Phone : 4947)

National Overseas and Grindlays Bank, Ltd., 3, North
Beach Rd., G. T., Madras-1. (Phone : 21331)

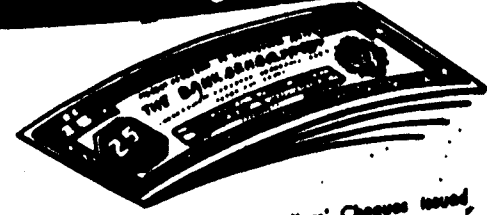
Nedungadi Bank, Ltd., Bombay Mutual Annexe, 323, Linghi
Chetty St., G. T., Madras-1. (Phone : 21763)

Contd. on Page 183

ALL ABOUT MADRAS

WHEN ON TRAVEL FOR LONG

**GET A BANK'S
Travellers'
Cheques**



Even if you lose your Travellers' Cheques issued
by a sound banking concern, your money will still be
safe because, only you can cash such cheques.
That is why a good Bank's Travellers' Cheques are the
safest, most handy way of carrying money when on
travel for long.

When you plan your next travel, select a good
Bank, having many many branches throughout the
country and buy their Travellers' Cheques.

DON'T CARRY CASH

CARRY **A GOOD BANK'S
Travellers'
Cheques**

With the best compliments of:—**THE LITTLE FLOWER CO., MADRAS-17**

**LEADING HOUSE FOR
STAINLESS STEELWARES**



'KASI BRAND'
STAINLESS STEEL UTENSILS
FOR VARIETY & QUALITY

N. KASI VISVANATHA AIYAR
Specialist in Stainless Steel & Glass Utensils
11 & 12 EAST MADAN MIYAN, NE
BRANCH: SOWCARPET, T. NAGAR, TRICHY, TANJ.



-CHARTER- 1961

**STILL
GROWING
AT SIXTY**

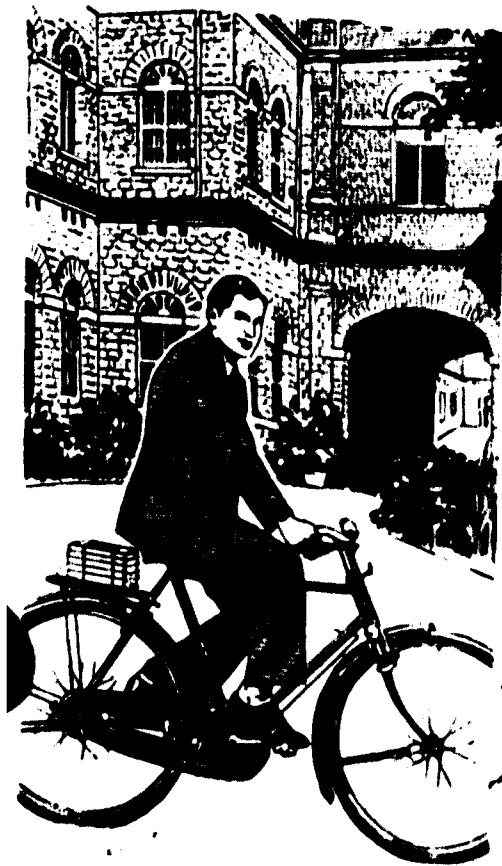
The Dunlop factory at Ambattur
was declared open on February 12, 1955

Sixty years ago, when Dunlop brought
the first pneumatic tyres to India,
only the venturesome rode on bicycles
and the automobile was an object
of wonder and awe. Some years later,
it could still be said that "it needed
as much courage to travel in a bus as
to run it!"

Courage and enterprise have worked
many wonders in these sixty years,
not least being the progress of road
transport. The new factory at
Ambattur, Dunlop's second in India,
is a tribute to those who have
raised the bicycle and motor vehicle
to their present stature.

The Dunlop Rubber
Co. (India) Ltd.





DRESSED IN



* MERCERISED SUITINGS

Best in Form

* SUPERIOR IN QUALITY,
TEXTURE AND FINISH

* In a variety of pleasing shades
AT VERY MODERATE PRICES

**Krishna
FABRICS**

MERCERISED SUITINGS & SHIRTINGS
POPLINS — TUSSORES.

SRI KRISHNA SPO. & WVG. MILLS (Private) LTD.,
BANGALORE-2



KM-6



Lady Willingdon Training College, Triplicane

19

Teachers' College, Saidapet.



Sri Ramakrishna Math, Mylapore





Sri Muthiah Chettiar
High School, Furawalkam.



Sri Ramakrishna Mission Boys' High School, T. Nagar



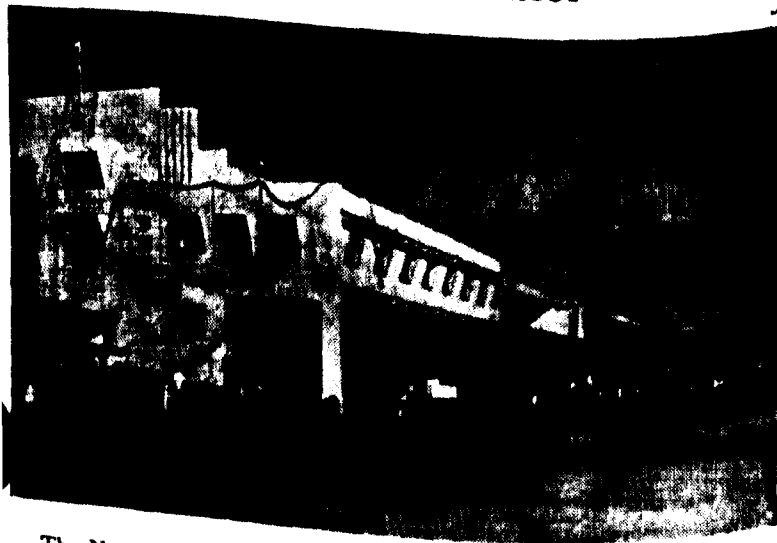
S. High School, Mylapore.

The Hindu Theological High School (Phone No. 4011) situated in 141, Mint Street, Madras-1 is a Premier Educational Institution in the City which has done pioneering work in the field of practical educational endeavour. Distinguished foreigners and great men and saints, who have visited it, have expressed themselves impressed by its distinctive tone and atmosphere.

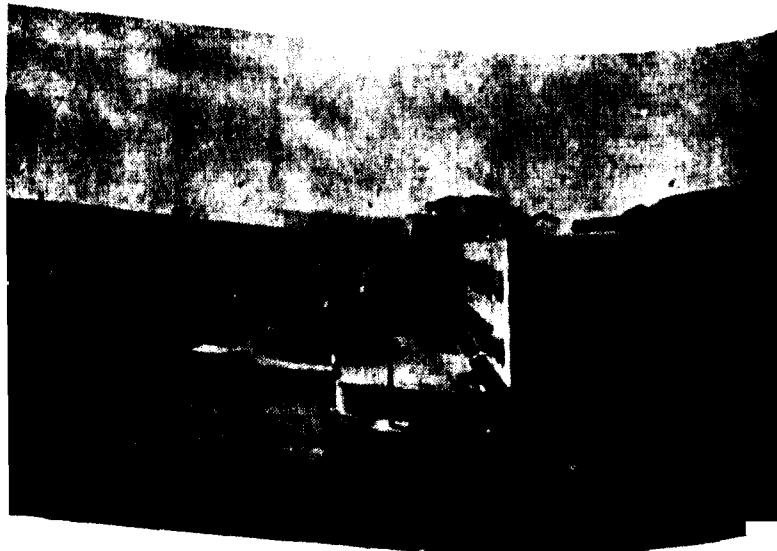


Mr. James Baxter, Educational Officer of New Zealand,
(who visited the School on 16-12-1958) at the School
Prayer Hall.

MADRAS PORT TRUST



The New Passenger Station at North Quay opened for Passenger Traffic in January 1959.



The New Hospital opened in March 1959.

The Indian Bank Ltd., Madras

(ESTD. 1907)

Head Office:

"INDIAN BANK BUILDINGS", NORTH BEACH ROAD, MADRAS

23 Local Offices

Branches covering the whole of South India

Branches also at:

Bombay, Calcutta, New Delhi, Poona, Colombo, Penang, Kuala Lumpur, Malacca and Singapore

	★		
Authorized Capital	...	Rs.	1,00,00,000
Subscribed Capital	...	Rs.	88,60,000
Called & Paid-up Capital	...	Rs.	82,98,990
Reserve and other funds (including Share Premium)	...	Rs.	83,01,884
Deposit. as on 30-6-1959	...	Rs.	43,77,46,578

★
All types of banking business including Foreign Exchange transacted.

★
London Agents:
WESTMINSTER BANK LIMITED

New York Agents:
FIRST NATIONAL CITY BANK OF NEW YORK
T. RAMAKRISHNA RAO
Ag. Secretary



We are rather proud of ourselves

TODAY, banking is almost a public utility. Its success depends on its ability to give friendly and helpful service.

We modestly believe that our progress shows that our clients, whether they are industrialists, exporters or just men who want to deposit Rs. 5.00 in a Savings Bank Account, realise that in IOB they have an institution that has made friendly service the basis for all their activities.

I. O. B.'s Special Services include

Personal and Consumer Credit Loans

Safe Deposit Lockers at Esplanade,

Purasawalkam and Mylapore branches

THE INDIAN OVERSEAS BANK LIMITED

Central Office: Madras

M. G. Muthiah
Chairman

C. P. Dorairajoo
General Manager

Contd. from Page 178

Palai Central Bank, Ltd., 362, N. S. C. Bose Rd., G. T.,
Madras-1. (Phone : 3682)

Pandyan Bank, Ltd., 121, Armenian St., G. T., Madras-1.
(Phone : 55861)

Punjab National Bank, Ltd., 110/111, Armenian St., G. T.,
Madras-1. (Phone : 2993)

Reserve Bank of India, First Line Beach, G. T., Madras-1.
(Phone : 4953)

South Indian Bank Ltd., 17, Stringers St., G. T., Madras-1.
(Phone : 2758)

State Bank of Hyderabad, 41, Linghi Chetty St., G. T.,
Madras-1. (Phone : 21683)

State Bank of India, First Line Beach, G. T., Madras-1.
(Phone : 21341)

Travancore Bank, Ltd., 330, Thambu Chetty St., G. T.,
Madras-1. (Phone : 3824)

Travancore Forward Bank, Ltd., 14-A, Stringers St., G. T.,
Madras-1. (Phone : 2725)

Union Bank of India, Ltd., 9, Sembudoss St., G. T.,
Madras-1. (Phone : 5375)

United Bank of India, Ltd., 17/18, Broadway, G. T.,
Madras-1. (Phone : 4877)

United Commercial Bank, Ltd., 310/311, Linghi Chetty St.,
G. T., Madras-1. (Phone : 31238)

Vysya Bank, Ltd., 268/270, N. S. C. Bose Rd., G. T.,
Madras-1. (Phone : 4672)

CHAMBERS OF COMMERCE AND TRADE ASSOCIATIONS IN MADRAS CITY

Andhra Chamber of Commerce Ltd.

272-273, Angappa Naick St., G. T., Madras-1 (Phone : 4498)

The Andhra Chamber of Commerce, started on August 17, 1928, is one of the leading Chambers of Commerce in India. The Late Dewan Bahadur Sri Kommireddi Suryanarayanamurthi Naidu Garu was its Founder-President. The Chamber has been registered under Section 26 of the Indian Companies Act and the liability of the members is limited. The membership of the Chamber is open to individuals, firms, companies or corporations having their principal office or registered office or a branch office in the States of Madras or Andhra Pradesh. The Chamber has been recognised by the Government of India and the State Governments as an accredited spokesman of the business community; it has therefore been accorded representation on a number of public bodies.

The Chamber is now represented on various public bodies. The Chamber has to-day over 850 members; over 40 Chambers of Commerce and Trade Associations are affiliated to the Chamber. Members of the Chamber are drawn from different parts of Andhra Pradesh, Madras, Mysore and Kerala and from different trades and industries.

In 1944, the Chamber acquired a four-storeyed building in Angappa Naick Street in the heart of Madras' business

area. The Building of the Chamber was declared open by Dr. Rajendra Prasad on May 14, 1947.

The Chamber started an education endowment fund in 1952 for the purpose of financing the higher education of members of the staff of the Chamber. Another notable step taken during 1952 was the provision of a weekly English publication, "The Information Bulletin".

In 1952, the Chamber presented a Mobile Medical Van to the Corporation of Madras so as to enable it to render medical aid to the people living in the outskirts of Madras City.

With the formation of Andhra State in 1953, the Chamber opened an office at Kurnool. This office has since been shifted to Secunderabad (68-B, Rashtrapathi Rd.) after the merger of parts of erstwhile Hyderabad State with Andhra Pradesh.

In 1953, the Chamber celebrated its Silver Jubilee which was inaugurated by Dr. S. Radhakrishnan.

In 1955, the Chamber sent a 20-member Trade Delegation under the leadership of Sri J. V. Somayajulu to visit Singapore, Malaya, the Philippines, Japan, Hongkong, Thailand and Burma. The delegation also participated in the meeting of the CAFEPA and Congress of the International Chamber of Commerce held at Tokyo.

The Chamber is a member of the Federation of Indian Chambers of Commerce and Industry, the Indian National Committee of the International Chamber of Commerce, the Indian Standards Institution and the Madras Productivity Council.

185

By continuing to function from both Madras and Secunderabad, the Chamber hopes to serve in future, as in past, as a bridge between Andhra Pradesh and Madras and to promote the larger interests of South India as a whole.

Hindustan Chamber of Commerce

168, Broadway, G. T., Madras-1 (Phone : 3534)

The Hindustan Chamber of Commerce represents all Trades, Industries and Commerce with membership in all the States in Southern Zone and has been serving the business community for several years in the past.

The Chamber is represented on several non-official committees constituted by the provincial and central governments.

Madras Chamber of Commerce

"Dare House", G. T., Madras-1 (Phone : 4488)

Established in 1836. Its objects are to watch over and protect the interests of trade ; to receive and collect information on matters of mercantile interest bearing upon the removal of grievances and promotion of the common good ; to communicate with authorities and with individual parties thereupon ; to receive references on matters of custom or usage in doubt or dispute, deciding on the same and recording the decision made for future reference and to form by that and other means a code of practice whereby the transactions of business by all engaged in it may be simplified and facilitated.

Madras Chamber of Small Industries

117, Armenian St., G. T., Madras-1 (Phone : 3573)

The Balussery Benefit Chit Fund Private Limited

"Balussery Buildings", 3, Singarachari Street,
TRIPLICANE, MADRAS-5

Grams : 'EVERMANS' Phone : 8 5 8 3 4

The **BALUSSERY** aims to promote thrift : its policy is to pool small savings and help its constituents to accumulate funds.

The Monthly series of short term and long term chits range from Rs. 375/- to Rs. 5,000/-.

BRANCHES :

BANGALORE : 185, First Floor, 6th Cross, Gandhinagar, Bangalore-9. ★ **BOMBAY :** "Veena Vihar", Flat No. 9, 17-A, Sion Matunga Estate, (Opp. : King's Circle Railway Station) Bombay-22. ★ **DELHI :** B-6, Block III, Asaf Ali Road, New Delhi-1. ★ 14-A/4, W. E. A. Karolbagh, New Delhi-5. ★ 198, First Floor, Jorebagh Nursery, New Delhi-3.

REPUTED HOUSE

for

QUALITY DIAMONDS & GOLD JEWELLERY



CHHOTABHAI & CO.,
NETAJI ROAD, MADRAS-1

Phone : 3724

Grams : "ZAVERAT"

Telegrams: "VITOPUS"

Telephones: 88926, 88927
and 88928

Gannon Dunkerley & Co., (Madras) Private Ltd.

Civil, Sanitary & Constructional Engineers
14, BOAG ROAD, MADRAS-17

Specialists in

Design & Construction of R.C.C. and Prestressed
Structures, Bridges, Water Supply and Drainage
Schemes, Sanitary Installations etc.

Managing Agents for

Associated Industrial & Engineering Corporation Ltd.

PHILIPS RADIOS & LAMPS

Fittings & Electrical Accessories & Phoenix Fans

R. S. M. & Co.

236/237, Devaraja Mudaly Street

MADRAS-3

Phone: 55044



Branch:

4-A/127, Purasawalkam High Road, Madras-7

The aims and objects are: (1) To constitute, provide, and maintain a central National Organisation for the support and protection of, and to further the interests of and promote co-operation between, all those engaged in Small Scale Industries. (2) To further mutual assistance on all technical and Industrial problems pertaining to the Small Scale Industry, to place before the Government, and Government officials and others, the views of Members of the Chamber upon matters affecting the Industry, and to make representations to the Government Departments and others upon various matters relating to the Small Scale Industry in particular. (3) To consider and take such action as may be deemed appropriate on any matters of commercial and trade practice in the interest of Members. (4) To develop the growth and increase the efficiency of the Small Scale Industry. (5) To act, when requested, as arbitrator, or to appoint arbitrators, in the settlement of disputes arising out of transaction in or relating to the Industry.

National Chamber of Commerce

22, Broadway, G. T. Madras-1 (Phone: 4114)

The National Chamber of Commerce was formerly known as the Muslim Chamber of Commerce (South India), Madras. The Muslim Chamber of Commerce was organised in the year 1937 and was devoting itself primarily to uphold the interests of small traders and small industries. In this direction the Chamber has rendered substantial service.

It has worked strenuously for the rehabilitation of several small industries.

Southern India Chamber of Commerce

"Indian Chamber Building," Esplanade, Madras-1.
(Phone: 2529)

The Southern India Chamber of Commerce started its career on 6th October, 1909 with a hundred members. It is the oldest Indian Chamber in the State and the second oldest in India, with Sir P. Theagaraya Chettiar as its Founder-President. A licence under Section 26 of the Indian Companies Act was issued to the Chamber on September 12, 1910. Membership is open to all members of the business and industrial community, as well as Banks and Insurance Companies. The Chamber was first housed in the Indian Bank Buildings and later on it moved to its own spacious building in First Line Beach in 1912, where it continued to function till 1956 when the office was shifted to its own present premises in Esplanade which was opened by Sri T. T. Krishnamachari the then Finance Minister of India.

The Chamber is represented in various public bodies. The Chamber celebrated its Silver Jubilee in 1935 which was inaugurated by the then Governor of Madras Lord Erskine.

The activities of the Chamber have been increasing from year to year. Its membership is now 900 in addition to the 40 District Chambers and Associations affiliated to it. For the benefit of the mercantile community, the Chamber issues Certificates of Weight, Certificates of Origin, Certificates of Quality and Certificates of Measurement for collection of freight. It has a separate Weighment and Measurement Department. The Chamber contains a big Library.

The Chamber is a founder-member of the Federation of Indian Chambers of Commerce & Industry, a member of the Indian National Committee of the International Chamber of Commerce and is a sustaining member of the Indian Standards Institution.



Build better homes

Build better homes with the ideal building material **SANKAR BRAND** Portland Cement. Well-known for its soundness, stability and durability. It is, in fact, economical, since its first cost is moderate and upkeep negligible. Safe because concrete is fireproof. Durable because of its inherent structural strength. You are wise when you go in for **SANKAR BRAND** Portland Cement.

THE INDIA CEMENTS LIMITED

Factories: Sankarnagar Regd. Office: Madras 1

Sole and Distributors:
The Cement Marketing Company of India Private Limited



THE LIFCO DOCUMENTS-DRAFTING AND REGISTRATION

A BOOK THAT WILL HELP LAWYERS, CLERKS — AND
EVEN LAYMEN — IN REGARD TO PREPARATION
AND REGISTRATION OF LEGAL DOCUMENTS.

CONTENTS :

- | | |
|--|--|
| ★ Points to be Observed in Writing up a Document | ★ Stamp Duty on Instruments |
| ★ Time and Place of Registration | ★ The Indian Stamp (Amendment) Act, 1955 |
| ★ Return of Documents | ★ The Indian Registration Act, 1908 Certain Sections |
| ★ Encumbrance Certificates and Certified Copies | ★ Registration Fees |
| ★ Compulsory Registration and Appeals | ★ Model Documents |
| ★ Wills | ★ Schedule of Court Fees Act |
| ★ Marriages — Registration | |

204 Pages : Rs. 3/- By Post Rs. 4/-



THE LIFCO GOOD ENGLISH — HOW TO MASTER IT —

Containing very useful & practical tips for expressing oneself correctly in English

3rd Edn : 112 Pages : Rs. 1.25 ; By Post Rs. 2

Publishers :

The Little Flower Co., Madras-17

The Chamber will be celebrating its Golden Jubilee in 1960. To synchronise with the Golden Jubilee Celebrations, it has been decided to organise an All-India Industrial and Commercial Exhibition to depict industrial and commercial progress of India after the attainment of Independence.

Tamil Chamber of Commerce

"Caithness Hall", 310/311, Linghi Chetty St., G. T., Madras (Phone : 21799).

The Tamil Chamber of Commerce was founded in 1944 in order to promote and protect industry and trade in India, particularly in Tamil Nad ; to watch over and safeguard the general commercial interests of the Tamils engaged in industry or trade in India and abroad ; and to concert measures for advancing commercial and technical education and such study of different branches of art and science as may tend to develop commerce, trade and industries in Tamil Nad. This was almost an anticipation of the formation of linguistic States which were to come into existence soon after.

The Chamber was ushered into existence by the late Dr. R. K. Shunmugham Chetty in 1944.

Though the Chamber was ostensibly founded for the benefit of the business community of Tamil Nad in day-to-day working, it has been enlarging its activities on broad national principles for the benefit of the mercantile community as a whole without confining its attention to any particular section or area.

All India Radio Merchants' Association

Madras Zone, Mount Rd., Madras-2.

Objectives : To serve as a common platform to all members of the Radio trade.

Membership : Open to Radio Importers, Dealers & Distributors and Agents & Manufactures' Representatives of Radio and Allied Materials.

Employers' Federation of Southern India

"Dare House", G. T., Madras-1. (Phone : 4488)

The Employers' Federation of Southern India was founded in 1920. The objects of this Federation are to consider all questions concerning the relations between employers and employees in Southern India; to encourage and secure, whenever possible, united or concerted action among employers on all subjects involving the interest of Members; to encourage and promote good feeling and to establish just and equitable principles in dealings between employers and employees in Southern India, and to promote and support all well-considered schemes for the general uplift of labour; to advise employers on labour matters, to assist them in the settlement of labour disputes and to represent or arrange for the representation of employers in any proceedings before Conciliation Officers, Conciliation Boards, Courts of Enquiry, Industrial Tribunals, Labour Appellate Tribunals or any Court of other judicial or quasi-judicial body; to promote or oppose legislative and other measures affecting trade, and manufacturers and affecting the terms and conditions of service, welfare, health, education and regulation and control of employees and to make representations to Local, State, Central, Federal, Commonwealth, International or other authorities on matters connected with these objects or any of them.

Madras Circle Pipe Dealers' Association, Ltd.

6, Armenian St., G. T., Madras-1. (Phone : 3901).

Sole Agents in South India for S & L pipes.

Ma.

POPPAT JAMAL & SONS

182, BROADWAY, MADRAS-1

&

36-B, MOUNT ROAD, MADRAS-2.

Branches at

BOMBAY, HYDERABAD & ERNAKULAM.

Manufacturers of

"FIREKING" Junior Single & Double Burners Stoves,

"FOLDPACK" Ironing Boards (with Sleeve Arms),

Push Chairs, Steel Cradles, Cots and Food Safes.

Sole Agents for :

BENGAL POTTERIES,

"HIND" Hurricane Lanterns,

"ASHOK" Steel Chairs & Tables,

&

Dealers in :

RADIOS & RADIOGRAMS,

Electrical Fittings, Fans & Appliances,

Glassware & Enamelware,

"HINDUSTHAN" Stainless Steel Urns,

Children's Perambulators, Push Chairs, Tricycles and

Pedal Cars

&

Other Fancy Presentation Articles.

Ruby Rubber Works Limited

20/35, Mount Road, Madras-2



We cater to the needs
of the

**MOTOR INDUSTRY
AND
CYCLE INDUSTRY
RESPECTIVELY**

with our

**MOULDED
RUBBER PARTS
AND
TREAD RUBBER
AND
Ruby Super
&**

**Ruby Deluxe Cycle
Tyres and Cycle Tubes**



Please Contact:

**Ruby Rubber Works
Limited**

RUBYNAGAR P.O.
CHANGANACHERRY
KERALA STATE

SPENCER & CO., LTD.

Head Office: MADRAS-2

Post Box No. 301

Telephone No. 84001

Branches throughout India.



**Importers, Exporters,
Wholesalers, Retailers
and
General Merchants**

Hotel Proprietors, Caterers,
and Owners of the Rob Roy
Tea Estate in the Nilgiri
Hills, and Cold Storage
Specialists.



Manufacturers of:

**Cigars, Furniture, Drugs
& Chemicals, Carbon
Dioxide, Aerated Waters,
Squashes, Condiments,
Confectioners, Etc.**



Distributors for:

**Kelvinator Refrigerators
& Air Conditioning Equip-
ment, Parke Davis, Ron-
son Products, Parker
Knoll, Kaira District
Co-operative Milk Producers'
Union, Essex Farm's
Products, Steelage Furni-
ture, Monarch Products,
Stephens' Inks and Gums,
etc.**

Madras Circle Regd. Stockholders' Association Ltd.

6, Armenian St., G. T., Madras-1. (Phone: 2971)

Controlled stockists of Iron and Steel in the City.

Madras Hotels Association

289, N. S. C. Bose Rd., G. T., Madras-1 (Phone : 21727)

(Estd. in 1939) *Obj.* : To watch over and protect the general trade interests of members in the City of Madras and to cultivate a feeling of brotherhood among them.

Madras Industries Association

3/144, Mount Rd., Madras-6. (Phone : 86385)

An Association supported by Government and by the various Commercial Institutions of the State was started in 1939. The main objects of this Association are: (1) Supporting and improving large scale as well as cottage industries; (2) Furnishing information about the industrial and mineral resources of the State; (3) Conducting a Central Industrial museum with an information Bureau, a Commercial Library and a Free Reading Room attached to it; (4) Holding periodical itinerant exhibitions; (5) Publishing pamphlets for propaganda; and (6) Doing all other things that are conducive to the attainment of the above objects. The Museum serves as a mirror of the chief and major cottage industries. The Sales Section is highly helpful in popularising the products of the Cottage Industries and finds a sale for many artistic though costly articles.

Madras Kirana Merchants' Association

210, Govindappa Naick St., G. T., Madras-1. (Phone : 3541)

Established in 1940. *Object* : To create and encourage friendly feelings and unity among Kirana merchants in Madras ; to remove as far as possible all trade difficulties of Kirana business in Madras and to frame such lines of conduct as will facilitate the trade and ensure uniformity ; to arbitrate in cases of disputes among members and to undertake survey, etc. The association is recognised by the Government of India, Ministry of Commerce.

Madras Motor Parts Dealers' Association

Mount Rd., Madras-2.

The objects are : (1) To encourage and promote the study of the science of Automobile Engineering. (2) To form and maintain an adequate Automobile Engineering Library in general, and particularly pertaining to the Automobile parts and components, for the use of the Members of the Association. (3) To promote and maintain a high standard of professional conduct. (4) To promote the lawful and legitimate interest of the motor parts trade and industry in general and conserve the rights of the Members in particular. (5) To regulate and standardise, as far as possible, discounts, rebates and other business practices in the motor parts and allied trade and industries. (6) To present officially the view of the Members on any matter affecting or likely to affect the motor parts trade and industry to the Government of India, Local Government, Chamber of Commerce, or any other public or private authority. (7) To provide a meeting place with facilities for the exchange of views of Members and others interested in the said trade and industry. (8) To investigate, collect and circulate statistics and information relating to the said trade and industry. (9) To do everything necessary or expedient for all or any of these purposes

including the negotiations and carrying through of amalgamations interested in the said trade and industry for the said purpose or any of them. (10) To raise funds by subscriptions, donations and other means for the carrying out of any of the objects of the Association, to hold meetings, conferences, acquire properties, subscribe for journals and periodicals for the promotion of the above objects.

Madras Piecegoods Merchants' Association

100, Godown St., G. T., Madras-1. (Phone : 3891)

The objects are : To look after the trade interests of Members ; to arbitrate in disputes ; to conduct surveys ; to license brokers ; to attend to trade enquiries ; to watch over legislative measures relating to Industry, Trade and Commerce ; to promote goodwill, harmony and healthy business practices among the members ; to do all things conducive to the general welfare and well being of the country and its people as a whole.

Madras State Handloom Industry & Trade Association

65, Armenian St., G. T., Madras-1. (Phone : 3099)

Established in 1945. The objects are : To promote and protect the Handloom Cloth Trade and Industry of the Madras State ; to consider and formulate opinions upon all matters connected with the Handloom Trade and Industry of the Madras State ; to collect, classify and circulate statistic and other Commercial information relating to the Handloom Cloth Trade and Industry ; to promote beneficial and oppose adverse Legislative and other measures affecting the trade and thus obtain by all other acknowledged means the redressal of grievances of the trade ; to maintain

Books Published under the auspices of the Southern Languages Book Trust by various Publishers

TAMIL

1. 'FABLES' (Karpanaikadu). By C. Rajagopalachari 1 50
2. 'ANTHOLOGY OF TAMIL CLASSICAL VERSES' (Senchor Kavi Kovai). Compiled by Dr. R.P. Sethu Pillai 1 00
3. 'PRATAPA MUDALIAR CHARITRAM' (Abridged). By Vedanavagam Pillai 1 25
4. 'SELECTED SHORT STORIES' (Sirukathai Manjari). Compiled by M. P. Somaasundaram 1 50
5. 'ANTHOLOGY OF MODERN TAMIL VERSES' (Pudu Tamil Kavi Malargal). Selections by Triloka Sitarum 1 00
6. 'TO-DAY'S SCIENCE AND YOU' (Indriya Vingnanamum Neengalum). By Lynn Poole 1 75
7. 'CRY THE BELOVED COUNTRY' (Annayin Kural). By Alan Paton 3 00
8. 'SIDDHARTHA'. By Hermann Hesse 1 75
9. 'THE OLD MAN AND THE SEA' (Kadalum Kizhavanum). By Ernest Hemingway 1 25
10. 'GANDHI'. By Vincent Sheean 2 00
11. 'CITIZEN AND THE CONSTITUTION' (Arasiyal Arivu). By Prof. M. Rameswamy 0 75
12. 'FIRST MEN' (Adimanthan). By Irving and Hannah Goldman 1 50
13. 'SOUTH INDIAN HISTORY' (Then India Varalaru). By Dr. K. K. Pillai 2 25
14. 'WORLD HISTORY' (Unga Varalaru). By D. Balasubramanian 2 50
15. 'NEENGALUM UNGAL MOTORUM' (Motor Manual). (I.L.O. Publications) 2 00
16. 'VANAKATCHI' (Astronomy). By R. K. Viswanathan 2 00
17. 'KONTIKI'. By Thor Heyerdahl 2 00
18. 'TAMIL NATTU VARALARU' (History of Tamilnad). By Dr. M. Arokiasamy 1 50
19. 'SAMAYAL KALAI' (Kitchen Manual). By A. K. Joshua and C. S. Ratnam 1 75
20. 'ALBERT SCHWEITZERIN SUYA CHARITRAM' (Out of my Life and Thought). By Albert Schweitzer 1 25
21. 'TEN PLAYS' (Pathu Natukangal). Compiled by M. P. Somaasundaram 1 00
22. 'SUBBANNA'. By Masi Venkatesa Iyengar 1 50
23. 'CALL OF THE WILD' (Kanagathin Kural). By Jack London 1 00
24. 'MAN-EATERS OF KUMAON' (Kumavum Puligal). By Jim Corbett 1 00
25. 'THE TIME MACHINE' (Kala Yantiram). By H. G. Wells 1 00

26. 'BRIDGE OF SAN LUIS REY' (Murintha Palam). By Wilder Thornton 1 50
27. 'KOKORO'. By Sosoki Natsume 1 00
28. 'PLATO'S DIALOGUES'. (Platovin Socrates) 0 90
29. 'MISER' (Karumi). By Moliere 1 00
30. 'SOUTH INDIAN SHORT STORIES' (A Selection). Thernuthedatha Thernmozi Sirukathaigal). 1 60
31. 'HOW TO KEEP FIT'. (Ugar Payitchi Kalai). By L. K. Govindarajulu 1 50
32. 'HOME DOCTOR' (Vettu Vaidyar). By Capt. Seshadharan 1 90
33. 'BHARATHA NATYAM'. By Dr. V. Raghavan and Smt. T. B. Naraswathi 2 00
34. 'TIGER OF THE SNOWS' (Imayathu Puli). By Tenzing and James Ranney Ullman 2 00
35. 'TEMPLES OF SOUTH INDIA' (Nam Vanangum Deivangal). By Sri P. R. Srinivasan 1 90
36. 'FOLK DANCES OF INDIA' - Part I (India Gramciya Nadanangal). By Sachidananda Vatsyayan and Kapila Vatsyayan 2 00
37. 'EASTERN STORIES' (China & Japan) 1 65
38. 'RELIGION OF MAN' 1 40
39. 'ANDU VIZHA' 1 65
40. 'ADINAI' 1 80
41. 'FOLK TALES & LEGENDS' 1 40
42. 'KALPASARTTHASAGARAM' 1 50
43. 'AYIRANGALATHU KATHAIKAL' (Tales from Indian Mythology) (Atya Charitram) 1 65
44. 'MANITHA URIMAIGAL' (Human Rights) 0 95
45. 'PUBLIC HEALTH & HYGIENE' 2 50
46. 'LIVES OF SAINTS' (Meyyadiyargal) 1 40

Children's Books

47. 'PARAKKUM PAPPA' (Flying Paper Doll). By Kalvi Gopalakrishnan 1 50
48. 'RIDE WITH THE SUN' (Udan Magan). By Harold Courlander 1 50
49. 'SCIENTIST AND HIS FRIENDS' (Mananiyaga Venduma?). By P. R. Murthy Parker 1 00
50. 'RAJA AND THE BISON' (Rajaganu Kuttu Erumaiyumu). By P. Narayan 1 00
51. 'A DAY IN THE LIFE OF A BOY' (Kaduntharil Malai Neram). By P. Murari 1 50
52. 'PETER RABBIT'. By Beatrix Potter 1 00
53. 'SIVAN AND OTHER PLAYS' (Sivan and Other Plays) 1 65

Kannada have also been published.

heatcroft Road, Nungambakkam, Madras-31

Similar Books in Telugu, Malayalam, THE SOUTHERN LANGUAGES BOOK TRUST

U8.211

N 59

uniformity in the practices and the usage of Trade; to diffuse commercial information and knowledge amongst the members of the Association; to act for the preservation, furtherance and expansion of the Handloom Cloth Trade and Industry in Madras.

Madras Stock Exchange Association Ltd.

322/323, Linghi Chetty St., G. T., Madras-I.
(Phone : 4075, 2837 & 3081)

Though the mechanism and method of investment was familiar to many in Madras, the Stock Exchange was more or less a subject of academic interest even in the early years of this century. Stock-broking in Madras is not as old as in Bombay or Calcutta. Some business appears to have been carried on in Stocks and Shares by one or two firms during and after the First World War. The South Indian public evinced little interest in Stocks and Shares prior to 1920 when a Stock Exchange was formed for the first time in Madras. This, however, had a brief career of about three years.

In the beginning of 1927, there existed two firms, one European which ceased to function in 1934 and one Indian. A European firm of Bombay opened a branch in Madras in that year. Happily the European firm which came in 1927 and the Indian firm which was established much earlier, continue to flourish. After the entry of these firms, there was gradual development of business in Madras; but South Indian investors were then taking very little interest in Securities or in Shares as can be seen from the fact that less than a dozen transactions were done by these firms of Brokers and reported in the daily newspapers. However, a few more firms came into existence shortly afterwards.

The sustained efforts of all these Stock-brokers to tap surplus resources from all classes of investors met with slow but steady progress; and, in a few years, a large South Indian investing public had come into existence, proving of inestimable advantage not only to the joint stock companies then in existence but also to the formation of a number of new joint stock companies. During the years 1927-1932, the Stock-brokers, in spite of the absence of any organised exchange, fulfilled an important function in providing a very useful mechanism for the flotation of many electricity companies on a joint-stock basis under the Town Electrification Scheme. The establishment of a large number of textile mills in Coimbatore and its adjoining areas after the inauguration of the Pykara Hydro-Electric Scheme and the formation of numerous planting and miscellaneous industrial companies are largely attributable to the active assistance rendered by the Stock-brokers at that time.

Since the beginning of 1933, there was a gradual broadening of interest in the Share Market, stimulated by the establishment of trunk telephone facilities which enabled Madras to be in constant touch with Bombay and Calcutta over the telephone. On account of these facilities, the investing public of South India started taking interest in forward trading in Securities as well as Shares quoted on the Bombay Stock Exchange. Simultaneously, the business in cash shares on the Madras Market and the other two markets, Bombay and Calcutta, also expanded considerably. Trunk telephone extension to South Indian towns promoted the establishment of broking firms in prominent business centres like Coimbatore, Tiruchirapalli, Bangalore, Karaikudi, Devakottai and Madurai.

With the increase in the number of Stock-broking firms and the general expansion in the volume of business, the necessity for the regulation of Stock Exchange business and the formation of an Association for the protection of the investing public as well as the members of the profession was keenly felt, and the present Association was inaugurated on 4th September, 1937, by Sir William Wright, a leading businessman and the then Chairman and Managing Director of Parry & Co., Ltd., Madras.

The Exchange has been rendering yeoman service for the industrialisation of this State and the neighbouring States of Kerala, Mysore, Andhra and the merged State of Pudukottai, in regard to the flotation of new issues embracing industries like Tea, Coffee, Rubber, Textiles, Rayons and Silk, Sugar, Cement, Engineering and Construction, Paper, Fertilisers and Chemicals, Electricals, Banks and Insurance, etc. The Stock Exchange issues a daily official price list and also a year-book.

Motor Vehicles and Allied Industries Association

AASI Buildings, 38-A, Mount Rd., Madras-6. (Phone : 85474)

An organisation to serve the cause of dealers in Motor Vehicles, Transport operators and others.

Small Scale Industries Association

15, Ritchie St., Mount Rd., Madras-2. (Phone : 84770)

The objects are : (1) To promote and protect the Small Scale Industries in South India ; (2) To create and encourage fellow feeling and co-operation among manufacturers and consumers in these Industries and to evolve a common policy on all subjects involving their common interest ; (3) To main-

tain a Library of Books and Publications and Literature on Small Scale Industries ; (4) To open, conduct and run a Printing Press and publish Periodicals ; (5) To open, organise and conduct emporiums and to conduct and partake in Exhibitions ; (6) To make representations for and on behalf of the Members of the Association in Public Bodies, Quasi-Government, etc ; (7) To produce, print, publish, circulate and distribute at equitable prices such literary, scientific and technical materials in the shape of books, periodicals, journals, circular letters, etc., and any such things as may be found necessary for the fulfilment of the above objects.

South India Iron and Hardware Merchants' Association

"Catholic Centre", 2, Armenian St., G. T., Madras-1.

The objects are : To create and encourage friendly feeling and unity amongst the merchants engaged in the Iron and Hardware trade in the State of Madras including other States.

South India Pipe Dealers' Syndicate Ltd.

15, Sembudoss St., G. T., Madras-1.

The objects are : (1) To deal in Pipes and pipe fittings of all kinds and other products manufactured by the Indian Tube Company (1953) Ltd., Calcutta, and other producers of pipes and pipe fittings in foreign countries on terms and conditions to be entered into in the discretion of the Company. (2) To collect all the orders from the members of the Company in South India including the States of Andhra Pradesh, Mysore, Madras and Kerala, and to obtain for the members the maximum benefit of the

retrospective discounts offered by the Indian Tube Company (1953) Limited, Calcutta, and other foreign producers after retaining a small percentage to be decided upon by the Directors for the working expenses of the Company (besides subscription), and after adjusting all rates, taxes and other things that may be payable. (3) To approach the Import Control and other Authorities of the Central and State Governments for obtaining sizable licences for the Import of Galvanised pipes of sizes of 4 inches and above, and to obtain other licences and concessions. (4) To do all or such other things as are incidental or conducive to the attainment of the above objects, or any of them.

Southern India Skin & Hides Merchants' Association

16, Sydenhams Rd., Periamet, Madras-3. (Phone : 31645)

The Association safeguards the interests of Tanners and Hides and Skins merchants in South India. It also makes representation to Government on behalf of the Trade and Industry in Hides and Skins.

Waste and Scrap Utilisers Cottage Industries Association

1-A, Edward Elliotts Rd., Mylapore, Madras-4. (Phone : 83255)

A live Association with the laudable objective of getting together all dealers and utilisers of waste and scrap and to help purposeful utilisation of industrial waste.

Other Trade Associations

Madras Betel-Nut Merchants' Association, 17, Anna Pillai St., G. T., Madras-1.

Madras Chillies Merchants' Association, Madras.

Madras Cycle Importers' Association, 164, Broadway G. T., Madras-1.

Madras Dyes & Chemicals Merchants' Association, Madras.

Madras Foundrymen Association, 55, Basin Bridge Rd., Madras-21.

Madras Fruits Commission Agents' Association, Madras.

Madras Hardware (Sundry) & Paint Merchants' Association, Madras.

Madras Jewellers & Diamond Merchants' Association, 11/12, Car St., G. T. Madras-1. (Phone : 55722)

Madras Oil & Seeds Association, 320, Linghi Chetty St., G. T., Madras-1. (Phone : 4718)

Madras Opticians' Association, 6, Phillips St., G. T., Madras-1.

Madras Provincial Food Grains Merchants' Association, 40, Anderson St., G. T., Madras-1. (Phone : 55369)

Sindhi (Multani) Bankers' Association, Madras.

Southern India Roller Flour Mills' Association, Madras.

Southern India Vysya Association, 17, Godown St., G. T., Madras-1. (Phone : 55548)

MADRAS PORT TRUST

Madras Port is one of the major ports of India, situated on the eastern coast. The construction of the harbour began in 1876. The water area of the present harbour basin excluding the boat basin etc., is about 200 acres. There are 9 quay berths and 8 mooring berths. Oil tankers carrying dangerous petroleum are handled at one of the mooring berths outside the enclosed harbour basin.

Practically the whole of the harbour basin has a depth of 30 feet at L. S. L. W. The width of the entrance is 400 feet.

The port is administered by the Port Trust Board which is a statutory body constituted under the Madras Port Trust Act 1905. It consists of a chairman appointed by the Government of India and nineteen trustees representing various interests including labour, Chambers of Commerce, Indian National Steamship Owners' Association and Corporation of Madras.

The port has its own railway system. It is a mixed gauge railway and is connected with the Southern Railway—broad gauge at Royapuram station and metre gauge at Madras Beach station. Direct loading of cargo from ship to railway wagons and *vice versa* is possible at all quay berths. This railway is not normally open for passenger traffic. The port has a fleet of wagons for movement of cargo inside the harbour.

The Trust maintains the Madras Lighthouse on behalf of Government. The light recently electrified, has a power of 3 lakhs candles and is visible for about 18 miles.

The trade of the port is about 2.5 million tons per annum. The principal items of import are, iron and steel, machinery, foodgrains, coal, chemical manure, paper, dyeing and tanning substances, etc. The principal items of exports are mineral ores, groundnut oil, hides and skins, onion, tobacco, mica, piecegoods, etc.

Passenger traffic at the port averages about 60,000 per annum. The bulk of the traffic is to and from Malaya. A new passenger station-cum-transit shed constructed at a cost of about Rs. 70 lakhs was opened for passenger traffic in January 1959.

With a view to minimising the congestion prevalent in the harbour and meeting the demands on the port due to the rapid industrial expansion of South India, the Trust is carrying out a development Scheme for the modernisation and expansion of the Port. The total cost of all the works is estimated at about Rs. 16 crores. The development works are expected to be completed by about the end of 1962 when the capacity of the port is expected to be increased to about 4.5 million tons. The development works among others include (a) Construction of a passenger station-cum-transit shed on the north quay; (b) Construction of two new quay berths at the south east corner of the existing harbour basin—one for ore and another for coal with equipment for mechanical handling; (c) Formation of yards with railway sidings for handling ore and coal; (d) Formation of a new wet dock with six additional quay berths with transit sheds, cranes and other equipment; (e) Formation of a new mar-

industries, so to say. To mention only a few, the recent additions in the manufacture of transformers, switchgears, electric switches, motor and cycle tyres, goods wagons and engine valves deserve to be noted, besides the already well established industries.

In the following pages, we give accounts of the various industries old and new but the details are by no means exhaustive.

Madras Industrial Investment Corporation Ltd.

"Kesava Bagh", Whites Rd., Madras-14.

The Madras Industrial Investment Corporation Ltd. was sponsored by the Government of Madras in 1949 with the object of giving long term loans to Industries. It is well-known that there is a definite gap between the point at which the private Investor stops and the point at which Joint Stock Banks give loans for day to day requirements. This gap has to be filled in by specialised institutions which give long term loans for the purpose of acquiring Fixed Assets like land, buildings and machinery. This Corporation was brought into existence to serve this purpose. It is incorporated under the Indian Companies Act of 1913 and is functioning in the state of Madras on the same lines as the State Finance Corporations in other States.

The minimum amount of loan which the Corporation sanctions ordinarily is Rs. 50,000/- and the maximum is Rs. 25,00,000/- per unit. Loans are generally given up to 50% of the value of the assets. The loans given are recovered over a period of 10 to 20 years. In the first two or three years while the factory is under construction no repayment of principal is asked for ; but interest is to be paid from the begin-

With the best compliments of:



INDIA PISTONS PRIVATE LTD.,

SEMBIAM

::

MADRAS-II



- ★ தீபாவளியா ?
- ★ திருமணமா ?
- ★ பிறந்த நாளை ?
- ★ அறுபதாம் ஆண்டு
விறைவு விழாவா ?
- ★ புதுமனை புத்தலா ?
- ★ பாராட்டுதலா ?

எல்லா நன்மைகளிலும்
முதியோர்க்கும் இளை
யோர்க்கும் ஆண்டுகூ
கும் பெண்களுக்கும்
பரிசளிப்பதற்கேற்ற
உயரிய புத்தகங்கள்

1. லிப்கோ “நன்னாள் அன்பளிப்பு”

(உடல் தலன், குடும்பம், வரவும் செலவும், நல்வாழ்வுக்குரிய வழிகள்)

விலை ரூ. 2.00 ; தபால் மூலம் ரூ. 2.80

★

2. லிப்கோவின் “செல்வம் செழிக்க”

(சீரிய முறையில் பணம் சேர்ப்பதற்கும் செலிப்பதற்கும் உதவ வழிகள்)

விலை ரூ. 2.50 ; தபால் மூலம் ரூ. 3.30

ஏராளமான படங்கள் • அழகு காணிகா பாண்டிடி

லிப்கோ, சென்னை-17; தாமோதரம் கம்பனி, அப்பா பில்டிங், சென்னை-1;
நிக்வின்பாதம்ஸ், சென்னை 2 & ரெயல்ஸ்டேட்ஸ், கிருஷ்ணசுவாமி
கம்பனி, தெப்பக்குளம், திருச்சி-2; C. R. நடராஜன், கோயமுத்தூர்; கவிஞர்
பதிப்பகம், ராஜ லீதி, கோயமுத்தூர்; சந்திரன் செட்டியார், கோட்டை,
சேலம்-1; நடனசுந்தரம், புதுமண்டபம், மதுரை; S. M. ஜெகதாசம்,
நாகர்கோவில்; மற்றும் அதே புத்தகக் கடைகள்.

ning. The Corporation has so far disbursed Rs. 3,86,63,489. 98 nP. (as on 26-6-1959) and the amount outstanding on date is more than Rs. 2,97,15,372. 32 nP. (as on 30-6-1959).

The paid-up capital of the Corporation is Rs. 1,32,11,000/- (as on 10-8-1959) out of which the Govt. of Madras have subscribed for Rs. 1,02,00,000/-. The balance of shares have been taken by the scheduled banks, the Life Insurance Corporation and Co-operative institutions. The shares of the Corporation are not open to the public. The Government of Madras have unconditionally guaranteed the principal of the shares and also the payment of dividend at 3% per annum.

The Corporation gets additional resources by floating debentures in the market and also by receiving Fixed Deposits for varying periods. The Debentures as well as the Deposits are guaranteed as to principal and interest by the State Government.

Industrial Estate, Guindy

Industrial Estates are the highway to industrialisation of India. If any one needs a visible proof of this dictum, he should see the Industrial Estate at Guindy, humming with activity. A new precedent has been set up in this Industrial Estate. What happened in some other industrial estates, particularly Delhi and Allahabad was that shops and factories were bodily shifted to the estates concerned. Here in Guindy new factories have been set up, which is an unique feature.

A few facts about the Guindy estate deserve notice.

Working factories now provide employment for 836 workers and this number is expected to increase to 1160 by

the end of 1959. The remaining factories which are expected to go into production during the course of the year may provide employment for additional 300 persons making a total of 1460. The annual turnover of the existing factories is about Rs. 60 lakhs which is expected to go upto Rs. 150 lakhs in about a year resulting in a foreign exchange saving of Rs. 50 lakhs.

To meet the keen demand for factory space and for the likely expansion of existing industries, it has been proposed to acquire an additional area of 120 acres and this is expected to maintain the balance between demand and supply for some time to come.

The existing factories produce a variety of new products which include oil circuit breakers, fuses switches, buzbar trunking, high voltage group operated disconnecting switches, air break switches, underground cable joints, precision cut gears, industrial gear boxes, gear pumps, radios including transistor radios, amplifiers, volume controls, bicycles, wire nails, panel pins, electrical washing machines, film printing machines, lamp shades, soap boxes, tin containers, spectacle frames, builders' hardware, industrial belting, precision ground components for automotive engines, tube-light fittings, galvanized parts, die cast parts, motor pump parts, conduit pipes, paper pins, gem clips, automobile parts, mathematical instruments, index files, screw drivers, roofing hooks, H. T. accessories, railway parts requiring orgon and welding, bolts and nuts, rivets, hinges, washers, wire mesh, drop forgings, corrugated paper and boxes, machine screws, metal spraying, sheet metal work, brass foundry, copper conductors, P. V. C. wires and cables, thin walled engine bearings, typewriter parts, diesel engine parts, pressed tools,

polythene films and bags, fountain pen parts, water proof and coated paper, etc.

Sound industrial relations are the essential basis of achieving greater national output and depend primarily upon an enlightened management which provides the right working environment and conditions. To fulfil this need, the Madras Government have sanctioned many schemes and by far the most important among them is the establishment of an Industrial Estate at Guindy at a cost of Rs. 70 lakhs where the several schemes and facilities have been integrated. The work on this project was started on a modest scale by acquiring a small block of land during 1956-57. Because no one could predict with certainty the types of occupants who will be attracted to a new Industrial Estate, especially when the concept of an Industrial Estate was not clear to many in this country, the requirements could not be anticipated accurately and consequently a tentative and flexible layout was prepared to accommodate at a minimum of expense future occupants with widely varying requirements. After consulting various interests, construction work with respect to 52 factory units was started during February, 1957 and completed by October, 1957.

The Industrialists started moving in by November, 1957 and by the time Shri Jawaharlal Nehru, Prime Minister of India, inaugurated the Estate on 7th January, 1958, they had gone into production.

During the second half of 1958, a shortage of Factory Buildings appeared and immediate steps were taken to acquire additional lands and to construct more buildings, out of which 26 have been completed and allotted. These units were inaugurated by Shri Lal Bahadur Shastri, Union Minister for Commerce and Industry in February, 1959.

Already there are 97 factories covering 2,57,128 sq. ft.; 73 factories are in production now, covering 1,96,704 sq. ft.; 5 factories have been allotted covering 10,960 sq. ft. and 19 factories are under construction covering 49,464 sq. ft.

FACTORIES IN THE INDUSTRIAL ESTATE, GUINDY

Service Centre for the Manufacture of Hand Tools (Government)

Products : All types of dies, figs, fixtures, forging dies and pressure dies casting dies, etc.
Expansion Integration of
Programme : (1) Drop forging shop, (2) Service Centre for balances, scales and laboratory equipments and (3) Service Centre for the manufacture of surgical instruments.

Service Cum Training Centre for Seasoning and Wood Working (Government)

Products : Beehives, show cases, motor vehicle body building, furniture portable exhibition cases, tapal boxes, tanning drum, drying drum, etc.
Expansion
Programme : Saw mill and seasoning plant.

Service Centre for the Manufacture of Sports Goods (Government)

Products : Volley ball covers, football covers, table tennis bats, carrom boards, rocking horse, alphabetical list and other educational toys.
Expansion
Programme : Manufacture of shoe lasts by automatic copying lathe.

Government Scientific Glass Training Centre

Products : Table blown scientific glass apparatus, neon sign, toys, etc.

Expansion Training 20 trainees for an extended period of
Programme : two years.

Pressure Die Casting Unit (Government)

Products : Die casting of non-ferrous parts of alloys like aluminium, zinc and brass.

Servicing Corporation for Industrial Estate (Government)

Products : Engaged in the purchase and sale of raw materials (iron and steel) required for the Industrialists in the Estate.

Expansion It is proposed to stock coal and coke and
Programme : other raw materials required in bulk for distribution to the industrialists in the Estate, in addition to iron and steel.

Technical Information Section (Government)

Turnover : Not a manufacturing concern. A library, well stocked with technical books with cinematographic equipment and a printing press to disseminate technical knowledge.

Expansion Printing and distributing of a monthly technical
Programme : journal and other technical literature.

Saranjam Karyalaya

Products : Ambar Charkas.

Expansion To reach a target production of 200 Ambar

Programme : Charka sets per month.

Hivelm Industries (Private) Ltd.

Products : High Voltage disconnecting switches upto 132 KV.

Vummidiar (Mfrs.) Private Ltd.

Products : Rail coach fittings such as aluminium tanks, louvres, slabs, chutes, battery boxes, etc.

Easwaran & Sons (Agencies) Private Ltd.

Products : Oil Circuit breakers, fused switches, L.T. Switch boards and busbar trunking equipment.

Polyene General Industries

Products : Poly ethylene lay flat tube and rigid pipe.
Expansion Installation of a poly ethylene pipe plant.
Programme :

Pen Spares Manufacturing Co.

Products : Fountain pen barrels and caps.
Expansion Manufacture of all component parts of a fountain pen.
Programme :

K. R. Kothandaraman & Co. (Private) Ltd.

Products : Air break switches.

National Fasteners (Private) Ltd.

Products : Bolts, nuts, rivets, hinges and washes.

Lamiwax Corporation

Products : Waterproof and specialised packaging material like hessian laminations.

Expansion Manufacture of adhesives, adhesive tapes,
Programme : P.V.C. and plastic products.

Southern Forgings (Private) Ltd.

Products : Light and medium die forgings.

Indian Reinforcing Co.

Products : Welded wire mesh.

Gears India

Products : Gears, industrial gear boxes, gear pumps and instrument gears.

Expansion Manufacture of worn reduction boxes and
Programme : electrical hoists.

Vijay Engineering Corporation

(B-2, Industrial Estate)

Products : General Machine shop and Foundry.

Railway & Marine Engineering Works

Products : Cable and sealing boxes, underground joint boxes, machinery spare parts, general engineering casting, and standard railway and marine parts.

Expansion Malleable iron casting and alloy cast Iron.
Programme :

Jayant Packaging Private Ltd.

Products : Corrugated boards and containers, cartons, wrappers, etc.

Expansion
Programme : Shipping containers.

For quality spectacle frames always see "ELITE"

ELITE OPTICAL INDUSTRIES

Manufacturers of Quality Spectacle Frames

C-5 & 6, INDUSTRIAL ESTATE|

GUINDY

"

MADRAS-16

Sales: 84380

Factory: 80609



RADIOS: For Ideal Listening

Models Available:

PS9 — 6 valve 3 Bands

BS7 — 7 valve 8 Bands

CCACS — 5 valve Community Radios

RCA — 11 valve Radio-cum-Amp-
lifier etc. etc

THE METAL CONTAINER CORPORATION

Mfrs.—Tin Containers—Screw Caps—Crown Corks etc

Industrial Estate (C-7) — GUINDY, MADRAS-16

With best compliments from

VIJAY ENGINEERING CORPORATION

B-2, Industrial Estate, GUINDY, MADRAS-16

"ACE ENGINEERING CORPORATION

31, MOUNT ROAD, MADRAS-2

We manufacture:

Transmission line tools and materials, Distribution line materials, Builders' Hardware and Small Machines such as Bar bending, Screwing, Bar cutting etc.

We fabricate all types of iron parts to drawings and/or samples.

MALLEABLE AND IRON CASTINGS

NISHAT INDUSTRIES

INDUSTRIAL ESTATE, GUINDY, MADRAS-16

FOR

Efficient Handling of Exports and Imports at the
Ports of Cochin and Madras

Please Contact

Pilmen Agents (Private) Limited

Licensed Shipping, Clearing & Forwarding Agents

13, SECOND LINE BEACH, MADRAS-1

Phone: 3620

Grams: REPUTE



Head Office: MATTANCHERRY, COCHIN-2

Grams: SPLENDOR

Phone: 633

Devi Films Private Ltd.

Products : 35 MM Cinema projectors and accessories and polyethylene lay flat tubing, sheets, etc.

Expansion

Programme : Manufacture of 16 MM projector.

Resa Co.

Products : Domestic, community and Industrial radios, amplifiers, main transformer, etc.

Expansion

Programme : Production of complete range of transformers.

The Varun Industrial Corporation

Products : Bicycles and parts.

Indian Wire Products Industries

Products : Wire nails.

Revathi Industries

Products : Industrial leathers.

Prabhakar Products

Products : General engineering workshop.

Palani Industries

Products : Builders hardware.

Elite Optical Industries

(C-5 & 6, Industrial Estate)

Products : Spectacle frames.

Metal Container Corporation

(C-7, Industrial Estate)

Products : Round and irregular tins, screw caps for jars, bottles, etc.

Expansion Installation of an automatic crown cork mak-

Programme : ing plant.

Pressed Metal Products (Private) Ltd.

Products : Pressed metal products.

Expansion

Programme : Aluminium castings.

Amco Engineering Corporation

Products : Electrical home appliances such as washing machines, cinema equipment and plastic goods.

Madras Tin Factory

Products : Tin containers.

Precision Works

Products : Automotive Components for original equipment manufacturers.

Expansion Several more machines are due to arrive, and

Programme : it is proposed to manufacture automotive studs, special screws and special nuts in addition to the existing lines.

Coogans Die Casting

Products : Gravity die casting of non-ferrous alloys.

Ace Galvanising Works

Products : Galvanising of steel materials.

Southern Conduits

Products : Conduits pipes and motor accessories.

Armcess Engineers

Products : Bolts and screws, general engineering workshop.

Pandian Industrial Corporation

Products : Pins and gem clips.

Bharat Engineering Works

Products : Auto parts.

Pagoda Metal Industries

Products : Stationery articles-lever index files, auto clip files, paper and board clips, etc.

Expansion Manufacture of geometry boxes, lever arch

Programme : mechanisms.
Pressure stores, steel chairs, etc.

Tepco Tool Works

Products : Hand tools.

Electrical Accessories (Private) Ltd.

Products : Street light fittings, pre-amplifiers, post top lanterns.

Expansion Manufacture of Brass lamp holder and tumbler

Programme : switches.

Electronic Industries

Products : Volume controls, amplifiers, transistorized radios, oscillators, terminal boards, etc.

Nishat Industries

Products : Auto parts.

Expansion

Programme : Malleable castings.

Metalizers (Private) Ltd.

Products : Metalizing.

Deepak Industrial Associates

Products : Electrical home appliances.

General Machinery & Spares Corporation

Products : Spare parts for tractors, earth moving and mining equipments, trucks and sugar mill machinery.

Expansion Manufacture of increased range of spare parts

Programme : for mining equipments.

Rama Metal Works

Products : Builders hardware, stop valves, water taps, bushes and bearings, etc.

Expansion

Programme : Electroplating and press work.

Indian Cable and Wire Industries

Products : Insulated Cable wires, P. V. C. wires, aluminium and copper conductors.

Upper India Bearings (Private) Ltd.

Products : Automobile spare parts, pistons, shafts, spindles, pins, etc.

Expansion Manufacture of engine bearings (in technical

Programme : collaboration with BRACKE GLEITLAGER Gpmh, W. Germany).

Sriram Industries

Products : Panel Pins.

Baliga & Co.

Products : Electric lighting fittings.

Press Tool Works

Products : Press tools and pressed components.

Universal Engineering Works

Products : Turned components.

Madras State Electricity Board

The power requirements of Madras city are met by the steam generating station at Basin Bridge which has an installed capacity of 87,500 KW. The power station was taken over by the Government in 1947 M. E. S. C. and 2 Nos. 15,000 KW sets and 1 No. 30,000 KW set were added in the first and second plan periods respectively. The steam conditions for the 30,000 KW set commissioned on April 26, 1958 are 900 lbs. per sq. in and 925°F.

During 1958-59, 383 million units were generated in this power station. The peak load met by the station was 61,000 KW.

The power generated is distributed to the load centres in the city by a network of 5 KV, 11, KV and 33 KV lines. The 33 KV networks are interconnected to the state grid at Villivakkam 7 miles from Madras, Kilpauk and at Basin Bridge.

Integral Coach Factory, Perambur, Madras

The Integral Coach Factory Project at Perambur, is Asia's largest Coach Building Unit and perhaps one of the

largest of its kind in the world. It is an important endeavour of the Ministry of Railways and is a significant step forward in the attainment of self-sufficiency in rolling stock.

The factory structures, which cover an area of 850,000 sq. ft. and concrete roadways totalling 3.5 miles in length, are very modern and have been designed and constructed by Indian engineers with an eye to provide the worker ideal working conditions.

Construction started in the latter half of 1952. The construction phase of the project covered about 3 years and the first coach was turned out in October, 1955.

The yearly target of railway coaches to be manufactured in the factory during full production was 350 coaches originally. This had been planned to be achieved in the course of five years after October 1955 when production was inaugurated in the factory. The target was however achieved a year ahead. In order to step up the annual outturn to 700 shells, a second shift working has been introduced. The target set for the factory for the Second Five Year Plan period is 1810 coaches.

The type of coach manufactured in the factory called the "integral coach" is of a modern design developed by a Swiss firm, with whose collaboration the factory was designed. As compared to the conventional coach consisting of a wooden body secured to a steel frame, in the integral coach, the all-steel body and frame are welded together to form one rigid piece of tubular design. This type of construction results in the forces sustained by the coach being taken by the entire body, including the skin. The ends of coaches are specially designed to prevent telescoping, a major cause for loss of life, in train accidents. Particular

attention has been given to ensure smooth running and affording of greater comfort to the travelling public. These coaches are also lighter in weight compared to conventional coaches and this enables a larger number of coaches being attached to a train leading to the easing of congestion. The factory was producing only third class coaches so far and has now begun to manufacture third-class-cum-luggage vans and first class coaches also. Each bogie in First class is designed to provide sleeping accommodation for 24 persons. Coaches for third class passengers with three-tier sleeping accommodation and Bogies suitably welded for providing refrigerator units are also being built now.

The technical 'Know-how' in the manufacture of integral coaches has now been completely assimilated by the Indian Engineers and the number of Swiss experts employed has come down to mere half a dozen.

Facilities exist for imparting technical training to train skilled workmen in the required trades for the factory.

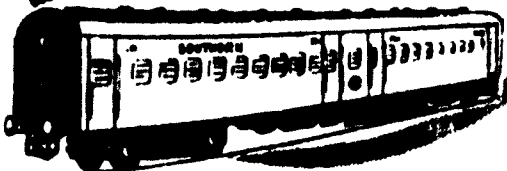
Originally the Shells manufactured in the factory has been planned to be furnished in the Indian Railway Workshops. But subsequently it was decided by the Government of India to add a furnishing Annexe and the construction work has since commenced. In the meanwhile the factory started furnishing the shells in temporary furnishing sheds constructed for the purpose. Up to the end of September '59, 365 coaches have been furnished. The temporary arrangements for furnishing the coaches have been so planned that when the permanent furnishing Annexe is ready to start production, the skilled personnel, machinery, etc. already in position can be shifted to the Annexe from the temporary arrangements.



**A pleasant journey
by the
Integral Coach.**
Greater comfort for
III Class Passengers.

The Integral Coach combines the essential factors that go to make for travel comfort — smooth running, seats with ample knee room and other amenities of a high order. It also ensures travel safety with its safeguards for taking shocks in case of accidents.

**TRAVEL LIGHT and
MAKE YOUR TRAVEL A PLEASURE**



**INTEGRAL COACH FACTORY
PERAMBUR, MADRAS.**

THE LIFCO

NAYA PAISA READY RECKONERS

1. THE LIFCO COMMERCIAL READY RECKONER: Tables for Cost of Articles, Daily Interest and Discount.

2nd Edition: 276 Pages:
Price Rs. 4-00 By Post Rs. 5-00

2. THE LIFCO BANKING READY RECKONER: Tables for Interest on Daily Products worked on two systems, Daily Interest and Discount.

452 Pages:
Price Rs. 9-00 By Post Rs. 10-25

3. THE LIFCO WAGES & SALARIES READY RECKONER: Tables for Daily Wages from salaries (on monthly basis) for monthly periods of 22, 23, 24, 25, 26, 27, 28, 29, 30 & 31 days and Tables for Discount.

3rd Edition: 208 Pages:
Price Rs. 3-00 By Post Rs. 4-00

4. THE LIFCO DAILY & HOURLY WAGES TABLES: Wages for 1 to 31 days for payment to "DAILY-RATED" employees & Wages for 1 to 8 Hours from daily wages and Tables for Discount.

96 Pages:
Price Rs. 2-00 By Post Rs. 2-85

5. THE LIFCO INDEXED INTEREST TABLES (Based on Daily Products): Full Calico Binding-Superior Ledger Paper.

13½" x 4½" : 60 Pages:
Price Rs. 4-50 By Post Rs. 5-50

PUBLISHERS:
THE LITTLE FLOWER CO., MADRAS-17.

Cost of the Coach: With increased outturn and improvement in the skill and ability of the staff, the cost of production of coaches has from the first batch onwards registered a continuous downward trend. The latest cost of production of a shell is only Rs. 81,000. This cost, apart from being considerably below the landed cost of an imported shell, is also lower than its ex-works price.

Amenities: A Colony of more than 400 quarters has been provided to accommodate the essential staff. All the modern amenities are included in this Colony. For the Furnishing Annexe a colony of 200 quarters is being constructed.

There is a Welfare Organisation to look after the welfare of the employees. There is a staff council with elected members for suggesting improvements in working conditions and production methods. A suggestions and inventions scheme exists and the workers are thereby encouraged to put up practical ideas for better and more economical production.

The total number of employees (Permanent and Temporary) on the rolls now is about 6,700.

Ashok Leyland Ltd., Ennore

(City office: 377, N. S. C. Bose Rd., G. T., Madras-1)

The contribution made by Ashok Leyland to the progress of automobile industry is impressive. Originally, this was the Ashok Motors Ltd. The factory is situated in Ennore, ten miles from Madras City. Started with the idea of manufacturing passenger cars Somerset A. 40 and Hereford A. 70 and Austin trucks as also five ton Leyland trucks and buses with 100 B.H.P. diesel engines, they are now con-

239

cerned with the manufacture of commercial vehicles. In 1957, they applied for Government's approval to the inclusion of the Leyland Tiger and Titan chassis in addition to the Comet chassis in their manufacturing activities and they received a licence to do so in March 1958. During last year, they applied for a licence to produce the industrial versions of the three Leyland diesel engines which are now included in their manufacturing programme, the first phase of a long-term building programme which has been completed at a cost of Rs. 29.03 lakhs. During the year, plant and machinery to a total value of Rs. 46.55 lakhs were installed bringing the total for the three years 1956 to 1958 to Rs. 101.5 lakhs. It is the objective of the firm to make the Comet chassis including its engine and also the '600' and '680' type engines, which are alternative power units in the Titan and Tiger chassis, not less than 75 per cent Indian in content. A significant development in Ashok Leyland in 1958 has been the beginning of engine production. During this year, all the plants and equipment needed for the manufacture of the cylinder head and most of that required for cylinder block have been installed. Schemes to train skilled men in the operation of machine tools and other equipments have been introduced. A proposal has been submitted to Government for the erection at Ennore of a modern foundry capable of producing all types of quality castings required by the automobile industry.

Standard Motor Products of India Ltd.

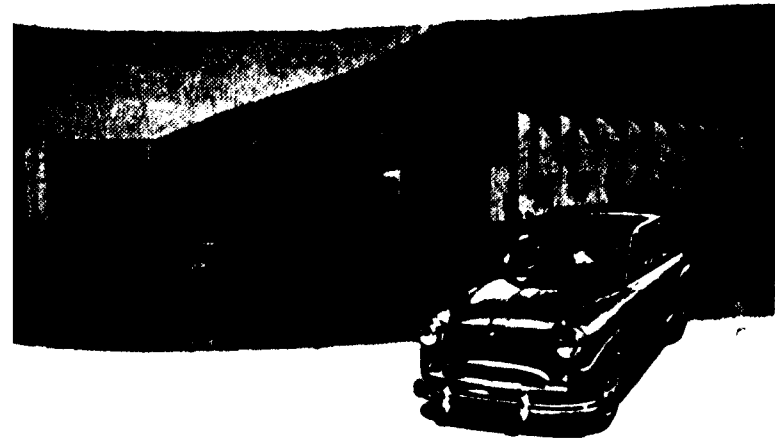
29, Mount Rd., Madras-2; Factory Perungalathur

Taking advantage of the Government of India's anxiety to conserve foreign exchange reserves and their readiness to

'STANDARD'

FORGES AHEAD!

Since the commencement of the progressive manufacture of Standard Motor Cars in India, we have made rapid progress, maintaining the same high standard attained by our foreign Associates. Standard Cars noted for economy, reliability and superb performance, are in such great demand that the waiting lists grow longer every week. If you have your name down on the waiting list, please bear with us a little longer until the supply position further improves.



STANDARD TEN

The car that gives satisfaction



Your Standard Car is backed by 6 months guarantee and the world-wide Stanpart Spares Service

THE UNION CO. (MOTORS) PRIVATE LTD.,
MADRAS • BANGALORE • COOTY

**SOUTH INDIA CORPORATION (AGENCIES)
PRIVATE LIMITED**

6, Armenian Street, P. O. Box 113

MADRAS - 1

Telephone: 4911
(4 Lines)

Telegrams:
GOODWILL



Importers, Exporters, Clearing,
Forwarding & Shipping Agents

Dealers in

Iron & Steel, Pipes and Hardware

Distributors for

Kalinga Pipes, Man Industrial Corporation's
Steel Windows & Doors, India Linoleums,
Tata Chemicals, Bharath Cables,
Universal Fans, Bengal Lamps etc.



Branches at:

CALCUTTA, VISHAKAPATNAM, VIJAYAWADA,
BANGALORE, COIMBATORE, MANGALORE
AND MADURAI

allow foreign collaboration in India for the manufacture, in progressive stages, of vital necessities like automobiles, the Standard Motor Company of Coventry offered to set up a factory in Madras, in co-operation with Messrs. Union Co. (Motors) Limited for the progressive manufacture of Standard Cars. The offer was approved by the Government and the Standard Motor Products of India Ltd. was registered in Madras on 10-9-1948, with an authorised Capital of Rupees one crore.

The Company started working in an aero-hanger at Chromepet belonging to the Government of Madras and the first Vanguard came out of the line in July, 1950. In December of the same year, assembly of Ferguson Tractors commenced.

An ideal site of 59 acres was acquired at Perungalathur 18 miles from Madras on the Grand Southern Trunk Road. The foundation-stone for the factory buildings was laid by the then Union Minister for Industries and Commerce, Shri Harekrushna Mehtab, in January, 1951. Production in the new factory commenced in January, 1952.

In 1954, The Standard Motor Co. introduced a new ten H. P. Saloon considered suitable for India and with Government's permission switched over from Standard Eight to Standard Ten in August 1954.

The aim is to replace as many components manufactured in England as possible with the locally made ones consistent with quality. In order to maintain the extremely high qualities required, samples of each unit produced in India are thoroughly checked metallurgically and dimensionally at Coventry.

The Company is engaged currently in a development programme which will involve an expenditure of one million pounds over a period of two years. This will allow us to attain near self-sufficiency with regard to Engine, Gearbox and Rear Axle of the cars and also progressively manufacture rear axle for the Tractors.

About a thousand men are employed in the factory and on an average, 200 young men are trained every year and most of them find employment in the factory itself.

Simpson & Co. Ltd.

202/203, Mount Rd., Madras-2.

The progress made by Simpson & Co., year after year since they came into being 119 years ago would command the attention and admiration of everyone interested in the industrialisation of India. Some of their achievements are first in India as they were the first to build railway coaches — two first class and eight composite coaches for the Madras Railway as early as in 1856. They were the first to build the steam car and the steam bus, first to attempt motor car manufacture, first to build and operate petrol driven passenger service, first to import and introduce American chassis. They have won yet another laurel as the first to accomplish the complete indigenous manufacture of automotive diesel engines in India. Realising the immense possibilities of diesel transport in the country, Simpsons entered into an agreement with Perkins Limited, Peterborough for the sale and distribution of the Perkins diesel engines in India. In 1955, Simpson submitted a phased programme to the Government of India which was approved and which required Simpsons to reach a target viz., complete indigenous manufacture of the Perkins automotive diesel engines to a capacity

of 3,000 per annum by December, 1956. This was accomplished before the target date. The significance of this performance can be understood if it is realised that the P6V engine comprises nearly 1,800 components.

In the matter of coach building, from the earliest modes of transport of litter and palanquin to the modern luxury coaches, the part played by Simpson is as eventful as historical. Simpsons are also the manufacturers of a wide range of light engineering specialities.

T. I. Cycles of India Ambattur.

One of the most up-to-date factories in the world engaged in the manufacture of quality bicycles is T. I. Cycles of India situated at Ambathur in the vicinity of Madras. The factory is constructed on modern lines equipped with the latest and best plant and machinery. Production of cycle under the world-famous brand name of 'HERCULES' commenced in 1952 and the total production is estimated to reach a million cycles by the end of 1959. In fact the factory to-day supplies nearly a third of the total demand for cycles all over the country. T. I. Cycles has now commenced the production of the world renowned 'PHILLIPS' Cycles, besides turning out practically the entire quantity of cycle parts that go into the total output of bicycles from the Ambattur factory.

Tube Products of India is also a sister concern situated at Avadi producing the famous ERW Steel Tubes, under the trade name of 'TRU-WEL', that go into the assembly of bicycle frames. The company also supplies tubes for the manufacture of boilers, transformers, bus body building, hospital furniture and equipment, perambulators, etc. This

Company originally a Limited concern was later converted to Tube Products of India and merged with T. I. Cycles of India under one management.

In order to meet the increased demand for bicycles, bicycle components and accessories, the Directors decided upon further expansion programme during early 1959, for the manufacture of Chains and Bottom Brackets by T. I. Cycles; cold rolled steel strips mill by the second unit—the Tube Products of India; and for the manufacture of Saddles by a third unit under the name of Wright Saddles of India. This involved additional capital equipment and accordingly the above three units were amalgamated under the joint proprietorship of a single composite unit, with an authorised capital of 7 crores of rupees and issued capital of 2-1/2, crores of rupees. To give the Company a wider and more comprehensive nomenclature, the name of T. I. Cycles of India Ltd. was changed into the Tube Investments of India Limited with effect from 16th September 1959, with the three separate units functioning under its joint management, namely T. I. Cycles of India, Tube Products of India and Wright Saddles of India.

The remarkable progress and development of this great organisation in the short space of ten years speaks eloquently of the keen foresight and business enterprise of the well-known Business House of Murugappa & Sons who are admittedly the pioneers of large Scale Manufacture of Bicycles and Bicycle Components in South India to-day, with the whole-hearted and all-out co-operation and assistance that they have received from their Associates, Tube Investments Limited, United Kingdom, one of the highlights of British Industrial group companies, which has established a world reputation.

Buckingham & Carnatic Mills

Binny is a great name in textiles not only in India but also in foreign countries. Binny & Co., the Managing Agents of the Buckingham & Carnatic Co., Ltd., were probably established not later than 1799 but the exact date of the founding of the firm is not known. This firm established cotton mills in South India. Buckingham Mill, named after the Duke of Buckingham and Chandos, then Governor of Fort St. George was built for spinning only and began work in 1878 with 15,000 spindles. Weaving began in 1893 with 600 looms and dyeing was begun two years later. Carnatic Mill was built in 1883 for spinning and weaving with 16,500 spindles and 129 looms and dyeing began in this mill in 1885, followed soon by bleaching and other finishing processes. The two mills steadily increased their equipments and developed their trade and in 1920 they were amalgamated into one company registered as Buckingham & Carnatic Co., Ltd. To-day the mills contain 1,38,340 spindles and 2,788 looms and what is probably the biggest dyeing, bleaching and finishing unit in the world. Binny & Co. manufacture nearly 90 million yards of cloth per annum. Among the popular varieties they make are: shirtings, khaki drills, bleached and dyed drills, towels, anti-crease suitings, tussore, union fabrics, rugs, etc.

Enfield India (Private) Ltd.

Royal Enfield Buildings, Tiruvottiyur, Madras-19.

With its factory established at Tiruvottiyur, the Company is manufacturing 'ROYAL ENFIELD' Motor Cycles and Three Wheelers in technical collaboration with The Enfield Cycle Company Limited, Redditch, United Kingdom.

dom. The Company has now completed three years since its inception.

The licensed manufacturing capacity of the Company is 5,000 motor cycles and 1,800 three wheelers per year. Since the factory commenced its operations in November, 1956 production has been stepped up from 25 vehicles per month to 300 vehicles per month. By the end of 1960, an output of 6,800 vehicles per year is expected to be reached. The output can be further increased to about 9,000 vehicles per year by more intensive use of the plant and machinery.

The percentage of components manufactured now in India is about 50% of the value of the vehicles and it is expected that before the end of 1960, all the components that go to make the vehicle will be manufactured in the country. The quality of the products manufactured by the Company is well recognised by all including the U. K. Collaborators.

Enfield India is the first factory in the South East and West Asia manufacturing motor cycles. Negotiations for the export of the Company's products to Middle East and far East countries have been undertaken.

Established with a capital of Rs. 15 lakhs, the industry has been able to provide employment to over 800 persons.

Easun Engineering Co., (Private) Ltd.

5-7, Second Line Beach, G. T., Madras-1.

(Factory: New Buildings, Tiruvottiur, Madras-19.)

Easun Engineering Co., established twenty years ago, have moved on from success to success with the march of time. Beginning as the main contractors of the

FOOD becomes more appetising
when prepared with



MAIDA, SOOJI & ATTA



Manufactured by

Century Flour Mills Ltd.,

221, Govindappa Naicken Street,

MADRAS - 1

Gram: "MATHOORAN"

Phone: { Office: 31241, 31242, 31243 & 4165
Mills: 61701

INDIA SILK HOUSE

MOUNT ROAD

MADRAS-2

YOU CAN BUY AT ONE STROKE IN OUR SHOWROOMS
COMPLETE REQUIREMENTS FOR THE WHOLE FAMILY
BESIDES GIFTS TO FRIENDS AND RELATIVES AT
ECONOMICAL PRICES



Varieties of Latest Creations on show now of
LADIES, GENT'S & CHILDRENWEAR & NOVELTIES
FURNISHINGS & HOUSEHOLD LINENS DEPT. UPSTAIRS
EXPERT GENT'S TAILORING A SPECIALITY

EARLY VISIT SOLICITED

With Compliments

THE SOUTHERN INDUSTRIAL
CORPORATION PRIVATE LTD.,
6, ARMENIAN STREET, MADRAS-1

Manufacturers of :

★ CHAINS

★ FASTENINGS

AND

★ SCREWED WIRE PRODUCTS

work connected with the 5,000 KW Basin Bridge "C" Station in Madras in 1946-47. Easun has since then completed several major works in the field of power generation, transmission and distribution in several States in India. They manufacture transformers, L. T. switchboards, oil circuit breakers, busbar trunking and line switchgear and fuses upto 220 KV in association with British firms.

English Electric Co. of India (Private) Ltd.

(Factory : 18, Officer's Lines, Pallavaram.)

The Madras Works of The English Electric Co. of India, (Private) Ltd., which was formally opened by Shri Lal Bahadur Shastri, Union Minister for Commerce & Industry, on 14th February, 1959, commenced production in 1958.

The Works itself, situated on a thirty acre site at Pallavaram, consisting of three bays of a steel framed asbestos cement clad structure, is designed to ensure the best possible working conditions. At present the Works is manufacturing a wide range of electrical equipment consisting of heavy duty industrial type low voltage distribution gear, ranging from 30 to 300 amp ratings, fuse boards, overhead busbar systems and distribution boards made up to individual customer's requirements.

The Company proposes to manufacture shortly their renowned H. R. C. fuses for which they have acquired a world-wide reputation over the last 25 years.

In order to ensure the same high standard of workmanship in manufacture as obtains in the U. K., all necessary manufacturing knowledge and equipment has been made available to the Indian Company, and technicians with a

wide background of skill and training experience have been seconded from the U. K. Also several Indian personnel have received training in the U. K. Works of the Parent Company.

While planning the Works, the Company paid great attention to the welfare arrangements of its staff and work people.

Engine Valves (Private) Ltd.

"Glendale", M. K. N. Rd., Alandur, Madras-27.

The Valve is a very important component in any Internal Combustion Engine and should be designed to withstand scaling and corrosion besides the high working temperature of the engine. The manufacture of the Valve calls for high grade quality steel and the necessary technical Know-How.

With the active assistance and co-operation of Rane (Madras) Limited, one of the leading Automobile Dealers in South India, a Technical Aid Agreement was entered into between this Company and Farnborough Engineering Company Limited, Kent, England, manufacturers of world-famous "TRANCO" Valves, for the manufacture of these valves in India, this being the first factory of its kind in India.

Situated close to the main highway near the Madras Air Port, the Factory is equipped with latest machinery and is capable of producing Valves of high precision.

The Collaborators have given intensive training to our Engineers at their works in Kent, England and have further deputed a very senior technician to train our personnel to bring up production to world standards.

These valves when used in Motor Cars, Motor Cycles, and Commercial Vehicles, last longer, prevent premature burn outs and stand up to the demands of modern engines and fuels.

Hydraulics (Private) Ltd.

Mount Rd., opp. : The Madras Electricity System.

Started in 1952, this Company is engaged in the production of Telescopic Shock Absorbers suitable for Passenger Cars, etc. The type now being manufactured is A. T. 9 which is specially suited to Indian road conditions.

The Company will shortly be taking up the manufacture of light duty Shock Absorbers namely A. T. 7. Both these types are for Passenger Cars. The Company proposes to organise the manufacture of Shock Absorbers for Motor-cycles and Heavy Trucks after completion of its current programme.

They are the franchise holders in India of the world famous 'ARMSTRONG' Patents Company Limited who are the pioneers in the manufacture of Telescopic Shock Absorbers and whose products are fitted as original equipment on 75% of the British Cars.

Dunlop Rubber Co. (India) Ltd.

Manufacturers of tyres and tubes for aeroplanes, automobiles, motor cycles, scooters, tractors, earthmoving machines, animal drawn vehicles and cycles; accessories, repair and retread materials; cycle rims; conveyor and transmission belting; Vee belts; hoses; adhesives; latex foam cushioning. The factory at Ambattur has been built at a cost of Rs. 2.5 crores on an area extending over 160 acres.

At the moment the factory is expected to turn out every year 15 lakhs bicycle tyres and 1,34,000 tyres for trucks and buses. It will provide employment for 600 persons.

Head Office: "Dunlop House", 57-B, Free School Street, P.O. Box No. 391, Calcutta-16.

Factories: Sahaganj, West Bengal.
Ambattur, Madras.

Branches: Ahmedabad, Bangalore, Bombay, Calcutta, Delhi, Ernakulam, Gauhati, Hyderabad, Jullundur, Lucknow, Madras (5 & 6/29 Mount Rd., and Nagpur.

Carborundum Universal Ltd.

This Company are the manufacturers of Bonded & Coated Abrasives of all kinds with the collaboration and technical assistance of Carborundum Company, Niagara Falls (U.S.A.) and Manchester (U.K.) and Messrs. Universal Grinding Wheel Co. Ltd., Stafford, U.K.

Bonded Abrasives: Grinding Wheels, Segments, Rubbing Bricks, Sticks, Sharpening Stones, Valve Grinding Compound, etc.

Coated Abrasives: Flint Sand), Garnet, Emery, 'Aloxite', Silicon Carbide paper and Cloth Sheets, Rolls, Belts, Discs, etc.

Head office: 52/53, Jobanghir St., G.T., Madras-1.

Works: Tiruvottiyur, Madras-19.

E.I.D. - Parry Group of Companies

"Dare House", Esplanade, Madras-1.

The story of Parry & Company which has made and is making a notable contribution to the commercial and



WISE MOTORISTS

JOIN THE

**AUTOMOBILE ASSOCIATION
OF
SOUTHERN INDIA**

to obtain
better motoring conditions
Membership has many advantages

JOIN TODAY

For full particulars write to:

Telephone : 8 6 1 2 1
(3 lines)

**"A. A. S. I.",
38-A, MOUNT ROAD,
MADRAS-6**

THE LIFCO COLLEGE CLASSICS

SHAKESPEARE WORKS



TEXT, USEFUL FOOT-NOTES, CRITICAL & EXPLANATORY NOTES, IMPORTANT ANNOTATIONS, CHARACTER SKETCHES, CRITICAL TOPICAL & GENERAL ESSAYS, UNIVERSITY QUESTIONS, CHARLES LAMB'S STORY (ONLY IN ITEMS 3 TO 6) AND VALUABLE APPENDICES

1. **JULIUS CAESAR**: Illus. 600 pp.: ... Rs. 3-75
2. **MERCHANT OF VENICE**:
Ed. by Prof. M. K. Shanmugam: 408 pp.: ... Rs. 3-50
3. **TWELFTH NIGHT**: Ed. by S. Krishnamurthi & G. V. Subrahmanyam of Madurai College
Illus. 352 pp.: ... Rs. 3-75
4. **KING LEAR**: Ed. by S. Krishnamurthi
Illus. 496 pp.: ... Rs. 3-75
5. **MUCH ADO ABOUT NOTHING**: Ed. by S. Krishnamurthi: 296 pp.: ... Rs. 3-75
6. **MACBETH**: Ed. by S. Krishnamurthi:
Illus. 368 pp.: ... Rs. 4-50

Copies can be had of:

THE LITTLE FLOWER CO. (LIFCO), MADRAS-17 or
MESSRS. M. DAMODARAM & CO., APPAH BUILDINGS,
MADRAS-1 or MESSRS. HIGGINBOTHAMS (PRIVATE) LTD.,
MOUNT RD., MADRAS-2, BANGALORE, TRIVANDRUM &
RAILWAY BOOKSTALLS or THE POPULAR BOOK DEPOT,
LAMINGTON RD., BOMBAY-7 or MESSRS. VENKATRAMA &
CO., VIJAYAWADA & BRANCHES or AT MANY OTHER
BOOKSELLERS:

★ Available in the LIFCO Mobile Book Vans also.

industrial development of Madras State is enchanting. Thomas Parry, a young Welshman of nineteen in 1787 sailed for Madras to seek his fortune. At that time the East India Company held a monopoly of trade between India and the U.K. but Thomas Parry was granted a licence to trade as a free merchant. He lived here until his death, thirty-six years later, always contributing towards the commercial and industrial growth of Madras. Parry did business of great variety from broking to ship-building. He was the first to establish a tannery in Madras and also an indigo works. Above all, he helped to finance the introduction of West Indian methods of sugar-cane cultivation in Madras Presidency, thus providing a direct link with one of the biggest interests of the firm till to-day. That was the beginning. To-day Parry group of companies controls sugar factories, and also factories producing fertilisers, heavy chemicals, confectionery factories, distilleries and pottery ware. The Parry group handles engineering materials, pharmaceutical products, essences, food colours and a host of other articles. Parry's head office in Madras and its multi-storied building is a land mark and Parry's corner is well-known. Parry group companies are the agents of several companies and manufacturing firms - Indian and foreign.

India Pistons (Private) Ltd.

"Huzur Gardens", Sembium, Madras-11.

India Pistons (Private) Ltd., is one of the important ancillary industry of the main automobile industry. They manufacture pistons and piston rings. Production of piston rings commenced in 1950 from imported castings. Production of cast iron pistons began in 1952. Total production figures

251

ALL ABOUT MADRAS

reveal the rapid strides made by the factory in the past ten years it has been in existence. India Pistons have foreign technical aid agreement with the Associated Engineering Limited, England.

Metal Box Company of India Ltd.

Factory : Elaiya Mudali St., Tondiarpet, Madras-21.

Among the several items of production are :

Open top cans for processed foodstuffs

Plain and lithographed General Line Tinplate Containers

Composites

Collapsible & Rigid Tubes

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

Industrial Components, particularly deep stampings

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

Calenders, Advertising Showcards and Novelties.

Trays, Insecticide Sprayers and other Hardware

Toys and components for Toys

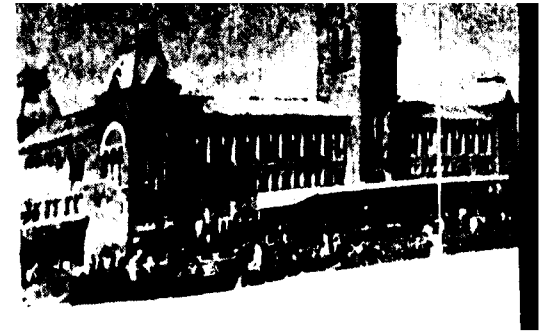
Can and bottle closing equipment

Bottling equipment manufactured by The Metal Box Company Ltd. and Meyer Liquid Ltd.

Pilot Pen Company (India) Private Ltd.

"PILOT" brand Fountain Pens and Ink famous all over the World for their quality and cheapness are now manufactured in India in collaboration with The Pilot Pen Company Limited, Tokyo, Japan, with high quality imported

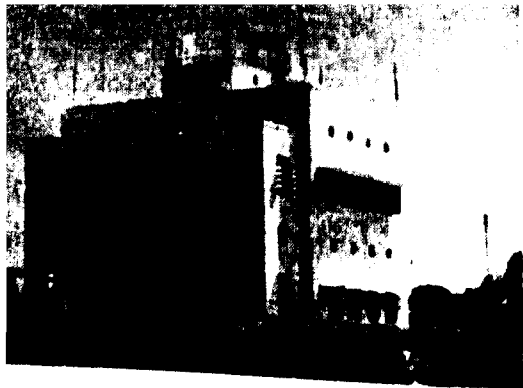
Central Railway Station.



Southern Railway
Administrative Office

Egmore Railway Station.





Observatory at Meenambakkam.



Port Trust.

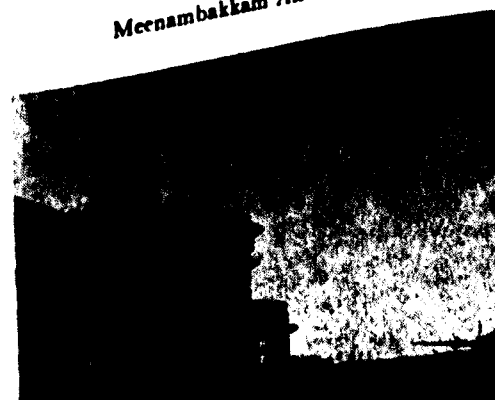


All India Radio, Mylapore.

Integral Coach Factory, Perambur.



Meenambakkam Air Port.





A View of the new works and Offices at Pallavaram near Madras

THE ENGLISH ELECTRIC COMPANY OF INDIA PRIVATE LTD.,

internationally regarded, for many years, as leaders in the manufacture of all types of Electrical Equipment and prime movers, have recently extended their Indian activities by opening a factory for the manufacture of Low Voltage Distribution Equipment, together with the associated High Rupturing Capacity Cartridge Fuse Links. By offering this indigenous product, modern, sturdy and fully tested equipment, supported by unrivalled research facilities and more than 30 years of hard won experience, the Company will play its part in growing industrial development in India.

materials by workers trained under and supervised by Japanese technicians.

Administrative Office: 'Catholic Centre', Armenian St., G. T., Madras-1.

Regd. Office & Factory: 63, Kathirvedu Village, Polal Post, near Red Hills.

Richardson & Cruddas Ltd.

Richardson and Cruddas Limited, Structural, Mechanical and Sanitary Engineers was established in 1858. They are the manufacturers of steel structures and bridges, transmission line towers, general industrial plant & equipment, sugar mill plant & machinery, rubber mill machinery, railway points & crossings, sluice gates and hydrants and castings. They have their branch office and works in First Line Beach, G. T., Madras-1, while their head office and works are at Byculla Iron Works, Bombay-8.

Southern Industrial Corporation (Private) Ltd.

6, Armenian St., G. T., Madras-1.

Manufacturers of Tower brand screws, Tower brand screwed wire products and welded wire products. The factory is situated at Polal, Red Hills, near Madras.

Stoneware Pipes (Madras) Ltd.

The factory situated at Trivellore, near Madras, manufactures salt glazed stoneware pipes, firebricks and sanitary-ware according to Indian Standard specifications.

Addisons Paints and Chemicals (Private) Ltd.

"Huzur Gardens", Sembiam, Madras-11.

Manufacturers of the superfine "Spartan" paints. Other items of manufacture in this line include paints for

automobile and industrial uses, lacquers, duraflex, synthetic enamels, ready mixed paints, plastic paints and varnishes.

Transformer & Switchgear Ltd.

This Company having its factory at No. 2, Lattice Bridge Road, Adyar, Madras-20-manufactures step up and step down transformers in technical collaboration with Messrs. Dominitwerke, Hoppecke, Germany. The range includes transformers upto 3000 KVA/37.5 KV.

Registered Office: Indian Chamber Buildings, Esplanade, Madras-1.

Oldham & Son (India), Ltd.

21/22, Alandur Rd. St. Thomas Mount, Madras-16.

The Company are the producers of Oldham Storage Batteries for all types of cars and commercial vehicles. Their miners' self servicing electric Cap Lamps fulfil a miner's light need, an important feature being a high degree of accessibility and ease of maintenance. Over a million such lamps are stated to be in use in the world and this has been approved for use in gassy mines.

Joewanlal (1929) Ltd.

127, Mint St., G. T., Madras-1.

This Company manufactures aluminium utensils under the now well established Crown and Sun brands. The factory is situated in Washermanpet (1, Singara Garden 4th Lane) and the products are made from pure virgin aluminium, and also guaranteed as harmless for human health.

Mysore Premier Metal Factory

124, Mint St., G. T., Madras-1.

This firm makes aluminium, brass and stainless steel utensils.

Handicrafts

ON SALE

Gorgeous Silk Stoles;
Banaras Sarees;
Handprinted Fabrics;
Children's attire
Wood panels and Carvings;
Tanjore plates;
Decorative Ivory pieces;
Nirmal and Bidri-ware;
Colourful Dolls;
Attractive Toys
&
many other items collected
from all over India
at

HANDICRAFTS EMPORIUM

9, MOUNT ROAD, MADRAS-2

Open from 8 a.m. to 8 p.m.

Except on Sundays

Also Sales Counter at Hotel Oceanic.

THE BANK OF MYSORE LIMITED

Head Office: & Central Office: AVENUE ROAD, BANGALORE

The Bank will shortly become a subsidiary of the State Bank of India in pursuance of the State Bank of India (Subsidiary Banks) Act, 1959.

The Date will be announced in due course.

The Bank will continue to serve its present customers in the same manner as heretofore and will besides be enlarging its scope of operations to cover new centres and fresh clientele.

Authorised Capital	Rs. 1,00,00,000
Subscribed & Paid-up Capital	Rs. 50,00,000
Reserve Fund & Share Premium	Rs. 1,00,00,000

The Bank has widespread connections all over the world and is equipped to meet all requirements of Foreign Exchange and General Banking.

Advances are being made to Small Scale Industries against Warehouse Receipts on liberalised terms.

A. KRISHNAMURTHI,
General Manager



FOR QUALITY STYLE & COMFORT

Goyal's

DRESSES

MENS & CHILDREN'S WEAR

109, MOUNT ROAD, MADRAS - 18

GOYAL'S DRESSES HAVE GROWN FROM STRENGTH TO STRENGTH FOR OVER A DECADE NOW. IT IS ONE OF THE RESPECTED NAMES SOUGHT AFTER TODAY IN THE INTERNAL AS WELL AS THE EXPORT MARKETS

Factories: (Rolling) 61, Gollawar Agraharam, Washermanpet, Madras-21.

(Utensils) 7, Thandavaraya Gramani St., Washermanpet, Madras-21.

Poppat Jamal & Sons.

182, Broadway, Madras-1, is one of the leading Importing & Agency Firms of Madras, established in 1901 and having Branches at Mount Road, and also at Bombay, Hyderabad and Ernakulam. They are the Sole Agents for Bengal Pottery Products in South India and distributors for many other imported Products and Dealers in Glassware, Lampware, Electric Fittings, Steel Furniture and Foreign Cycles. They have got separate Show Rooms at No. 2, Broadway for Cycles and Children's Prams, Push Chairs, Pedal Cars, etc. and at 36-B, Mount Road. They are one of the largest importers of East African Wattle Bark M. T. C. Brand. They are Proprietors of Jamal Engineering Works and Jamal Enamel Works and they are manufacturing "Fire-king" Household Safety Stove, Push Chairs, Food Safes, etc. etc. In collaboration with Japan they have started the Shimada Glass & Flask Factory (Private) Ltd., at 55/58, Konnur High Rd., Ayanavaram, Madras-23, for the manufacture of Vacuum Flasks of all sizes.

Devi Films (Private) Ltd.

498, Mint St., Madras-3.

The Company is engaged in the Production and Distribution of 35 M. M. Cinema Films. It is also sole Concessionaries for the distribution of "Morganite" Carbons manufactured by the Morgan Crucible Company Ltd., London, throughout India. Recently, the manufacturing of 35 M. M.

Cinema Projectors at the factory at Industrial Estate, Guindy, has been taken up. The Projectors are ready for marketing.

East India Industries (Madras) Private Ltd.

498, Mint St., Madras-3.

The Company are the Manufacturers of Waterproof Products, viz., Waxed Paper, Threadline Paper, Ocean Kraft Paper, Aluminium Foiled Kraft Paper, Hessian Line Paper, Bituminised Hessian and Agasthoid Roofing Felt. The products are extensively used by the Textile Mills, Cigarette Companies, Tea Estates, etc., for packing their products.

Factory: 214, Tiruvottiyur High Rd., Washermanpet, Madras-21.

K. Ramson & Co. (1916) & Ramson Knitting Mills (Private) Ltd.

K. Ramson & Co. has its ramifications in Madras City and suburbs. The import department handles a multiplicity of products of almost all countries. The export department is also a fast developing one.

The Ramson Knitting Mills (Private) Ltd., was started a few years ago as a pilot plant for demonstration purposes, so that the countryside could learn and promote a home industry for the clothing requirements of the masses. The 'Miyuki' Kasihara Machinery Trading Co. Ltd., Osaka, erected the demonstration plant. The factory, at Chromepet, now produces many items of knitted wear, not excluding eyelet, rib and interlock with the help of the departments of bleaching, stitching, finishing which are fully equipped.

Indian Metal & Metallurgical Corporation

498, Mint St., Madras-3.

This concern is having its Non-ferrous Rolling Mills at Mettur Dam, Salem District, and at 214, Tiruvottiyur High Road, Madras-21. At Mettur Factory, brass sheets and brass circles are being rolled from virgin non-ferrous metal and scraps. At Madras factory, besides brass sheets being rolled from virgin non-ferrous metals and scraps, stainless steel are being pressed. The office is situated at 498, Mint Street, Madras-3. This is claimed to be the biggest Unit in South India having enough capacity not only to cater to the entire needs of the cottage industries of the State but also for export to other States.

Alvitone Laboratories

8, Trunk Rd., St. Thomas Mount, Madras-16, are the manufacturers of the food beverage "Alvitone". It is a drinking food containing concentrates from almond, barley malt, full cream milk and cocoa. It is free from durgs and chemicals and rich in all vitamins.

Modern Agencies

43, Mount Rd., Guindy, Madras-15.

This Toy factory was started 15 years ago with 5 men including the Proprietor and has steadily grown now employing over 200 men in their different units with an over all annual turnover of nearly Rs. 4 lakhs.

Majority of the toys are made of wood from Malabar and from hard wood from the Andamans. Over 200 types of toys are manufactured in the factory which include varieties used by educational institutions having Montessori classes, Sport goods, etc.

In manufacturing these toys the Psychology of and the means of the parents are borne in mind. the only one of its kind in South India. They have gradually taken up the work of furnishing Railway coaches for the Integral Coach Factory, Perambur.

Amongst the interior decoration work executed by them in the City of Madras recently mention may be made of the Khadi-Gramodyog Bhavan.

Southern Structural Ltd.

14, Boag Rd., T. Nagar, Madras-17, having their works at Pattabhiram, near Madras, will shortly assemble Broad-gauge rail wagons. This ambitious project will be expanded in due course with a view to undertake other types of structural engineering works.

Shaw Wallace & Co., Ltd.

8/9, Thambu Chetty St., G. T., Madras-1, have got a modern Glue Factory at Kaduvetti, near Madras, and a fertilizer factory at Avadi, near Madras.

Orient Pharma Private Ltd.

At Pallavaram, near Madras, a new Industry sponsored by the well-known commercial firm of Madras Messrs. T. T. Krishnamachari & Co. will manufacture the famous Woodward's Gripe water and other general medical preparations.

Chelpark Co. (Private) Ltd.

37-L, Mount Rd., Guindy, Madras-15, are manufacturers of the well-known "QUINK" brand of ink.

Garson Saw Mills at Guindy, Madras

One of the leading manufacturers of all kinds of furniture in the City. They are also manufacturing high quality flush doors.

Century Flour Mills Ltd.

221, Govindappa Naick St., G. T. Madras-1, are the producers of the well-known Rising Sun brand maida, sooji and atta. The products are claimed to be ideal for bread, biscuits, cakes and Indian dishes like chappatties. The mills, situated at Perambur (Cooks Rd.) are equipped with the latest pneumatic system for flour milling.

South India Flour Mills Private Ltd.

1/2, Royapuram Beach Rd., Royapuram, Madras-13, are claimed to be one of the most modern mills. The only mill in India to be built on the sea-coast, it is an entirely pneumatic mill employing the Simon low velocity system.

Himco Batteries (Madras) (Private) Ltd.

144, Mount Rd., Madras-6, are manufacturers of Batteries, Battery Plates, Electric Horns, Distilled Water Plants, Electric Ovens, Welders, Chargers, Switches, Condensers, Cut outs, Coils, etc. for automobiles. Their parent organisation at Bombay, Messrs. Himco India Private Ltd., control the manufacturing programme at Madras. Their factory is located at 1/C, M. K. N. Rd., Madras-16.

Plastics

Many factories have been started in Madras for the manufacture of quality tubings, bags, drum liners, quality laminated papers and cloth, etc. They are: (1) Plastikrafts, 144, Mount Rd., Madras-6; (2) Lamiwax Corporation, 55/57,

North Beach Rd., Madras-1 ; (3) S. G. Industries, Chinna-
Thambi St., Madras-1 ; (4) Poly-ene General Industries,
Madras-1 ; and (5) Devi Films (Private) Ltd., 499, Mint
St., Madras-3.

Radios

There are many manufacturers of Radios and Radio
parts in Madras.

Under development wing : (1) G. Janahi & Co., 2/163,
Mount Rd., Madras-2 manufacture, 'Crystaltone'
Radios ; (2) Resa & Co. who have their factories at the
Industrial Estate, (Block B, 8 & 9) Guindy, manufacture
'Resa' Radios.

Under Small Scale Industries : Jayrad Electronic
manufacture 'Jayrad' Radios ; (2) Electronic Industries,
39, North Mada St., Mylapore, Madras-4, manufacture 'Pyc'
Car Radios ; (3) Green Radio Co., New Bharat Buildings,
General Patters Rd., Mount Rd., Madras-2, manufacture
'G.R.C.' Radios.

Conjap Electronic, Karunakara Building, Monegar
Choultry Rd., Washermanpet, Madras, manufacture cabi-
nets for Radios.

Wheel & Rim Co. of India Private Ltd., "Huzur
Gardens", Sembiam, Madras-11, are manufacturers of the
well-known brand of "JUBILEE" cycle rims.

Mount Mettur Pharmaceuticals Private Ltd.,
3, Greenways Rd., Raja Annamalaipuram, Madras-28,
manufacture several household remedies as also all varieties
of Transfusion fluids, Vitamins and many other im-
portant medical preparations.

WELCOME NEWS!
WAIT AND WATCH!

Wonder Books with
Washable Covers!

PEARL PUBLICATIONS
PRIVATE LIMITED
BOMBAY

present

CHITTIRA ARICHUVADI
(Illustrated Alphabet Book)

&

SIRUVAR
CHITTIRA AGARATHI

(Illustrated Children's
Dictionary in Tamil)

A DELIGHT TO CHILDREN!
A DUTY TO PARENTS!

Delectable - Delicious - Enter-
taining - Instructive - Useful -
Unique - Unsurpassed - Aston-
ishing - Colourful - Charm-
ing - and above all, Cheap
Only 75 Naye Paise each

Sole Distributors :

INDIA BOOK HOUSE
193, MOUNT ROAD
MADRAS-2

INDIAN INSTITUTE OF HOMOEOPATHS



Is the premier Homoeopathic
Establishment of South India
serving the cause of Homoeo-
pathy and serving the needs
of Homoeopaths for the last
two decades.

If you have a problem in me-
dicine and especially in con-
nection with Homoeopathy,
we cordially invite you to
write to us or to call at our
office and we shall only be too
glad to be of service to you.



INDIAN INSTITUTE OF HOMOEOPATHS

(H.O. Homeo House
KUMBAKONAM)

6, Stringers St., Madras-1
Phone : 55390
Gram : BAHOLA

FOR EVERYTHING
ELECTRICAL, MECHANICAL AND ALLIED LINES
MODI AND MODI
ELECTRICAL & MECHANICAL ENGINEERS

P. O. Box 793
11, LINGHI CHETTY ST., MADRAS-1
Telephone: 3096 Telegram: "HIGHSPEED"



Branches:
PARK ROAD, VIJAYAWADA
163, SOUTH AVANIMoola ST., MADURAI

**A DIAMOND
IS FOREVER**



A diamond is as radiant, as lovely, as timeless as a star,
and its value is enduring.

Given to make a joyous moment, it is the gift of affection
and will be treasured always.

A special gift makes your occasion special. Something
that keeps the time it marks more meaningful, more memo-
rable than any other gift you can give.

Vummidi Ramiah Chetty Guruswamy Chetty & Co.
JEWELLERS OF REPUTE
23-25, N. S. C. ROSE ROAD, MADRAS-1

Managing Agent: Mount Pharmacy (Private) Ltd.,
2/4, Mount Rd., Madras-2.

Hivelm Industries Private Ltd., 'B' Type Shed No.
7, Industrial Estate, Guindy, Madras-16, manufacture Gang
operated air break isolators of different ratings upto 132 KV
and current rating upto 1200 AMPS manufactured under
Government of India licence to suit individual requirements
including additional equipments.

Madras Type Foundry, 38, Jones St., Madras-1, are
the leading manufacturers of types and equipment for
printing presses.

Radio & Electricals Ltd., opp. Rly. Stn., Tiruvotti-
yur, Madras, are manufacturers of components for wireless
equipment, radios, etc. Office at 38, Mount Rd., Madras-6.

Addison & Co., Private Ltd., Mount Rd., Madras-2,
are manufacturers of Engines' Cutting Tools, High Duty
ferrous and non-ferrous castings, steel furniture, sprayers and
dusters, Light Engineering products and material handling
equipments. Factory is at 4 & 18, Smiths Rd., Mount Rd.,
Madras-2.

Littles Oriental Balm and Pharmaceuticals Ltd.,
Madras, are manufacturers of numerous medicinal prepara-
tions including the well-known brand of pain balm.

Amrutanjan Ltd., 14/15, Luz Church Rd., Mylapore
Madras-4, are manufacturers of the well-known brand of
pain balm, "AMRUTANJAN".

Wilfred Periera Private Ltd., 2, Hunters Rd.,
Madras-7, and 25, Mount Rd., Madras-2, are leading
manufacturers of medicinal preparations and patented drugs.
Laboratory at 17, Kilpauk Garden Rd., Kilpauk, Madras-10.

ALL ABOUT MADRAS

265

Madras Enamel Works Ltd., 65, Sydenhams Road, Madras-3, are leading manufacturers in the City for all kinds of enamel Sign Boards, name plates, etc.

Ganga Works, 53, Lattice Bridge Rd., Adyar, Madras-20, are manufacturers of several toilet preparations.

Madras Pencil Factory, Kathiavakkam High Rd., Washermanpet, Madras-21, are leading manufacturers of pencils in South India.

National Carbon Co. (India) Ltd., 'Hakim Mansions', Loane Square, Madras-1, manufacturing the famous Eveready Batteries have their Madras factory at 590, Tiruvottiyur High Rd., Tiruvottiyur, Madras-19.

R. Mendez & Sons., 24, Seni Amman Koil St., Tondiarpet, Madras-21, are manufacturers of decorated tin cans and other metal containers.

Rambal Private Ltd., 35/4, Mount Rd., Madras-2, and Lattice Bridge Road, Madras-20, are manufacturers of Precision components including machine screws and turned parts for meters, radios, etc.

National Industries, 220, Tiruvottiyur High Rd., Madras, are manufacturers of "White Horse" brand soap.

Pratap Industries, Semar Bungalow, Arcot Rd., Madras-26, are manufacturers of cine studio and steel photographic equipments and steel fabrications including trailers, special trolleys, etc.

Raman's Engineering Works, 15, Teynampet Ramaswamy Mudaliar St., Kondithope, Madras-1, are manufacturers of modern agricultural implements.

Rathod Trading Co., 21, Tholasingam St., Sowcarpet, Madras-1, are manufacturers of "President" brand toilet goods.

Ratans, Rajaji Nagar, Pallavaram, are leading manufacturers of leather goods and foot wear.

Vijaya Chemical & Toilet Works, 15, Clements Rd., Vepery, Madras-7, are manufacturers of toilet goods under the brand name "ASOKA".

Western India Paint & Colour Co., 19, Venkatachala Mudali St., Madras-3, and Main Rd., Velachery, Madras-16, are manufacturers of Paints and Brushes.

K. C. P. Ltd., Tiruvottiyur, Madras, are manufacturers of equipment for cement production and chemical industry. Complete cane sugar factories are supplied and installed by KCP/FIVCAIC in collaboration with Societe FIVES LILLE CAIL-PARIS.

Office at 38, Mount Rd., Madras-6.

Crompton Engineering Co. (Madras) Private Ltd., Second Line Beach, G. T., Madras-1, are manufacturers of Carbon Brush from famous Morganite carbon blocks.

Rhanos Private Ltd., 9, Broadway, G. T., Madras-1, are screen process printers of silk Hanjess, Paint Transfers, Clock dials, Calendars, life size cut outs, show cards, displays, and Printed metal Sign Boards.

Vikrama Engineering Co., Mechanical & Structural Engineers, 2, Lattice Bridge Rd., Adyar, Madras-20, are one of the leading people in the City for Design, Fabrication and erection of Structural Steel work for mill buildings, factories, Cinema Theatres, Chimneys, staging and storage Tanks.

ALL ABOUT MADRAS

HANDLOOM INDUSTRY

The handloom industry is the biggest and ancient cottage industry of Madras State. In ancient times, cloth was woven on the handlooms by using handspun yarn. The handloom industry has been in difficulties every now and then and the weavers had to pass through critical times. Consequent on the intensive industrialisation during the post-war period and after Independence, textile mills produced more cloth and there was a glut in the internal market. This almost paralysed the handloom industry in 1952. It was at this time that a scheme was formulated by which a levy of quarter anna per square yard of mill-made cloth was made, creating a Cess Fund for the benefit of the handloom industry. A sum of about Rs. 8 crores is being realised towards this Fund on an all-India basis and this is being distributed among the various States in proportion to the number of looms and other factors. Madras State receives about Rs. 1 crore from this fund.

In 1905, an attempt was made to organise weavers on co-operative lines but this did not succeed. Efforts were, however, continued and in 1935 the Madras State Handloom Weavers Co-operative Society was established. It was re-constituted in 1953 and again in 1956 as a result of the re-organisation of the States.

The main functions of the Madras State Handloom Weavers' Co-operative Society Limited are (1) to arrange for the purchase of raw material and appliances necessary for the affiliated societies and their sale at reasonable prices ;

(2) to arrange for the supervision of the primaries to ensure the manufacture of quality goods according to specifications; and (3) to arrange for the sale of stocks of the affiliated societies not having a ready demand and generally to direct and co-ordinate the activities of the primary societies. It arranges to purchase in bulk and distribute to the primary weavers' co-operative societies in the State their requirements of yarn.

The most important function of the State Society is to help the primaries in the disposal of the goods produced by them. It maintains a net work of emporia and depots in the State where handloom goods are sold to the consumers at reasonable prices. Depots have been opened outside the State also to tap the inter-State markets. Depots opened by the State Society in other countries like Colombo, Singapore, Kuala Lumpur, Aden and Bangkok on behalf of the All-India Handloom Board, Bombay have been transferred to the charge of the All-India Handloom Fabrics Co-operative Marketing Society, Bombay, from 1958.

The management of the Society vests in a Board of Directors consisting of 21 members of whom 3 are nominees of Government. The primary weavers' co-operative societies are represented in the Board by 12 Directors at the rate of one for each district, where there are weavers' co-operative societies.

There are four dye factories for the supply of coloured yarn to the primary societies. There are two weaving factories where frame looms and improved types of looms are installed for the production of standard varieties.

There is a Yarn and Cloth Processing Centre at Erode. The equipments of the factory consists of a bleaching unit.

ALL ABOUT MADRAS

a 5 finishing calendar and one felt calendar. The capacity is about 10,000 yards per day per shift of 8 hours.

The society has sponsored a spinning Mill at Pettai, Tirunelveli--the South India Co-operative Spinning Mills Ltd., with 16,000 spindles.

The society is maintaining six Marketing Officers for the marketing of the handloom cloth produced by the primary societies.

With a view to explore the markets for Indian handloom goods in foreign countries, the Ministry of Commerce and Industry, New Delhi, sponsored a scheme - External Marketing Scheme - and appointed the Madras State Handloom Weavers' Co-operative Society Ltd., as the agent for implementing the scheme. Accordingly, the State Society opened depots at Aden, Colombo, Singapore, Kuala Lumpur and Bangkok and appointed Messrs. Varsity Co-operative Stores Limited as agents for Rangoon. The scheme is now worked by the All-India Handloom Fabrics Co-operative Marketing Society.

In this State there are 971 weavers' Co-operative Societies with 1.90 lakhs looms working in them. The output of these societies amounts to nearly Rs. 12 crores per annum.

A TRADITIONAL WEAVER

can talk to you

Fashions to-day



How wonderfully a traditional weaver blends his craftsmanship with today's fashions and styles is a thing to be admired. That is why "Co-optex" Fabrics, famous in the handloom world, suit you for any occasion.

say *Co-optex* see *Co-optex* buy *Co-optex*

Co-optex
HANDLOOM
FABRICS

for your dress and furnishings

THE MADRAS STATE HANDLOOM WEAVERS' CO-OPERATIVE SOCIETY LTD.
34/A-1, Pantheon Road, Egmore, Madras-8

FOR comfort
durability
style

WEAR

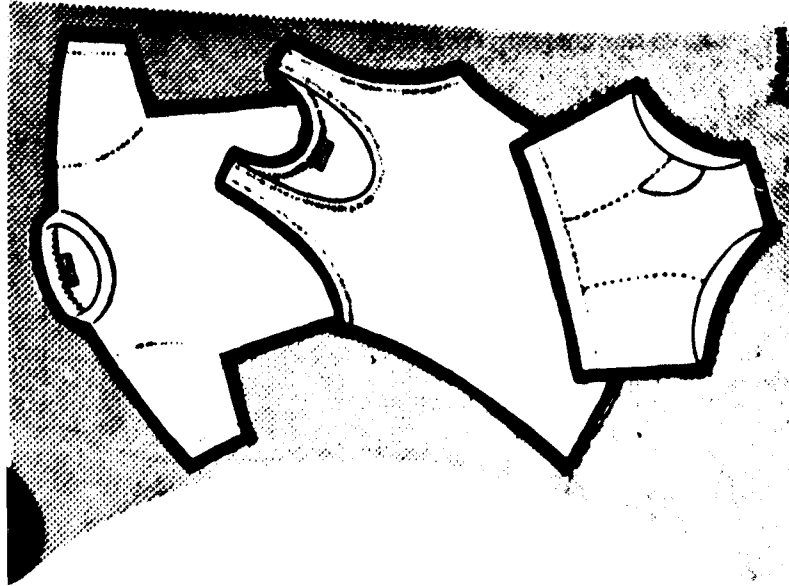
RAMSON

Knit wear

THE RAMSON KNITTING MILLS

PRIVATE LTD.

SALES OFFICE : 241, POONAVALLEE HIGH ROAD, MADRAS 3



SOME OF THE MANUFACTURERS OF READY- MADE GARMENTS IN MADRAS CITY

Madras City has developed an important industry for the manufacture of garments in the last fifteen years. Some of the manufacturers of garments in the City have been able to establish export markets as well. There is also very good demand for the Madras-made ready-made garments in India.

Answer Dresses, 289, N. S. C. Bose Rd., G.T., Madras-1.

S. Kannappa Mudaliar, 151, Linghi Chetti St., G. T., Madras-1.

Madras Clothing Factory, 3/156, Broadway, G. T., Madras-1.

Mohamed Younus, 121, Angappa Naick St., G. T., Madras-1.

M. M. Sultan, 46, Moor St., G. T., Madras-1.

Syed Bros., Fruit Market, G. T., Madras-1.

Zubedia Fancy Stores, 17, Sunkurama Chetty St., G. T., Madras-1.

Madras Dress Manufacturing Co., 3, Ritchie St., Mount Rd., Madras-2.

Venus Tailoring House, 25, Wallajah Rd., Madras-2.

Ganzen Bros., 3, Thope Venkatachala Mudali St., Triplicane, Madras-3.

ALL ABOUT MADRAS

M. M. Marthan, 548, Pycrofts Rd., Triplicane, Madras-5.

Royal Dresses, 1, Pycrofts Rd., Triplicane, Madras-5.

Smartwear Clothing Co., 572, Pycrofts Rd., Madras-5.

Standard Dress Manufacturers, 181/82, Pondy Bazaar, T. Nagar, Madras-17.

Goyals Dresses, 109, Mount Rd., Teynampet, Madras-18.

PHONE:
3 0 9 4



GRAMS:
"SUITCASE"

**NEXT TIME WHEN YOU REQUIRE
STEEL TRUNKS, SUIT CASES, Etc.**
PLEASE VISIT THE RIGHT PLACE
SHUNMUGAM BRAND STEEL TRUNK WORKS
 (Prop.: C. Gnanasundara Nayagar)
 241, ESPLANADE, MADRAS-1
 Branch:
 22, PORTHAMARAI NORTH, KUMBakonam. (Tanjore District)

274

ALL ABOUT MADRAS

*pride of place
for
durability*



There is nothing to beat Mettur Mulls and Long Cloth for sheer durability. Naturally, those who want white cloth which wears longest, prefer Mettur Mulls and Long Cloth. Look for the METTUR sign, mark your dealer and buy with confidence at fixed and economical prices.



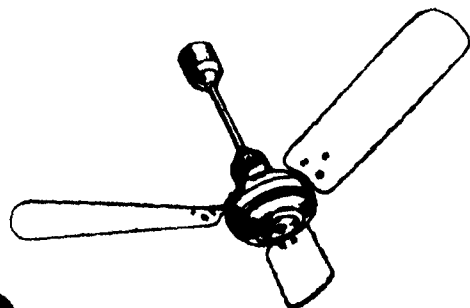
Mettur Mulls & Long Cloth

Manufactured by:
METTUR INDUSTRIES LTD.
Mettur Dam R.S.—Soloth District.

Managing Agents:
W. A. BEARDSLEY & CO. (PRIVATE) LTD.
MADRAS-1.

Manufactured by the

Largest Fan Factory in the world!



USHA
DeLuxe Fans

Available in
all sizes to
suit all
pockets.

BUY **USHA** AND BE SURE

A product of

The Jay Engineering Works Ltd., Calcutta

Sole Selling Agents:

AGENTS & DISTRIBUTORS PRIVATE LTD., CALCUTTA

Local Office: 120, Armenian Street, Madras-1

(Phone: 21678)

FILM INDUSTRY

The progress made by the film industry in the last decade has been phenomenal. Madras City seems to have had all the advantages for this industry for it is here that the leading studios established themselves. Madras studios have been producing films not only in all the four southern zone languages of Tamil, Telugu, Malayalam and Kannada but also Sinhalese and Hindi. Over 90 per cent of the South Indian films is produced in Madras City Studios.

Gemini Studios

'Movieland', Madras-6.

The name Gemini is well-known all over India. The studio is situated in the heart of the City: the Gemini corner is a landmark by itself. It was founded in 1940 by Mr. S. S. Vasan. Situated on seven acres, including the horticultural gardens attached to the studios, it has four sound stages and two preview theatres, besides all the advantages of a modern studio. It is equipped with Black and White Laboratory having the latest printing and developing equipment imported from abroad, thereby maintaining a standard of quality comparable to the best both in India and abroad. It has the finest colour processing service in Gevacolor, Eastmancolor, Agfacolor and Fenaniacolor. The laboratory maintains a set of editing rooms, well equipped special effects departments, lacquering departments and a modern

cold storage vault. The entire premises is air-conditioned. Gemini have distribution branches all over the country with the central controlling office at Madras.

A. V. M. Studios

Arcot Rd., Vadapalani, Madras-26.

AVM—these three simple letters which have a spell bound effect on the millions of cinegoers from Srinagar to Kanyakumari and from Bombay to Calcutta are but known to a few for what they stand. AVM. i. e., A.V. Meiyappan, is a unique and outstanding personality of our film world.

The A.V.M. Studio in Kodambakkam, now known as the Hollywood of South India, is situated on 20 acres. Equipped with the latest in the matter of cameras and sound units, it has five floors of production. The laboratory is situated in an air-conditioned building with Fonda automatic equipments - two units for positive and negatives, besides the latest printing and editing equipments. It has an air-conditioned theatre with double projector, recording hall with double projectors to be used as theatre also, dubbing theatre with single theatre equipments and back projection theatre. It has also complete equipments for storm and rain effects.

From *Alli Arjuna*, his maiden Tamil Picture, to President Award Winner, *Andha Naal* and from *Bahar*, his maiden Hindi venture, to *Bhabhi*, is a story of crowning success for Mr. Meiyappan.

Mr. Meiyappan's latest experiment in producing a Children's Film *Hum Panchhi Ek Dalke* has claimed the unique Award of Prime Minister's Gold Medal for the first time although the Award was instituted three years back but, which remai-

ned unclaimed, till Mr. Meiyappan came out with his *Hum Panchhi Ek Dalke*.

Vauhini Studios

North Arcot Rd., Vadapalani, Madras-26.

Vauhini Studios, though described as a comparatively a new-comer in the film world, is perhaps the biggest in South-East Asia. With the incorporation of Revathi Studios, it has expanded itself further. Round-the-clock shooting of films goes on the busy floors of the studio. Unlike the A. V. M. and Gemini, Vauhini Studios are available to outsiders also besides producing their own pictures. Their production, *Maya Bazaar*, was a gate crusher.

Mr. Nagi Reddy, the live wire film magnate of Madras, personally controls it. The studio, like Gemini and A.V.M., has a distribution department which not only handles its own pictures but also other pictures as well for distribution.

The studio is situated in the picturesque surroundings of Kodambakkam. It provides all amenities to producers, artistes and the staff.

Other Motion Picture Studios in Madras City

A. L. S. Productions (Lessees of Bharani Studios), Saligramam, Madras-26.

Amco Studios (Lessees of Film Centre (Private) Ltd.), Arcot Rd., Kodambakkam, Madras-26.

Arunachalam Studios, 142, Saligramam, Madras-26.

Diamond Cine Corporation, Kodambakkam, Madras-26.

Golden Cine Studios (Private) Ltd., 224-225, Arcot Rd., Kodambakkam, Madras-26.

Narasu Studios Private Ltd., Narasunagar, Guindy, Madras-15.

Neptune Studios Ltd., "Amir Bagh", Adyar, Madras-20.

Newtone Studios (Private) Ltd., 30, Kilpauk Garden Rd., Kilpauk, Madras-10.

Paramount Studios, 59, Harrington Rd., Chetput, Madras-10.

Ponnaluri Bros. (Private) Ltd., Arcot Rd., Kodambakkam, Madras-26.

Prakash Productions, Kodambakkam, Madras-26.

Revathi Studios, 110-F, Mount Rd., Teynampet, Madras-18.

Royal Studios, Kodambakkam, Madras-26.

Sadhana Studios, Arcot Rd., Kodambakkam, Madras-26.

Shymala Studios, Kodambakkam, Madras-24.

Southern Studio Ltd., (Citadel Studio), 17, Taylor Rd., Kilpauk, Madras-10.

Veenus Studios, 1/6, Murray Gate Rd., Teynampet, Madras-18.

Vijaya Studios (Lessees of Vauhini Studios), North Arcot Rd., Vadapalani, Madras-26.

Vikram Studios and Labs. Private Ltd., 172, Arcot Rd., Kodambakkam, Madras-26.

Film Bodies in Madras City

Central Board of Film Censors, Madras Regional Office, 17, Agurchand Mansions (2nd Floor), Mount Rd., Madras-2.

Raw Film Regional Committee, Office of Jt. Chief Controller of Imports & Exports, 19/20, Linghi Chetty St., G. T., Madras-1.

Children's Film Society Ltd., Madras Branch, Govt. Estate, Mount Rd., Madras-2.

South Indian Film Chamber of Commerce, 122, Mount Rd., Madras-6.

Cine Technicians Assn. of South India, 3, Nana Rao Naidu St., T. Nagar, Madras-17.

Cine Technicians Guild of South India, c/o Revathi Studios, 110-F, Mount Rd., Teynampet, Madras-18.

Film Fans' Assn. of South India, 14, Varada Muthiappan St., G. T., Madras-1.

Madras Film Society, 60/5-A, Edward Elliotts Rd., Mylapore, Madras-4.

Madras Sangeetha Nataka Sangam, 7, Band Line, Govt. Estate, Mount Rd., Madras-2.

South Indian Artistes' Assn., 156, Lloyds Rd., Royapettah, Madras-14.

South Indian Cinema Employees' Assn., 99, Swami Naicken St., Chintadripet, Madras-2.

South Indian Junior Artistes' Assn., Arcot Rd., Kodambakkam, Madras-26.

South Indian Motion Picture Studio Assn., 19-A, Woods Rd., Madras-2.

ADVERTISING AGENCIES IN MADRAS CITY

Aiyars Advertising Consultants, 14, Thanikachalam Chetty Rd., T. Nagar, Madras-17.
 Anuradha Advertising Service, Lattice Bridge Rd., Adyar, Madras-20.
 Aruna & Co., Nawaz Mansions annexe, 36-B/1, Mount Rd., Madras-2.
 Beebees, c/o Balu Bros., 2, Thayar Sahib St., Mount Rd., Madras-2.
 Bomas Ltd., 3/18, Mount Rd., Madras-2.
 Chari Advertising, 174, Broadway, G. T., Madras-1.
 Criterion Publicity Private Ltd., 19, Woods Rd., Madras-2.
 D. V. Advertising, 50, Mount Rd., Madras-6.
 Easterns Advertising Consultants, 2/16, Mount Rd., Madras-2.
 Efficient Publicities Private Ltd., Dinroze Estate, 1/17, Mount Rd., Madras-2.
 Elegant Publicities, 77, General Patters Rd., Madras-2.
 Everest Advertising (Private) Ltd., Airlines Hotel, Mount Rd., Madras-2.
 Ganesh Publicities, 8, Bells Rd., Triplicane, Madras-5.
 Grant Advertising Inc., 314/315, Linghi Chetty St., G. T., Madras-1.
 Jupiter Advertisers, 6, Deenadayalu St., Madras-17.
 Kayorcee Advertising, 54, Bunder St., G. T., Madras-1.
 Krishnaswami & Co., V. S., "Swastik House", 106, Armenian St., G. T., Madras-1.

L. R. Swami, 23, Royapettah High Rd., Royapettah, Madras-14.
 Madras Advertising Co. (Private) Ltd., 202, Mount Rd., Madras-2.
 Mani & Co., P. S., 2/4, Mount Rd., Madras-2.
 Moulvi Advertising, 193, Mount Rd., Madras-2.
 Nalin Publicity Bureau, 3rd Floor, "Vanguard House", Second Line Beach, G. T., Madras-1.
 Neena Publicities, c/o Bharat Studios, opp. Mount Rd. P. O., Madras-2.
 Oxford Advertising, 28, Thandavaraya Gramani St., Washermanpet, Madras-21.
 Ravi Publicity, 186, Mount Rd., Madras-2.
 Sastry's Advertising, "Indian Chamber Buildings", Esplanade, Madras-1.
 Sistas Private Ltd., 7, Woods Rd., Madras-2.
 Stronach & Co., (India) Private Ltd., L. A., "Purushotham Buildings", 193, Mount Rd., Madras-2.
 Swastik Advertising, Thambu Chetty St., Madras-1.
 United India Publicity Corporation, "Andhra Insurance Buildings", 337, Thambu Chetty St., G. T., Madras-1.
 Vijaya Publicities, Vijaya Gardens, Vadapalani, Madras-26.
 Walter Thompson Co. Private Ltd., J., 38-C, Mount Rd., Madras-6.

NEWSPAPERS & PERIODICALS

English - Dailies

Hindu, Kasturi Buildings, Mount Rd., Madras-2.
Mail, 202, Mount Rd., Madras-2.

English - Weeklies

Andhra Weekly Reporter, 55/56, Mundakanniamman Koil St., Mylapore, Madras-4.
Free India, 80, General Patters Rd., Mount Rd., Madras-2.
Hindu Weekly Review, Kasturi Buildings, Mount Rd., Madras-2.
Income Tax Reports, 21, Thyagaraya Rd., T. Nagar, Madras-17.
Law Weekly, "Vasanth Vilas", 3, South Mada St., Mylapore, Madras-4.
Madras Law Journal, 55/56, Mundakanniamman Koil St., Mylapore, Madras-4.
Madras Weekly Notes, 11, Devasigamany Mudaliar Rd., Gopalapuram, Madras-14.
Sport & Pastime, Kasturi Buildings, Mount Rd., Madras-2.
Sunday Times, 69, Peters Rd., Madras-6.
Swarajya, c/o "Kalki", 20, Dr. Guruswamy Mudaliar Rd., Kilpauk, Madras-10.

English - Monthlies

A. A. S. I. News, 38-A, Mount Rd., Madras-6.
Antiseptic, 323/24, Thambu Chetty St., Madras-1.

Book News, 8, Victoria Crescent, Egmore, Madras-8.
Educational Review, 16, Sunkuvar St., Triplicane, Madras-5.
Health, 323/24, Thambu Chetty St., Madras-1.
Health and Happiness, 31, Ritherdon Rd., Vepery, Madras-7.

India Magazine, 589, High Rd., Triplicane, Madras-5.
Indian Review, 3, Sunkurama Chetty St., Madras-1.
Indian Veterinary Journal, 23, I St., Vidyodaya East, T. Nagar, Madras-17.

Journal of the Film Chamber, Mount Rd., Madras-6.
Kahaniya, 32, Pelatope, Mylapore, Madras-4.
Labour Law Journal, 42, Broadway, G. T., Madras-1.
Madras Homeopathic Journal, 162, Royapettah High Rd., Madras-4.

Motor India, 5/141, Mount Rd., Madras-6.
My Magazine of India, 20, Ramanathan St., T. Nagar, Madras-17.

Printech, Kondi Chetty St., Madras-1.
Railcoach, Integral Coach Factory, Perambur, Madras.
Small Industry, Mount Rd., Madras-2.
South Indian Journalist, 15, Ritche St., Mount Rd., Madras-2.

South Indian Teacher, Raja Annamalaipuram, Madras-28.
Theosophist, Theosophical Society, Adyar, Madras-20.
Vedanta Kesari, Sri Ramakrishna Math Rd., Mylapore, Madras-4.

Working Journalist, 11, Edward Elliots Rd., Mylapore, Madras-4.

Tamil - Dailies

Daily Thanthi, 60, Cutchery Rd., Mylapore, Madras-4.
Dhina Seithi, 101, Purasawalkam High Rd., Madras-10.
Janashakthi, 32, Broadway, G.T., Madras-1.
Nam Nadu, 24, Sooriyanarayana Chetti St., Madras-13.
Nava India, 38, Mount Rd., Madras-6.
Swadesamitran, "Victory House", Mount Rd., Madras-2.
Thani Arasu, Village Rd., Nungambakkam, Madras-6.
Viduthalai, 2, Balakrishna Pillai St., Madras-2.

Tamil - Weeklies

Ananda Vikatan, 151, Mount Rd., Madras-2.
Berigai, 228, Poonamalle High Rd., Madras-3.
Dharmiga Hindu, 4, V.S. Mudaly St., Saidapet, Madras-15.
Grama Rajyam, Rattan Bazaar, Madras-3.
Kalkandu, 83, Purasawalkam High Rd., Madras-10.
Kalki, 20, Dr. Guruswamy Mudaliar Rd., Kilpauk, Madras-10.
Malaimani, 1/35, Oil Monger St., Royapettah, Madras-14.
Murasoli, Mount Rd., Madras-6.
Sengol, 1/29, Irusappa Gramani St., Triplicane, Madras-5.
Swadesamitran Weekly, "Victory House", Mount Rd., Madras-2.
Thenral, Madras-6.

Tamil - Tri-monthly

Kumudam, 83, Purasawalkam High Rd., Madras-10.

Tamil - Fortnightlies

American Reporter, 158, Mount Rd., Madras-2.



THE HOME MAGAZINE OF TAMILNAD

ISSUED ON TUESDAY, 15th JANUARY 1951, VOL. 1, NO. 1
REPORT CIRCULATED WEEKLY IN INDIA

WHO
WHAT
WHEN
WHERE

?

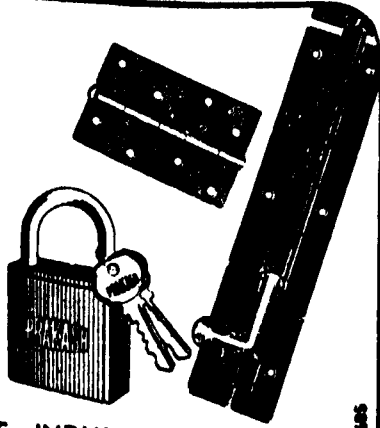
VEECUMSEES
JEWELLERS
SINCE 1893
MADRAS, TEL: 2072



IHI

**HINGES, TOWERBOLTS
TUMBLER PIN PADLOCKS**

Made in India's most modern
and automatic plant under
German and Swiss experts;
conforming to the highest
standards of quality and
workmanship.



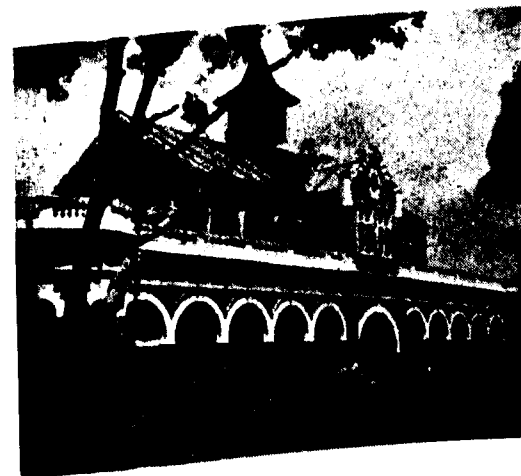
INDIAN HARDWARE INDUSTRIES LTD.
58/2 Janpath, New Delhi (India)
Factory: Faridabad (Near Delhi)

196-1685

Govt. General Hospital,
Park Town.

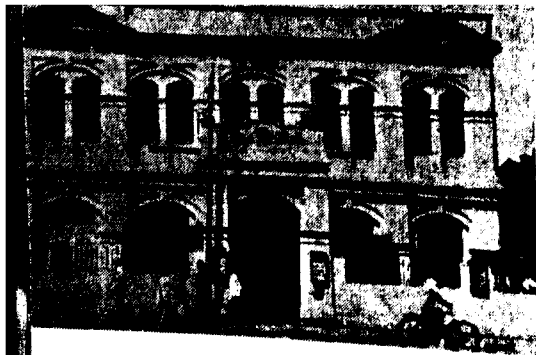


Hospital for Women &
Children, Pantheon Rd.,
Egmore.



B. C. G. Laboratory,
Guindy.





"The Mail", Mount Rd.,
Madras-2.

The "Ananda Vikatan",
151, Mount Rd., Madras-2.



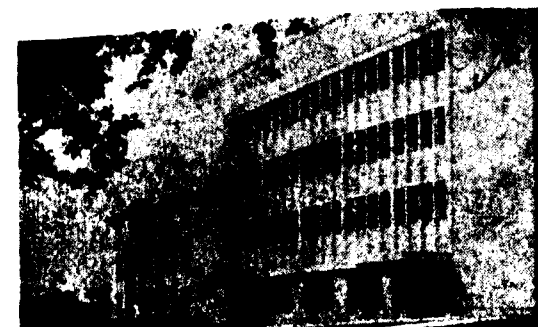
"The Hindu" (Kasturi
Buildings), Mount Rd.,
Madras-2.

Higginbothams,
Mount Rd., Madras-2.



The "Swadesamitran"
Mount Rd., Madras-2

Indian Chamber Buildings,
Esplanade.





With the best compliments of :

New Swadeshi Cotton Mills Ltd.
AHMEDABAD

Aarasiyal, 33, Jones St., Mannady, Madras-1.
Congress Seithi, Tam.I Nad Congress Committee, 111,
Mount Rd., Madras-6.
Ilatchiyavaathi, 1, Vellala St., Purasawalkam, Madras-7.
Kannan, 55/56, Mundakanniamman Koil St., Mylapore
Madras-4.
Pirasanda Vikatan, 6, Lawyer Chinnathambi Mudali St.
Madras-1.
Tamil Cinema, Mount Rd., Madras-2.
Thenral Thirai, 40, Peters Rd., Royapettah, Madras-14.
Thozhil, 55, Edapalayam St., Madras-3.
Vanoli, A.I.R., Madras-4.

Tamil - Monthlies

Ambulimama, 2-3, Arcot Rd., Vadapalani, Madras-26.
Amuda Surabi, Sunkurama Chetty St., Madras-1.
Anandabodhini, 6, Lawyer Chinnathambi Mudali St.
Madras-1.
Arambakkalvi, 94-95, New St., Mannady, Madras-1.
Bhakthan, Triplicane, Madras-5.
Bharathi, Crescent Society Bldgs., Mount Rd., Madras-2.
Cinema Kadir, 19, Cutchery Rd., Mylapore, Madras-4.
Darul Islam, 460, High Rd., Triplicane, Madras-5.
Gangai, Shenoyanagar, Madras-30.
Grama Iyakkam, Thiruvanmiyur, Adyar, Madras-20.
Gramanalam, Madras-9.
Gundoosi, Madras-6.
Homeopathy Mithiran, 77, Ramakrishna Mutt Rd.,
Madras-28.
Jagan Mohini, 26, Car St., Triplicane, Madras-5.

Jyothisha Mani, Triplicane, Madras-5.
 Kalai, 131, Thayar Sahib St., Mount Rd., Madras-2.
 Kalaimagal, 55/56, Mundakanniamman Koil St.,
 Mylapore, Madras-4.
 Kathal, 63, Arcot Rd., Kodambakkam, Madras-24.
 Mala, 111, Mount Rd., Teynampet, Madras-18.
 Manjari, 55/56, Mundakanniamman Koil St., Mylapore,
 Madras-4.
 Marma Kathai, 63, Arcot Rd., Kodambakkam, Madras-24.
 Mullai, Madras-6.
 Muslim Murasu, 18, Ramaswamy St., Madras-1.
 Nadodi, 42, Second Main Rd., Kasturba Nagar, Adyar,
 Madras-20.
 Pesum Padam, Arcot Rd., Kodambakkam, Madras-26.
 Pirai, 192, Angappa Naick St., G. T., Madras-1.
 Puthumai, 101, Purasawalkam High Rd., Madras-14.
 Rajyalakshmi, 1/1, D. Sylva Rd., Mylapore, Madras-4.
 Seva, 26, Samudhra Mudali St., P. T., Madras-3.
 Sri Rama Krishna Vijayam, 11, Sri Ramakrishna Mutt Rd.,
 Mylapore, Madras-4.
 Tamil Nadigan, Bannier St., Kodambakkam, Madras-24.
 Thiruppugal Amirtham, 89, Singanna Chetty St., Chintadri-
 pet, Madras-2.
 Thuppariyum Kathai, 15-A, Taylors Rd., G. T., Madras-1.
 Vaidhika Dharma Vardhini, 2/218, Thambu Chetty St.,
 Madras-1.
 Vinodan, 33, Jones St., Mannady, Madras-1.

Telugu - Daily

Andhra Patrika, 6/7, Thambu Chetty St., G. T., Madras-1.

Telugu - Weeklies

Anandavani, 12, Thambu Chetty St., Madras-1.
 Andhra Patrika Illustrated Weekly, 6/7, Thambu Chetty St.,
 Madras-1.

Telugu - Fortnightlies

American Reporter, 158, Mount Rd., Madras-2.
 Chitragupta, 6, Lawyer Chinnatambi Mudali St., Madras-1.
 Vani, A. I. R., Madras-4.

Telugu - Monthlies

Andhra Mahila, Madras-4.
 Balamitra, Memorial Hall Compound, Madras-3.
 Balamitra, 16, Sunkurama Chetty St., Madras-1.
 Bapuji, 48/1, Royapettah High Rd., Madras-4.
 Bharati, 6/7, Thambu Chetty St., Madras-1.
 Chandamama, 2-3, Arcot Rd., Vadapalani, Madras-26.
 Cinema Rangam, Arcot Rd., Kodambakkam, Madras-26.
 Citra, 8, Abiramapuram 4th St., Madras-18.
 Citra Sima, 10, Bazullah Rd., T. Nagar, Madras-17.
 Dhamka, 31, Linghi Chetty St., G. T., Madras-1.
 Grihalakshmi, 15, West Cott Rd., Royapettah, Madras-14.
 Kinima, T. Nagar, Madras-17.
 Rupavani, 16, Sunkurama Chetty St., Madras-1.
 Satyaduta, Christian Literature Society, Memorial Hall
 Compound, Madras-3.
 Sri Ramakrishna Prabha, Mylapore, Madras-4.
 Vinodini, 33, Jones St., G. T., Madras-1.

Malayalam - Weekly

Jeyakeralam, 66, Bells Rd., Triplicane, Madras-5.

Malayalam - Fortnightly

American Reporter, 158, Mount Rd., Madras-2.

Malayalam

Lokavani, Tambaram.

Kannada - Monthlies

Balamitra, 16, Sunkurama Chetty St., Madras-1.

Chandamama, 2-3, Arcot Rd., Vadapalani, Madras-26.

Hindi - Monthlies

Chandamama, 2-3, Arcot Rd., Vadapalani, Madras-26.

Dakshin Bharath, 12, Thanickachalam Chetty Rd., T.Nagar, Madras-17.

Hindi Prachar Samachar, 12, Thanikachalam Chetty Rd., T. Nagar, Madras-17.

Urdu - Weekly

Museir, Mount Rd., Madras-2.

Gujarati - Monthly

Chandamama, 2-3, Arcot Rd., Vadapalani, Madras-26.

Marathi - Monthly

Chandoba, 2-3, Arcot Rd., Vadapalani, Madras-26.

K. P. V. Shaik Mohamed Rowther & Company

Steamship, Clearing and Forwarding Agents, Stevedores,
General Merchants & Commission Agents

P. B. No. 1264

41, LINGHI CHETTY STREET, MADRAS-1

★

Branches at:

Masulipatam, Kakinada, Nagapattinam and Karaikal

★

Telegraphic Address:

Coastal: JALANATH

General: S H A I K

Far East Service: EASTSHIPCO
Overseas Service: SAMUDRAPAR

★

Agents for:

The Scindia Steam Navigation Co., Ltd., Bombay; The Eastern Shipping Corporation Ltd., Bombay; The United States Navigation Co., Inc., New York; The Alexandria Navigation Co., S. A. E. Alexandria; The Union of Burma Shipping Board, Rangoon; The Standard Vacuum Oil Co., Madras

★

COASTAL AND OVERSEAS SERVICES:

Regular Cargo Service to Coastal ports of India-Burma, Ceylon & Pakistan; India-U.K.-Continent; India-Far East & Australia; India-West Africa; Madras-Singapore—calling at Nagapattinam-Penang-Singapore and Port Swettenham; Madras-Andamans

★

PASSENGER SERVICES:

Madras-Singapore—calling at Nagapattinam, Penang-Singapore and Port Swettenham; Madras-Rangoon; Madras-Andamans

Telephone Nos. { 4972/3 Office hours
3677 after Office hours

FOR ALL KINDS OF
LETTERS!

**LIFCO'S
LITTLE BOOK OF
LETTERS**

- ★ 7th Edition
- ★ 679 Topics in 212 Pages
- ★ Re. 1-87;
- ★ By Post Rs. 2-62



BIGGER EDITION!

**LIFCO'S
BIG LETTER-WRITER**
with

- LEGAL FORMS
- GOOD ENGLISH
- BANKING LETTERS
- POSTAL RATES, Etc.

A VERY BIG BOOK INDEED!
Price, etc., on application.

**LIFCO'S
FOREIGN EXCHANGE
TABLES & GUIDE**

Contains

1. Exchange Tables (given in the same opening) for Sterling, American Dollars, Australian Pounds and Straits Dollars, each to Rupees and vice versa.
2. Sterling Cross Rates for American and Canadian Dollars, Swiss Francs and German Deutsche Marks.
3. Helpful Guidance Points, Forms, India Map and a World Map.

10" × 7½": 180 Pages:
Price Rs. 10-00:
By Post Rs. 11-20

The Little Flower Co. (LIFCO), Madras-17; M/s. M. Damodaram & Co., Appah Bldgs., Madras-1; M/s. Higginbothams (Private) Ltd., Mount Road, Madras-2, Their Branches & Their Ry. Stalls; M/s. Venkatarama & Co., Vijayawada & Their Branches; The Popular Book Depot, Lamington Road, Bombay-7; The Oxford Book & Stationery Co., 17, Park St., Calcutta-16; M/s. W. Newman & Co. Ltd., 3, Old Court House St., Calcutta-1; The Oxford Book & Stationery Co., Scindia House, New Delhi-1; and at Many Other Booksellers'.

MADHAVARAM MILK COLONY

The milk colony, sponsored by the State Government, at Madhavaram, about eight miles from Madras City, has begun to function from October 1959 when the first of the eight units in the colony was declared open. The foundation for the Central Dairy has also been laid and is expected to be commissioned early in 1961. The cost of the colony has been estimated at Rs. 77 lakhs and the Dairy Rs. 46 lakhs and towards the purchase of plant and machinery for the Dairy, the Government of New Zealand had offered a gift of about Rs. 25 lakhs and the balance will be contributed by the Central Government. The milk colony, in its 703-acre area, will accommodate 4,000 milch animals in hygienic surroundings while their owners will be able to live in modern residential houses in the colony itself. The animals will be housed in eight units, each taking 500. In turn, each unit will have five sheds, with up-to-date amenities, with provision to take 100 animals in every shed.

The entire milk supply scheme envisages, when it operates in full swing by the end of the Second Plan period, the manufacture of about two lakh pounds of wholesome products every day. Since the cattle in the colony would give them only a fourth of the required quantity, the remaining 1.5 lakh pounds of milk would have to be obtained from villages in the neighbouring districts of Chingleput, North Arcot and South Arcot.

For the cattle feed, the authorities of the colony have made arrangements for the supply of concentrates and other requirements at moderate prices as also grass from the

adjoining 800 acre sewage farm run by the Corporation of Madras. Veterinary facilities have also been extended free.

Co-operatives on a large scale have been organised in connection with the Rural Milk Collection Scheme. A number of kiosks have been opened in Madras City where citizens could obtain milk. The milk collected at the colony is at present pasteurised in the Government Milk Factory at Teynampet. When the Dairy is commissioned and when it is working in full swing, it would handle three lakhs pounds of milk a day. There is provision for cow's milk, buffalo's milk and toned milk. Butter, ghee and ice-cream would also be manufactured and there is provision for installing a roller drier machine to produce milk powder when surplus milk is available.

F	PICNICS	ENGAGE STATE
	PARTIES	LUXURY COACH
	PILGRIMAGES	
O	SUNDAY	RESERVE YOUR SEAT
	EXCURSIONS TO	ORDINARY BUS Rs. 3/-
R	MAHABALIPURAM	LUXURY COACH Rs. 5/-
	COMFORTABLE	RESERVE SEAT IN
	TRAVEL TO	LUXURY COACH -
	BANGALORE	Rs. 10/-
	TIRUPATHI	REASONABLE
	AND	CHARGE — COMFOR-
	KANCHEEPURAM	TABLE JOURNEY.

For Further Particulars :
 Ring up 21835
 Enquiry Office :
 PARRYS CORNER

Issued by
 The Madras State
 Transport Dept.

EXHIBITIONS & FESTIVALS

There are many exhibitions held in Madras City. Paintings, sculptures and books exhibitions are held at various periods.

Congress Exhibition : The Congress exhibition is held during December-January in the Congress grounds, Teynampet. Government Departments exhibit models of dams, roads, power houses, hospitals and show how they are constructed and how they function. The Agriculture, Veterinary and Forest Departments show how to improve the yield from the land, the cattle wealth and forest wealth of the country. The Police Department shows how crimes are detected. The Health Department shows the various aid to better health and living. Leading manufacturers from all over the country participate in this exhibition. Cinema shows are held. Dramas with well-known actors and actresses of the silver screen are staged in the open air theatre. Dance and other programmes are also included. This important exhibition attracts lakhs of people year after year.

S. I. A. A. Exhibition (Park Fair & Sports) : The South Indian Athletic Association organizes an exhibition and sports in the cold season in its ground in Peoples Park for a period of four to six weeks. Drama and Natya performances are also included in the programme.

Y. M. C. A. Exhibition and Carnival : The Y. M. C. A. has been raising funds for its social work through the organization of an exhibition and Carnival held in the

Y. M. C. A. grounds, Royapettah. Drama and Natya performances also find a place in the programme.

During the Christmas and New Year week, music festivals are held in Madras City. The chief and the oldest among them is the one held by the Madras Music Academy. Music performances both Carnatic and Hindustani are given by the leading musicians and several young musicians are encouraged. Bharatanatyam and Katha Kalakshepam performances are also being held. The mornings and forenoons are devoted to discussions on raga lakshana and topics relating to music.

The Tamil Isai Sangam and the Indian Fine Arts Society also hold music festivals during the Christmas week. Here too useful discussions are held in several topics relating to music. The Natya Kala Conference specialises in the Bharata Natya art and young exponents of the art are encouraged and give performances.

ESTABLISHED 1898

CURZON & CO.,

Offer the finest in Furniture,
FLUSH DOORS

Wood-ware of all varieties

Tel: 86896 Cables: "CURZONCO"

CURZON & CO
MOUNT ROAD MADRAS

(CURZON SAW MILLS AT MADRAS-16)

MARKETS

Though there are several markets in Madras City for the sale of vegetables, meat, fish, eggs and condiments, the biggest of them is the "Kotwal Bazaar" (popularly known as Kothawalachavadi) which supplies vegetables, fruits and condiments to the entire City. This is the earliest of the markets being founded in 1782. This is a private market run by Sri Kannikaparameswari Devasthanam Charities. In the early years of its inception, the Kotwal was the officer in charge of the markets and a Board of Police kept law and order. Later private individuals organised markets in various areas in the City. The Corporation of Madras has bought over several private markets and in the extended and newly developed areas of the City has built markets. There are also plans to build more markets for the convenience of the people in various localities. The Kothawalchavadi is supplied with vegetables and fruits from thousands of places even upto a distance of 300 miles, including Bangalore, Kodaikanal, Coonoor and Ootacamund. Transport is generally by lorries that arrive with the goods by night and early morning. Business begins from the early hours of the day and vendors and merchants from the other parts of the City and suburban areas make purchases and take them for sale by all modes of transport including rail so that they may begin their sales by 7 A.M. to 8 A.M.

The recent addition to the markets is the Corporation Fruit and Flower market on Netaji Subhas Chandra Bose

Road, next to the Telephone House. A roaring trade in flowers is being done here and supplies come even from far away places like Trichy and Madurai by the morning trains. This market may be said to supply flowers to the various parts of the City.

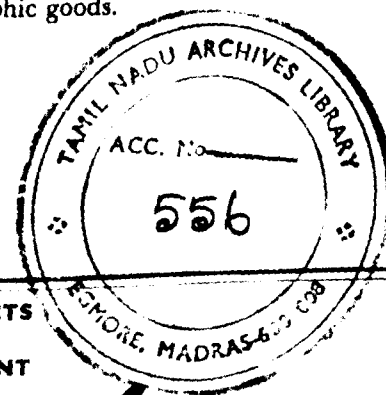
Moore Market is a well-known centre for shopping. The main building accommodates stalls for various commodities such as books, shoes, play things and many other varieties of small useful goods. At the back are stalls for mutton, beef, pork, etc., as well as stalls for fowls, ducks, turkeys and various kinds of birds. There are also rows of shops for second-hand iron goods and used clothes.

The meat sold at the markets are from animals tested for their health and killed in Municipal slaughterhouses. Most of the fish sold at the markets are from the sea caught locally as well as imported from far away places such as Cuddalore, Covelong, Pulicat, Cochin, Calicut and Cannanore.

The main shopping centres are China Bazaar Road, now known as Netaji Subhas Chandra Bose Road, Moore Market and Mount Road. The popular bazaars around Netaji Subhas Chandra Bose Road are known as Evening Bazaar, Mat Bazaar, Rattan Bazaar and Sowcarpet. Anything from costly diamond and gold jewellery and cloth to safety pins and toys and in fact everything that one needs can be purchased from these places. A small sized shopping centres have grown in Triplicane, Mylapore and Thyagarayanagar.

Mount Road has grown into a fashionable shopping centre. Spencers are well-known, catering to a wide variety of tastes and needs (including liquor to permit

olders). The Victoria Technical Institute is an ultra modern shop selling all types of South Indian handicraft and the Sales Emporium of the Madras Government Industries Department would be well worth a visit. The Kashmir Government Emporium sells Kashmir-made articles from fur coats to saffron. Mount Road is also the shopping centre for sports and photographic goods.



QUALITY PRODUCTS
OF
MADRAS GOVERNMENT

Malu
FOOTWEAR

SHOES, CHAPPALS, SLIPONS ETC.



Available at:
**INDUSTRIES DEPT.
SALES EMPORIUM
166-A, MOUNT ROAD
MADRAS-2**

Manufactured at:
GOVERNMENT FOOTWEAR UNIT, PERAMBUR, MADRAS-12

SELECT TRADE LIST

Accounting & Statistical Machines

- Ganesan & Sons, P. N., 12/13, Angappa Naick St.,
Madras-1.
Hollerith (India) Private Ltd., 38, Mount Rd., Madras-2.
Kilburn & Co., Private Ltd., 32/33, Linghi Chetty St.,
Madras-1.

Agricultural Machinery

- Associated Trading Corporation, Ltd., 33, Wallers Rd.,
Madras-2.
Binny & Co. (Madras) Ltd., 7, Armenian St., Madras-1.
British & Eastern Engineering Co., 16, General Patters Rd.,
Madras-2.
East Asiatic Co. (India) Private Ltd., First Line Beach,
Madras-1.
Garlick & Co., Private Ltd., 26, Errabalu Chetty St.,
Madras-1.
Gordon Woodroffe & Co., (Madras) Private Ltd., 1/21,
North Beach Rd., Madras-1.
Greaves Cotton & Co., Ltd., 19, Second Line Beach,
Madras-1.
Jacks & Co., Ltd., William, First Line Beach, Madras-1.
Jayem's Engineering Co., 26, Errabalu Chetty St., Madras-1.
Larsen & Toubro Ltd., 4-5, Club House Rd., Madras-2.
Louis Dreyfus & Co., Ltd., 310/311, Linghi Chetty St.,
Madras-1.

Marshall, Sons & Co., (India) Ltd., Second Line Beach,
Madras-1.

Narayan & Co., 56, Bunder St., Madras-1.

National Engineering Co. (Madras) Private Ltd., 379,
N. S. C. Bose Rd., Madras-1.

Parry & Co., Ltd., "Dare House", Madras-1.

Rallis India Ltd., Ralli House, 320, Linghi Chetty St.,
Madras-1.

Richardson & Cruddas Ltd., First Line Beach, Madras-1.

Simpson & Co., Ltd., 202/203, Mount Rd., Madras-2.

Volkart Brothers, 5/6, Armenian St., Madras-1.

Voltas Ltd., 115-116, Armenian St., Madras-1 and 150-B,
Mount Rd., Madras-2.

Air Conditioners

Andhra Electric Co., "Fan House", 115/A, N. S. C. Bose
Rd., Madras-1.

Beardsell & Co., Private Ltd., W. A., 8, Second Line Beach,
Madras-1.

Binny & Co. (Madras) Ltd., 7, Armenian St., Madras-1.

Blue Star Engineering Co. (Madras) Private Ltd., 23/24,
Second Line Beach, Madras-1.

Garlick & Co., Private Ltd., 26, Errabalu Chetty St.,
Madras-1.

Mahomed Ebrahim & Co., Private Ltd., "Victory House",
7/8, Mount Rd., Madras-2.

Marshall, Sons & Co., (India) Ltd., Second Line Beach,
Madras-1.

Parry & Co., Ltd., "Dare House", Madras-1.

Richardson & Cruddas Ltd., First Line Beach, Madras-1.

Volkart Brothers, 5/6, Armenian St., Madras-1.

Arms & Ammunition

- A. C. E. C. India Private Ltd., 19/21, Muker Nallamuthu St., Madras-1.
Grahams Trading Co. (India) Private Ltd., 310/311, Linghi Chetty St., Madras-1.
Spencer & Co., Ltd., Mount Rd., Madras-2.
Wilson & Co. (Private) Ltd., North Railway Terminus Rd., Royapuram, Madras-13.

Artists and Designers

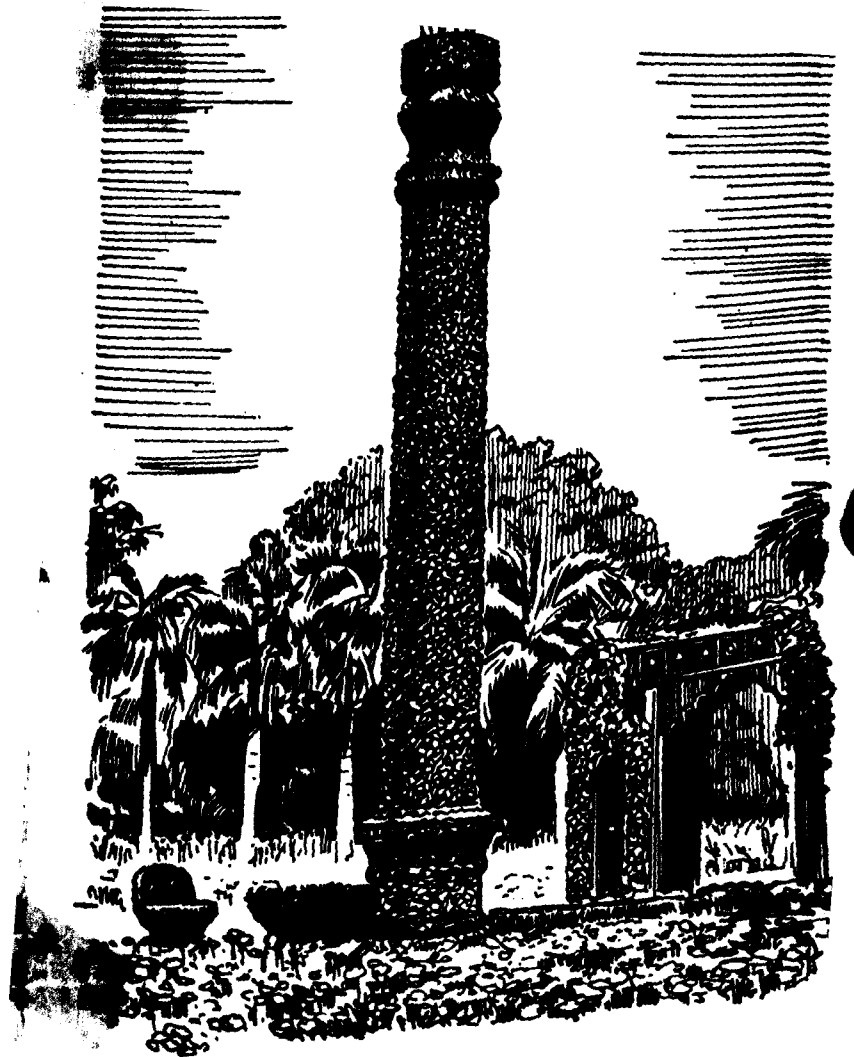
- Baba Arts, Mount Rd., Madras-2.
Balu Bros., 2, Thayar Sahib St., Madras-2.
Basant Arts, Royapettah High Rd., Madras-4.
Bharat Studio, opp. Mount Rd. P. O., Madras-2.
Mohan Arts, 24, General Patters Rd., Madras-2.
Nageswar Rao, 41, Lloyds Rd., Madras-4.
Rao, G. H., 120, Armenian St., Madras-1.
Screen Prints, 9, Broadway, Madras-1.

Auctioneers

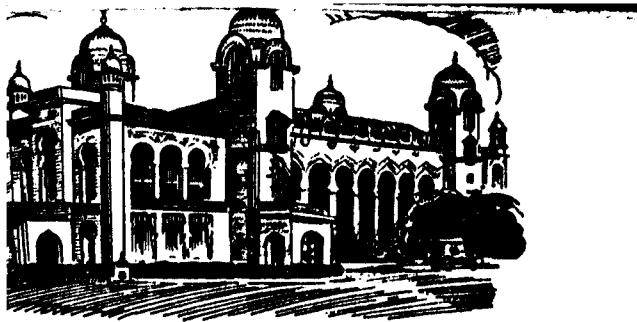
- Alwin & Co., Madras-1.
Chandramani & Co., Madras-1.
Galley & Co., 375, N. S. C. Bose Rd., Madras-1 and 28, General Patters Rd., Madras-2.
Murray & Co., 5, Thambu Chetty St., Madras-1 and 3/18, Mount Rd., Madras-2.

Automatic Pumps and Switch Gears

- Associated Electrical Industries (India) Ltd., 35/5, Mount Rd., Madras-2.



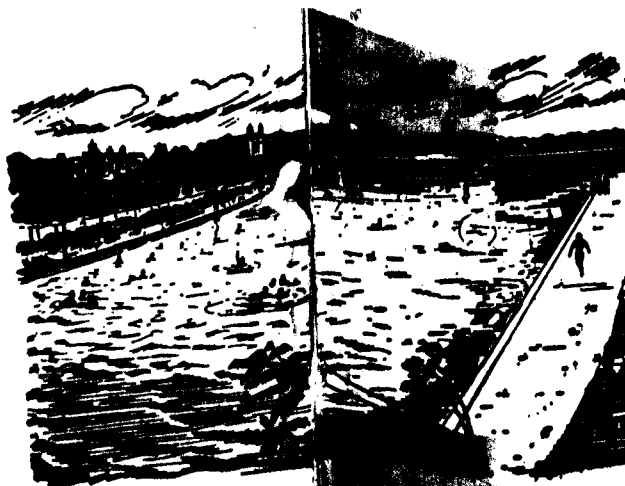
A Model in the Annual Flower Show.



Senate House, Chepauk.



General Post Office, First Line Beach.

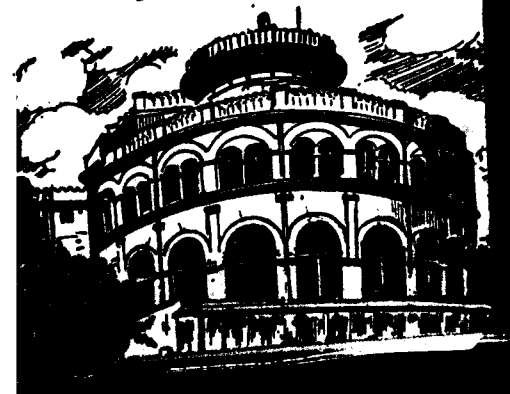


Marina Square

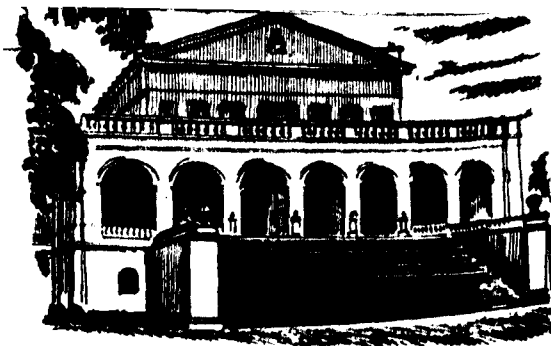
Moore Market, Park Town.



Ice House, Triplicane.



Rajaji Hall, Govt. Estate.



Museum Theatre,
Pantheon Rd., Egmore.

Museum, Pantheon Rd.,
Egmore.



- Best & Co. Private Ltd., First Line Beach, Madras-1.
 Easun Engineering Co., Ltd., 5-7, Second Line Beach,
 Madras-1.
 General Electric Co. of India, Private Ltd., "Magnet
 House", Mount Rd., Madras-2.
 Jacks & Co., Ltd., William, First Line Beach, Madras-1.
 Larsen & Toubro Ltd., 4-5, Club House Rd., Madras-2.
 Marshall, Sons & Co. (India) Ltd., 9, Second Line Beach,
 Madras-1.
 Richardson & Cruddas Ltd., First Line Beach, Madras-1.
 Taylor & Co. (Madras) Private Ltd., T. A., 100, Armenian
 St., Madras-1.
 Voltas Ltd., 115-116, Armenian St., Madras-1. and 150-B,
 Mount Rd., Madras-2.
 Water Supply Specialists Ltd., 45, Thambu Chetty St.,
 Madras-1.

Batteries

- Exide Batteries, Mount Rd., Madras-2.
 Himco Batteries (Madras) Private Ltd., 1/C, M. K. N. Rd.,
 Madras-16 and 144, Mount Rd., Madras-2.
 Lucas Indian Service (Private) Ltd., 10, Patullos Rd.,
 Madras-2.
 Oldham & Son (India) Ltd., 21/22, Alandur Rd.,
 Madras-16.
 Sridhar & Co., 11-B, Mount Rd., Madras-2.

Bicycles & Bicycle Accessories

- Central Cycle & Motor Co., 170, Broadway, Madras-1.
 Dunlop Rubber Co. (India) Ltd., Factory, Ambattur and
 Office, 5 & 6/29, Mount Rd., Madras-2.

English Cycle & Motor Importing Co., Private Ltd.,
2 & 4/9, Broadway, Madras-1.
Firestone Tyre & Rubber Co. of India Private, Ltd., Woods
Rd., Madras-2.
Goodyear Tyre & Rubber Co. of India Private Ltd.,
2, Patullos Rd., Madras-2.
Madras Cycle & Motor Co., 10, Sembudoss St., Madras-1.
Metropolitan Cycle House, 24, Broadway, Madras-1.
National Cycle Importing Co., 12, Umpherson St.,
Madras-1.
Popular Cycle Importing Co., 8/9, Broadway, Madras-1.
Royal Cycle & Motor Co., 13/14, Broadway, Madras-1.
Saraswathi Cycle Importing Co., 15, Broadway, Madras-1.
Saurashtra Cycle Importing Co., 159-A, Broadway,
Madras-1.
South India Cycle Importing Co., 7-B, Broadway, Madras-1.
T. I. Cycles of India, Factory, Ambattur and Sales
Office, 7, Second Line Beach, Madras-1.
Wheel & Rim Co. of India Private Ltd., "Huzur Gar-
dens", Sembiam, Madras-11.

Blockmakers

Appaswamy Chetty & Co., M. C., 14, Jones St., Madras-1.
Bharat Studio, opp. Mount Rd. P. O., Madras-2.
Commercial Printing & Publishing House, 45-46, Armenian
St., Madras-1.
Klein & Peyerl, 30, Mount Rd., Madras-2.
"The Mail", 202, Mount Rd., Madras-2.
Newton & Co., 80, Wallajah Rd., Madras-2.
Rajan & Co., 291, Triplicane High Rd., Madras-5.
Vale & Co., G. K., Mount Rd., Madras-2.

Booksellers & Publishers

Amutha Nilayam Ltd., 91, Mount Rd., Madras-18.
Aruna Publications, G.N. Chetty Rd., Madras-17.
Balkumar & Co., Appah Buildings, Esplanade, Madras-1.
Bharathi Pathippagam, 14, Usman Rd., Madras-17.
Blackie & Sons, 3, Rajamannar St., Madras-17.
Book Centre, 1/155, Mount Rd., Madras-2.
Books India (Private) Ltd., 135, Coral Merchant St.,
Madras-1.
Central Book Depot, 11, Pycrofts Rd., Madras-5.
Christian Literature Society, The Memorial Hall, Madras-3.
College Book Depot, N.S.C. Bose Rd., Madras-1.
Coomaraswamy & Sons, N.S.C. Bose Rd., Madras-1.
**Damodaram & Co., M., (Agents for LIFCO Books and
KUMARA VIKATAN Calendars) Appah Buildings,
Esplanade, Madras-1.**
Devaraj (Private) Ltd., C.R., 5, Appah Garden Rd., Kilpauk,
Madras-10.
Ganesh & Co. (Madras) Private Ltd., 22, Venkatanarayana
Rd., Madras-17.
Government Press (Branch Publication Dept.), Mount Rd.,
Madras-2.
G.S. Press, Narasingapuram St., Madras-2.
Higginbothams (Private) Ltd., Mount Rd., Madras-2.
Inbha Nilayam, 34, Kutchery Rd., Madras-4.
India Book House, "Purushotham Bldgs.", 193, Mount Rd.,
Madras-2.
International Publishing Co., 5-A, Tank Bund Road, Nun-
gambakkam, Madras-31.
Jayavelu, T.N., 49, Venkatachala Mudali St., Madras-7.

307

Kalaimagal Publications, 55/56, M.K. Aminan Koil St.,
Mylapore, Madras-4.

Little Flower Co. (LIFCO), Bhurangam Buildings, 8, Ranganathan St., T. Nagar, Madras-17.

Macmillan & Co., Ltd., 6, Patullo Rd., Madras-2.

Malar Nilayam, 133, Broadway, Madras-1.

Mangala Noolagam, 2, Josier St., Madras-6.

Natesan & Co., G.A., 3, Sunkurama Chetty St., Madras-1.

National Publishing Co., 6, Kondi Chetty St., Madras-1.

New Century Book House, Mount Rd., Madras-2.

Orient Longmans (Private) Ltd., 36/A, Mount Rd., Madras-2.

Oxford University Press, "Bharat Insee. Bldgs.", Mount Rd., Madras-2.

Paari Nilayam, 59, Broadway, Madras-1.

Palaniappa Bros., 4, Venkatesa Naicken St., Madras-5.

Paul & Co., B.G., 4, Francis Joseph St., Madras-1.

Pearl Publications Private Ltd., "Purushotham Bldgs.", 193, Mount Rd., Madras-2.

Presidency Book Supplies, 4/7, Triplicane High Rd., and 8-C, Pycrofts Rd., Madras-5.

Publications Division, "Anand Sagar", 8, Santhome High Rd., Madras-4.

Rochouse & Sons Ltd., 3, Sunkurama Chetty St., Madras-1.

Shakti Karyalayam, 1/142, Mount Rd., Madras-2.

South India Saiva Sidhantha Works Publishing Society
Tinnevely, Ltd., 6, Coral Merchant St., Madras-1.

Srimagal Co., 122, Varadamuthiappan St., Madras-1.

Star Publications, 66, Big St., Madras-5.

BOOKS

Higginbothams (Private) Ltd.

Renowned for Unique Service Since 1844

1. Always carry a wide range of stock and can supply any book in print or known to be in preparation.
2. Cheapest rate of subscription for periodicals from England and America.
3. Specialists in Gifts and Stationery.
4. Distributors for the DUPLEX and DUPLIGRAPH duplicators.

MADRAS — BANGALORE — OOTY — TRIVANDRUM
Book-stalls at all important Railway Stations

THE TRAVANCORE RAYONS LIMITED

India's Pioneer Manufacturers of

RAYON YARN
&
TRAYOPHANE
(Transparent Cellulose Film)

Sales Office :
2/6, Second Line Beach,
MADRAS-1

Factory Office :
RAYONPURAM P. O.
KERALA

எமது சிறந்த வெளியீடுகள்



நேருஜீயின் நூல்கள்

உலக சரித்திரம் (2 பாகங்கள்) தமிழாக்கம் :	ரூ. காசு
ஓ. வி. அளகேசன்	... 15.00
சுய சரிதை தமிழாக்கம் : ஜெயா அருணாசலம்	... 5.00
காந்தியடிகள்	
ஸ்ரீமத் பகவத் கீதை தமிழாக்கம் : க. சந்தானம்	... 1.00
க. சந்தானம்	
செல்வமும் சுதந்திரமும்	... 1.00
பொதுமக்களும் பொருளாதாரமும்	... 1.25
செங்கோலும் ஜனநாயகமும்	... 1.00
லூயி பிஷர்	
நான் கண்ட காந்தி (தமிழாக்கம் டி. ஆர். அருணாசலம்)	... 2.00
அ. சிதம்பரநாதன் செட்டியார் தொகுத்த	
சிறு கதைக் களஞ்சியம்	... 4.00
மயிலை சிவமுத்து	
முத்துப் பாடல்கள்	... 1.00
முத்துக் கதைகள்	... 1.00
வசுமதி ராமசாமி	
காப்டன் கல்யாணம் (நாவல்)	... 6.00

புக்ஸ் (இந்தியா) பிரைவேட் லிமிடெட்

135, பவழக்காரத் தெரு, சென்னை -1.

Subbiah Chetty & Co., C , 62, Big St., Madras-5.
Sundara Prachuralayam, "Purushotham Bldgs.", 193,
Mount Rd., Madras-2.
Teachers' Publishing House, 53-56, Coral Merchant St.,
Madras-1.
Thanikachalam, T., 13, Narasingapuram St., Madras-2.
Vanathi Pathippagam, 82/1, Pondy Bazaar, Madras-17.
Varadachary & Co., P., 8, Linghi Chetty St., Madras-1.
Vasandam Publishers, 23/A, Arunachala Asari St.,
Madras-5.
Viswanathan, S., 11, McNicholls Rd., Chetput, Madras-31.
Wardha Publishing House, Triplicane, Madras-5.

Builders, Engineers & Contractors

Associated Industrial and Engineering Corporation Ltd.,
14, Boag Rd., Madras-17.
British & Eastern Engineering Co., 16, General Patters Rd.,
Madras-2.
Coramandel Engineering Co. (Private) Ltd., 106, Armenian
St., Madras-1.
Crompton Engineering Co. (Madras) Private Ltd., Second
Line Beach, Madras-1.
East Asiatic Co. (India) Private Ltd., First Line Beach,
Madras-1.
Easun Engineering Co., Ltd., 5-7, Second Line Beach,
Madras-1.
Gajendra Prasaad, B., 48, Venkatrangam Pillai St., Tripli-
cane, Madras-5.
Gannon, Dunkerley & Co. (Madras) Private Ltd., 14, Boag
Rd., Madras-17.
Garlick & Co., Private Ltd., 26, Errabalu Chetty St.,
Madras-1.

Greaves Cotton & Co., Ltd., 19, Second Line Beach, Madras-1.

Harold & Co., 57, General Patters Rd., Madras-2.

Jacks & Co., Ltd., William, First Line Beach, Madras-1.

Kesari Construction Co., 5, Burkitt Rd., Madras-17.

King & Co., 321, Thambu Chetty St., Madras-1.

Krishna Iyer, S., 53, Usman Rd., Madras-17.

Madras Builders, 15-C, Vijayaraghavachari Rd., Madras-17.

Masseys Engineers, 4-B, 4-C, North Railway Terminus Rd., Royapuram, Madras-13.

Modern Housing Construction & Properties Ltd., 13, Westcott Rd., Madras-14.

Murugappa & Sons, 52/53, Jehangir St., Madras-1.

Narayana Rao, C. R., Karpagambalnagar, Luz, Madras-4.

National Engineering Co. (Madras) Private Ltd., 379, N. S. C. Bose Rd., Madras-1.

Richardson & Cruddas Ltd., First Line Beach, Madras-1.

Senner & Co., 7-A, Singanna Naick St., Madras-1.

Simplex Concrete Piles (India) Ltd., Casamajor Rd., Madras-8.

Srinivasan, C., 5, Luz Church Rd., Madras-4.

Tarapore & Co., 175/1, Mount Rd., Madras-2.

Techno-Engineering Co., 19-A, Casamajor Rd., Madras-8.

Wilson & Co. (Private) Ltd., North Railway Terminus Rd., Madras-13.

Cements

Dalmia Cement (Bharat) Ltd., 304, Thambu Chetty St., Madras-1.

India Cements, Ltd., 11/12, Second Line Beach, Madras-1.
National Engineering Co. (Madras) Private Ltd., 379, N.S.C. Bose Rd., Madras-1.

Chemicals — Importers & Dealers

Addisons Paints & Chemicals, Ltd., "Huzur Gardens", Sembium, Madras-11.

Boake, Roberts & Co. (India) Private Ltd., A., 1/5, Seven Wells St., St. Thomas Mt., Madras-16.

Calcutta Chemical Co., Ltd., 5-149, Broadway, Madras-1.

Capco Private Ltd., 16, Armenian St., Madras-7.

Carl & Co., 44 Purasawalkam High Rd., Madras-7.

Chowgule & Co. (Hind) Private Ltd., 7/90, Wallajah Rd., Madras-2.

East Asiatic Co. (India) Private Ltd., First Line Beach, Madras-1.

Galiakotwala & Co., Ltd., C. A., 18, Armenian St., Madras-1.

Gillanders Arbuthnot & Co., Ltd., First Line Beach, Madras-1.

Gordon Woodroffe & Co. (Madras) Private Ltd., 1/21, North Beach Rd., Madras-1.

Grahams Trading Co. (India) Private Ltd., 310/311, Linghi Chetty St., Madras-1.

Imperial Chemical Industries (India) Private Ltd., "Bombay Mutual Bldgs.", N. S. C. Bose Rd., Madras-1.

Indo-German Agencies Ltd., 67, Dr. Alagappa Chettiar Rd., Madras-7.

Jones & Co. (Private) Ltd., J. D., 30, Broadway, Madras-1.

Lakshmidas Dwarakadas, 436, Mint St., Madras-1.
 May & Baker (India) Private Ltd., "Purushotham Bldgs.",
 193, Mount Rd., Madras-2.
 Mercantile Corporation (India), 15/16, Angappa Naick
 St., Madras-1.
 Mohan & Co., K., 11, Govindappa Naick St., Madras-1.
 Mount Mettur Pharmaceuticals Private Ltd., 3, Green-
 ways Rd., Madras-28.
 National Carbon Co. (India), Ltd., "Hakim Mansions",
 Loane Square, Madras-1.
 Oriental Mercantile Agency, 99, Armenian St., Madras-1.
 Parry & Co., Ltd., "Dare House", Madras-1.
 Premier-Indian Scientific Co., Ltd., 1/33, Varadarajulu
 Naidu Rd., Madras-8.
 Ram-Nath & Co., 5, Kasi Chetty St., Madras-1.
 Seth Sheonarain & Sons, Mohunta, 3/202, Govindappa
 Naick St., Madras-1.
 South Indian Export Co., Ltd., 5, McLean St., Madras-1
 and Service Station, 33, General Patters Rd.,
 Madras-2.
 Spencer & Co., Ltd., Mount Rd., Madras-2.
 Vattson Corporation, 56, Gengu Reddy Rd., Madras-8.
 Vijaya Chemical & Toilet Works, "Vijaya Mansions",
 15, Clements Rd., Madras-7.
 Voltas Ltd., 115-116, Armenian St., Madras-1 and 150-B,
 Mount Rd., Madras-2.

Chemists & Druggists

Alembic Distributing Agency (Madras), 34, Angappa
 Naick St., Madras-1.

ZAMA OIL
 Best for Colds and Cough

ZAMA RUB
 For Headache and Pains

ZAMA INHALER
 Clears cold-stuffed Nose — INSTANTLY

"AMARCOSE"
 (Pure Glucose Powder)
 For Energy and Fitness

AMARCHAND SOBHACHAND
 Manufacturers, Importers and Distributors

P. B. No. 518,
 Phone: 5282

MADRAS - 3
 Gram: 'ZAMA'

COMBINING UTILITY & FANCY

Our Goods are Really High Grade, Because they are made with
 the Closest Attention to the Finish of Minor Details, with the
 best Materials and to the Highest Standards of Workmanship

WE OFFER...

★ ★ ★
 Zip Folio Cases, Document Cases, Stationery Attache Cases,
 Ladies' Hand Bags, Air Travel Bags & Suit Cases, School Satchels,
 Insurance Policy Cases, Lunch Cases, Blouse Cases, Dressing
 Cases, Camera Cases, Doctors' Bags & Boxes, Midwifery Cases,
 Pass-Holders, Tapal Bags, Belts, Tool Kits, Etc., Etc.

— — — And All Kinds Of — — —
 CANVAS GOODS, INDUSTRIAL & MECHANICAL LEATHERS

RATANS
 Manufacturers of Quality Leathergoods & Canvas Goods

FACTORY:
 RAJAJI NAGAR :: PALLAVARAM

TO GET THE BEST VALUE FOR MONEY
 BUY
 STRONG AND DURABLE
 NORTON - ADMIRAL - ROYAL STAR - AMBASSADOR
CYCLES
 FOR
 SUPERB FINISH AND SUPREME QUALITY



Manufacturers :

Messrs. HIND CYCLES LIMITED
BOMBAY



Sole Distributors :

FOR THE STATES OF ANDHRA PRADESH & MYSORE
HINDUSTAN DEALERS LIMITED
 KEMPEGOWDA ROAD, BANGALORE-9

ALSO

For Orient Fans & Sirsilk Fabrics

Amarchand Sobachand, 95, Nyniappa Naick St.,
 Madras-3.

Appah & Co., 28, N. S. C. Bose Rd, Madras-1.

Calcutta Chemical Co., Ltd., 5-149, Broadway, Madras-1.

Carl & Co., 44, Purasawalkam High Rd., Madras-7.

Dadha & Co., 86, Nyniappa Naick St., Madras-3.

Hale & Co., 1/288, N. S. C. Bose Rd., Madras-1 and 25/26,
 Kummalamman Koil St., Washermanpet, Madras-21.

Jagannathan & Co., S., 84, Nyniappa Naick St., Madras-3.

Luz Pharmacy, 8/94, Royapettah High Rd., Madras-4.

Mount Pharmacy (Private) Ltd., 2/4, Mount Rd.,
 Madras-2.

Smith Stocking & Co., 366, Esplanade, Madras-1.

Sriram Pharmacy, 86, Pondy Bazaar, Madras-17.

Universal Chemists & Druggists, Agurchand Mansions,
 Mount Rd., Madras-2.

Wilfred Pereira (Private) Ltd., Hunters Rd., Madras-7
 and 25, Mount Rd., Madras-2.

Electrical Engineers, Contractors and Goods Dealers

A. C. E. C. India Private Ltd., 19/21, Muker Nallamuthu
 St., Madras-1.

Acme & Co., 61, G. N. Chetty Rd., Madras-17.

Andhra Electric Co., "Fan House", 115-A, N. S. C. Bose
 Rd., Madras-1.

Associated Electrical Industries (India) Ltd., 35/5, Mount
 Rd., Madras-2.

Associated Electricals Private Ltd., 12/A, Linghi Chetty St.,
 Madras-1.

British & Eastern Engineering Co., 16, General Patters Rd., Madras-2.
 British Insulated Callender's Cables, Ltd., 20, Second Line Beach, Madras-1.
 Calcutta Electrical Mfg. Co., Ltd., 27, Vaidyaramier St., Madras-17.
 Crompton Engineering Co. (Madras) Private Ltd., Second Line Beach, Madras-1.
 Daga Commercial Corporation Private Ltd., 433, Mint St., Madras-1.
 Electrical Engineering Equipment Co., 4, Errabalu Chetty St., Madras-1.
 Electronic Service Co., 17/35, Mount Rd., Madras-2.
 English Electric Co. of India (Private) Ltd., Factory, 18, Officer's Lines, Pallavaram.
 Fomra Bros., 392, Mint St., Madras-1.
 General Electric Co. of India, Private Ltd., "Magnet House", Mount Rd., Madras-2.
 General Radio & Appliances Private Ltd., 18-20, Buda-perumal Naicken St., Madras-2.
 Hindustan Dealers Ltd., 4, Stringers St., Madras-1.
 Jaigopal & Co., 199, Mount Rd., Madras-2.
 Mahomed Ebrahim & Co., Private Ltd., "Victory House", 7/8, Mount Rd., Madras-2.
 Modi & Modi, 11, Linghi Chetty St., Madras-1.
 Orient Distributors, Lecots Bldgs., 26, Errabalu Chetty St., Madras-1.
 Philips India Ltd., "Indian Chamber Bldgs.", Esplanade, Madras-1 and 35/4, Mount Rd., Madras-2.

R. S. M. & Co., 236/237, Devaraja Mudaly St., Madras-1.
 and 3 & 4A/127, Purasawalkam High Rd., Madras-7.
 Radio & Electricals Ltd., 38, Mount Rd., Madras-6.
 Sethuram Thiagarajan & Co., 272/273, Angappa Naick St., Madras-1.
 Shivji & Co., K. S., "Shivji Bldgs.", 178/179, Broadway, Madras-1.
 South India Corporation (Agencies) Private Ltd., 6, Armenian St., Madras-1.

Fertilisers and Manure

East Asiatic Co. (India) Private Ltd., First Line Beach, Madras-1.
 Imperial Chemical Industries (India) Private Ltd. "Bombay Mutual Bldgs.", N. S. C. Bose Rd., Madras-1.
 Louis Dreyfus & Co., Ltd., 310/311, Linghi Chetty St., Madras-1.
 Mysore Fertiliser Co., 31-A, North Beach Rd., Madras-1.
 Parry & Co., Ltd., "Dare House", Madras-1.
 Scientific Fertiliser Co. Private Ltd., 27, Thambu Chetty St., Madras-1.
 Shaw Wallace & Co., Ltd., 8/9, Thambu Chetty St., Madras-1.

Furniture Dealers and Cabinet Makers

Anjuman Industrial School, 2/192, Mount Rd., Madras-2.
 Curzon & Co., 97, Wallajah Rd., Madras-2.
 Household & Office Furniture Supply Agency, 8/9, Blackers Rd., Madras-2.
 Modern Furnishing House, "Bosotto Bldg.", Mount Rd., Madras-2.

Rani Furniture Hall, 96, Wallajah Rd., Madras-2.
 Royal Cabinet Mart, 91, Wallajah Rd., Madras-2.
 Spencer & Co., Ltd., Mount Rd., Madras-2.
 Venkatesam Naidu & Sons, K.S. 138, Mount Rd., Madras-6.
 Zackria Sons Ltd., "Green Fields", 1, Nungambakkam
 High Rd., Madras-6.

Furniture - Steel

Addison & Co., Private Ltd., 158, Mount Rd., Madras-2.
 Amson & Co., 38-C, Mount Rd., Madras-6.
 Godrej & Boyce Mfg. Co., Ltd., 163-D, Broadway,
 Madras-1 and 179/171, Mount Rd., Madras-2.
 Jacks & Co., Ltd., William, First Line Beach, Madras-1.
 Mahomed Ebrahim & Co., Private Ltd., "Victory Hoase",
 7/8, Mount Rd., Madras-2.
 Poppat Jamal & Sons, 182, Broadway, Madras-1 and
 36-B, Mount Rd., Madras-2.
 Roneo Ltd., 35, Mount Rd., Madras-2.
 Speed-A-Way (Private) Ltd., 35/5, Mount Rd., Madras-2.
 Spencer & Co., Ltd., Mount Rd., Madras-2.

Hides and Skins Merchants

Abdul Azeez & Co., P., 9, Kattur Sadayappan St., Peria-
 met, Madras-3.
 Abdul Wahid & Co., T., 19, Vepery High Rd., Madras-3.
 Beardsell & Co., (Private) Ltd., W. A., 8, Second Line
 Beach, Madras-1.
 Dharmsee Parpia, 62/63, Sembudoss St., Madras-1.
 East Asiatic Co. (India) Private Ltd., First Line Beach,
 Madras-1.

Gordon Woodroffe Leather Manufacturing Co. Private
 Ltd., 1/21, North Beach Rd., Madras-1.
 Hajee Mohamed Meera Sahib & Co., E. K., 13/A, Syden-
 hams Rd., Periamet, Madras-3.
 India Leather Corporation (Private) Ltd., 9, Davidson St.,
 Madras-1.
 Khandelwal Bros., Ltd., 82, Sembudoss St., Madras-1.
 Leather Export Promotion Council, 3/38, Vepery High Rd.,
 Madras-3.
 Light Leathers Private Ltd. (Reptile House), 161, Mount
 Rd., Madras-2.
 Mohideen Thumbby & Co., M. M., 228, Angappa Naick St.,
 Madras-1.
 Simpson & McConechy Ltd., "Badsha Bldgs.", 22, Errabalu
 Chetty St., Madras-1.
 South Indian Export Co., Ltd., 5, McLean St., Madras-1.
 Southern India Skins Corporation, 7, V. V. Koil St.,
 Madras-3.
 Sreenivas & Co., 10, Sydenhams Rd., Madras-3.

Insurance (General) Companies

All-India General Insurance Co., Ltd., 29, Linghi Chetty
 St., Madras-1.
 Bharat Insurance Co., Ltd., Mount Rd., Madras-2.
 British India General Insurance Co., Ltd., 113, Armenian
 St., Madras-1.
 Indian Mutual General Insurance Society, Ltd., 35, Mount
 Rd., Madras-2.
 New Asiatic Insurance Co., Ltd., 289, Linghi Chetty St.,
 Madras-1.

Pandyan Insurance Co., Ltd., "Catholic Centre", Armenian St., Madras-1.

South India Insurance Co., Ltd., McLean St., Madras-1.

United India Fire & General Insurance Co., Ltd., 9, Broadway, Madras-1.

Vanguard Fire & General Insurance Co., Ltd., 11/12, Second Line Beach, Madras-1.

Vulcan Insurance Co., Ltd., "Indian Bank Bldgs.", First Line Beach, Madras-1.

Jewellers & Diamond Merchants

Bapalal & Co., "Ramakoti Bldgs.", Rattan Bazaar, Madras-3.

Chhotabhai & Co., 191, N. S. C. Bose Rd., Madras-1.

Govindarajulu Naidu, T., (TGN), 28, N. S. C. Bose Rd., Madras-1.

Jamil Marikar, Connemara Hotel, Madras-2.

Nathella Sampathu Chetty & Son, 177, N. S. C. Bose Rd., Madras-1.

Orr & Sons., Ltd., P., 199, Mount Rd., Madras-2.

Pasumarthy Cunniah Chetty & Son., 218, N. S. C. Bose Rd., Madras-1.

Surajmall Lallubhai & Co., 313, N.S.C. Bose Rd., Madras-1.

T. B. Jewellery, 4, Nageswara Rao Rd., Madras-17.

Veecumsee Jewellers, 112, N. S. C. Bose Rd., Madras-1.

Vummidi Bangaru Chetty Sons, 28, N. S. C. Bose Rd., Madras-1.

Vummidi Ramiah Chetty Guruswamy Chetty & Co., 23-25, N. S. C. Bose Rd., Madras-1.

Match Factories

Government Handmade Match Factory, Perambur, Madras-11.

Japce & Co., P. K., 99, Nyniappa Naick St., Madras-3.

Madras Match Works, 18, Vydianathan Mudali St., Tondiarpet, Madras-21.

Standard Match & Fire Works, Anderson St., Madras-1.

Western India Match Co. Ltd., Factory, Tiruvottiyur, Madras-19.

Mica and Micanite

Best & Co. Private Ltd., First Line Beach, Madras-1.

Chambers, Ltd., K. H., Lecots Bldg., Madras-1.

Chari & Chari, Ltd., "McDowell Bldg.", Second Line Beach, Madras-1.

Indian Miners & Minerals, 12, Soundararajan St., Madras-17.

Murugappa Agencies Private Ltd., 52/53, Jehangir St., Madras-1.

Ramson Exports (India) Ltd., 226, Poonamallee High Rd., Madras-3.

Motor-Cars & Bicycles — Manufacturers & Dealers

Addison & Co., Private Ltd., Mount Rd., Madras-2.

Ashok Leyland Ltd., 377, N. S. C. Bose Rd., Madras-1.

Bharat Motors, 35, Mount Rd., Madras-2.

George Oakes Private Ltd., 36-D, Mount Rd., Madras-2.

Madras Motors Private Ltd., 36-C, Mount Rd., Madras-2.

Simpson & Co. Ltd. 202/203, Mount Rd., Madras-2.

South India Automotive Corporation Ltd., 24, Whites Rd.,
Madras-14.

Standard Motor Products of India Ltd., 29, Mount Rd.,
Madras-2.

Sundaram Motors Private Ltd., 37, Mount Rd., Madras-6.

Union Co. (Motors) Ltd., 29, Mount Rd., Madras-2.

V. S. T. Motors Ltd., 34, Mount Rd., Madras-2.

Opticians

Davey & Sons., S. U. S., 173, Broadway, Madras-1.

Devchand, C. K. 4, Broadway, Madras-1.

Lawrence & Mayo (India) Private Ltd., 17, Mount Rd.,
Madras-2.

Mordy & Jones, 1-43, Purasawalkam High Road, Madras-7.

Rawal Optical Mfg. Co., Ltd., 160, Broadway, Madras-1.

Real Optical Co., 6, Philips St., Madras-1.

Surajmals (Gem Optical Co.), 313, Esplanade, Madras-1.

Turakhia Optical Co., 168, Broadway, Madras-1.

White Bros., 1/9, Broadway, Madras-1 and Usman Rd.,
T. Nagar, Madras-17.

Paints, Enamels and Varnishes

Addison Paints & Chemicals Ltd., "Huzur Gardens",
Madras-11

Ganesham & Son, S., 1/44, Venkatachala Mudaly St.,
Madras-3.

Chemical Enterprises Private Ltd., Madras-6.

Jenson & Nicholson (India) Ltd., 7, Armenian St.,
Madras-1.

Nothing
Excels

J. B. MANGHARAM'S
**ENERGY
FOOD
BISCUITS**

MADE
WITH MILK
& GLUCOSE

J. B. MANGHARAM & CO.
GWALIOR, INDIA

Makers of Famous Biscuits

Phone: 55696

Madras Branch:
35/37, Thambu Chetty St.,
MADRAS-1.

For Your Requirements in PAPERS & BOARDS



Contact :

**P. MOONIRATHINAM
NAIDU & SONS**
10, STRINGER STREET
MADRAS-1

Phone: 55213

Telegrams: "STATIONERS"



Head Office: **VELLORE**

Phone: { Office: 111
Residence: 289

Telegrams: "STATIONERS"

[Estd.: 1913]

Grams :
PUNANIRMAN

Tel : { Residence : 88351
Office : 5351

PREMIER SUPPLIERS PRIVATE LIMITED

9, STRINGERS STREET

MADRAS-1

Distributors for:

M/s. Sirpur Paper Mills Limited

M/s. Orient Paper Mills Limited

M/s. Tungabhadra Industries Limited



Head Office :
8, India Exchange Place,
CALCUTTA-1.

Branch :
4021, Chowri Bazaar,
DELHI-6.

With the best compliments of:

AMRUTANJAN LTD.,

Makers of

AMRUTANJAN

PAIN BALM

&

INHALER

Kuppuswami & Co., S., 15, Venkatachala Mudali St.,
Madras-3.

National Industrial Co., 19/3, Armenian St., Madras-1.

Purushotham, P.M., 317, Rasappa Chetty St., Madras-3.

Raghavalu Chetty & Sons, 13, Venkatachala Mudali St.,
Madras-3.

Sekar & Co., G. D., 134, Mount Rd., Madras-6 and Pondy
Bazaar, Madras-17.

Shalimar Paint, Colour & Varnish Co. Private Ltd., 8/9,
Thambu Chetty St., Madras-1.

Western India Paint & Colour Co., 19, Venkatachala
Mudali St., Madras-3.

Paper Merchants

Advani & Co., Ltd., J. B., Loan Square, Madras-1.

Beardsell & Co., Private Ltd., W.A., 8, Second Line Beach,
Madras-1.

Chelvaranga Mudaliar & Sons, T., 289, Stringers St.,
Madras-1.

Gangappa & Sons, T. H., 11, Broadway, Madras-1.

General Papers Ltd., 16, Armenian St., Madras-1.

Jai Dayal Kapur & Sons (Private) Ltd., 2, Anderson St.,
Madras-1.

Jeyam & Co., 43/44, Anderson St., Madras-1.

McDowell & Co., Ltd., 1-6, Second Line Beach, Madras-1.

Moonirathinam Naidu & Sons, P., 10, Stringers St.,
Madras-1.

Parry & Co., Ltd., "Dare House", Madras-1.

Parsram Jethanand & Co., 3, Thambu Chetty St.,
Madras-1.

Premier Suppliers Private Ltd., 9, Stringers St., Madras-1.

Rajagopalan, V., 61, Badrian St., Madras-1.
 Rajan & Co., 1, Goomes St., Madras-1.
 South Indian Export Co., Ltd., 5, McLean St., Madras-1.
 Subramaniam Bros., 99, Armenian St, Madras-1.
 Voora Audishesu Chetty, 59, Badrian St., Madras-1.

Photographers

Bharat Studio, opp. Mount Rd. P O., Madras-2.
 Cherian Brothers, Pondy Bazaar, Madras-17.
 Chinni Photo Stores, Usman Rd., Madras-17.
 Ilford Selo (India) Private Ltd., 2-3, Woods Rd.,
 Madras-2.
 Klein & Peyerl, 30, Mount Rd., Madras-2.
 Kodak Ltd., 2/155, Mount Rd., Madras-2.
 Madras Photo Stores (Octograph Studio), 186, Mount
 Rd., Madras-2.
 Meco Studios, 2/18-C, Mount Rd., and 26-27, Rattan
 Bazaar, Madras-3.
 Photo Emporium, 11, Mount Rd., Madras-2.
 Vale & Co., G. K., Mount Rd., Madras-2.
 Vaman Bros., M., 39, Spur Tank Rd., Madras-31.

Radio & Gramophone Dealers

Alpha Radios & Novelties Private Ltd., 9, Mount Rd.,
 Madras-2.
 Asiatic Radio Co., 4/169, Mount Rd., Madras-2.
 Chicago Telephone & Radio Co. Ltd., 196, Mount Rd.,
 Madras-2.
 General Electric Co. (India) Ltd., "Magnet House",
 Mount Rd., Madras-2.
 General Radio & Appliances Private Ltd., 18-20, Budaperu-
 mal Naicken St., Madras-2.

Gramophone Co., Ltd., 122, Mount Rd., Madras 6.
 Green Radio Co., "New Bharat Bldgs.", General Patters
 Rd., Madras-2.
 Janshi & Co., 2/163, Mount Rd., Madras-2.
 Jay-O-Phone Co., 13, Mint St., Madras-3.
 Mahomed Ebrahim & Co., Private Ltd., "Victory House",
 7/8, Mount Rd., Madras-2.
 Obul Reddy (Madras) Ltd., 31, General Patters Rd.,
 Madras-2.
 Philips India Ltd., "Indian Chamber Bldgs.", Esplanade
 Madras-1 and 35/4, Mount Rd., Madras-2.
 Radio Services, 10, Mount Rd. and General Patters Rd.,
 Madras-2.
 Rajagopalan & Co., V. S., 24, Wallers Rd., Madras-2.
 Resa Co., Block B., 8 & 9, Industrial Estate, Guindy,▲
 Madras-16.
 Saraswathi Stores, 2/159, Mount Rd., Madras-2.
 South India Music Emporium, 3, Broadway, Madras-1.
 Universal Agencies, 2/18-C, Mount Rd., Madras-2.
 Wireless Sales & Service Co., 1/11-A, Mount Rd., Madras-2.

Rubber Goods

Best & Co. Ltd., First Line Beach, Madras-1.
 Dunlop Rubber Co. (India) Ltd., 5 & 6/29, Mount Rd.,
 Madras-2.
 East India Rubber Works, Ltd., 1/28, Muker Nallamuthu St.,
 Madras-1.
 Firestone Tyre & Rubber Co. of India Private Ltd.,
 Woods Rd., Madras-2.

Gillander's Arbuthnot & Co., Ltd., First Line Beach,
Madras-1.

Goodyear Tyre & Rubber Co. of India Private Ltd.,
2, Patullos Rd., Madras-2.

India Tyre & Rubber Co. (India) Private Ltd., 150-B, Mount
Rd., Madras-2.

Kanarich & Co., 11, General Patters Rd., Madras-2.

Madras Rubber Factory, 2, Errabalu Chetty St., Madras-1.

Ruby Rubber Works Ltd., 35, Mount Rd., Madras-2.

Sports Goods

Dunlop Rubber Co. (India) Ltd., 5 & 6/29, Mount Rd.,
Madras-2.

Harichand Satpal & Co., General Patters Rd., Madras-2.

Jupiter Sports Co., Mount Rd., Madras-2.

Mehndru & Co., S.M., 188, Mount Rd., Madras-2.

Pioneer Sports (India) Private Ltd., 199, Mount Rd.,
Madras-2.

Sharman & Co., Wallajah Rd., Madras-2.

Uberoi Ltd., 22, Mount Rd., Madras-2.

Stationers & Office Appliances

Gem & Co., 325/326, N. S. C. Bose Rd., Madras-1. (Pens)

Gestetner Duplicators Private Ltd., 17/35, Mount Rd.,
Madras-2.

Higginbothams (Private) Ltd., Mount Rd., Madras-2.

International Agencies, 31, Mount Rd., Madras-2.

Madras Pencil Factory, Kathiwalkam High Rd., Madras-21.

Modern Stationery Mart, 9, Armenian St., Madras-1.

Office Equipment Co., 2, Armenian St., Madras-1.

The BINNY Group of Companies

BINNY'S is one of the oldest firms in India. Its roots go
back to the eighteenth century.

Their main enterprises are the Buckingham & Carnatic
Mills, Madras, The Bangalore Woollen, Cotton & Silk Mills Co.
Ltd., and Binny's Engineering Works Private Ltd., Meenam-
bakkam. **BINNY'S** cloth famous for its durability is sold all over
India, at controlled rates, at shops bearing this sign:—



QUALITY FABRICS

Buckingham & Carnatic Co. Ltd.,
Bangalore Woollen, Cotton & Silk Mills Co. Ltd.,
Binny Engineering Works Private Ltd.



Managing Agents:

BINNY & CO. (Madras) LTD.
7, ARMENIAN STREET
MADRAS - 1

Our SALES RESEARCH ORGANISATION with its world wide connections and experience since 1916 will help you to get your requirements of IRON & STEEL — from BASIC PIG-IRON to FINISHED STEEL such as:

PIG IRON: Basic and Foundry grades.

INGOTS & SEMI FINISHED PRODUCTS: Steel Ingots, Alloy Steel Ingots, Billets, Blooms, Slabs, Sheet bars etc.

FINISHED STEEL:

BARS: Rounds, Squares, Flats.

SHAPES: Angles, Joists, Channels, "T" & "Z" Bars, Sheet Piling.

RAILS: Light & Heavy.

PLATES: Ship building plates, Wagon plates, Boiler plates, Chequered plates, Floor plates, Ordinary M.S. Plates etc.

SHEETS: Black Sheets (Hot & Cold rolled, Commercial and deep drawing qualities) G.I. Sheets (Plain and Corrugated) Panel Sheets, Art Metal Sheets, Drum Sheets and Sheets for Electrical and Automobile Industries.

HOOPS & STRIPS: For Rolling stock, Machinery, Packing materials, Cables, Pipes and Bicycle rims.

WIRE RODS: For Building materials, Welding rods, Telegraph Wires, Galvanised Wires, Wire Ropes, Wire Nails and Wire products.

STEEL TUBES & PIPES: For Gas, Oil, Steam and Water transmission and Tubes for Automobile, Cycle and Electric Transformer Industries.

STEEL BALLS & ROLLS: For Cement Factories and Re-rolling Mills.

CASTING & FORGINGS: In all shapes and qualities.

HIGH SPEED STEEL: For all industries.

STAINLESS STEEL: In all forms.

We also specialise in:

REFRACTORY BRICKS for IRON & STEEL INDUSTRY.

K. RAMSON & CO., (1916) MADRAS

"RAMSON" BUILDINGS

No. 541, POONAMALLEE HIGH ROAD

Post Box No. 535

M A D R A S - 3

Grams & Cable: "RAMSON"

Phone: 5859

Pen Corner, 309-310, N.S.C. Bose Rd., Madras-1. (Pens)
Perumal Chetty & Sons, V., 3, Stringers St., Madras-1.
Pilot Pen Co. (India) Private Ltd., "Catholic Centre",
Armenian St., Madras-1.

Rayala Corporation (Madras) Ltd., 1/155, Mount Rd.,
Madras-2. (Calculators, Duplicators & Typewriters)

Remington Rand of India Ltd., 12/35, Agurchand Mansion,
Mount Rd., Madras-2. (Typewriters)

Stationery Emporium, 1, Armenian St., Madras-1.
Toa Private Ltd., 17, Armenian St., Madras-1. (Inks & Gum)

Typewriter Mart, 118, Armenian St., Madras-1. (Typewriters,
Adrema and Labour Saving Machines)

Typewriter & Office Appliances (India) Co., Ltd., 17,
Armenian St., Madras-1.

Textiles — Mills & Dealers

Arni Silk House, 5, Sannadhi St., Madras-4.
Buckingham & Carnatic Mills, Perambur Barracks,
Madras-12.

Cauvery Spinning Weaving Mills Ltd., "Indian Chamber
Bldgs.", Madras-1.

Edward Textiles Ltd., 13-A, McNicholls Rd., Madras-10.

General Swadeshis, 369, N.S.C. Bose Rd., Madras-1.

Handloom House, Rattan Bazaar, Madras-3.

India Silk House, 192, Mount Rd., Madras-2.

Indian Industrial Co., Ltd., 363, Esplanade, Madras-1.

Indian Textiles Co., Ltd., 1/155, Mount Rd., Madras-2.

Kandasamy Mudaliar Son, A., 176, Brodies Rd., Madras-4
and 215, Mint St., Madras-1.

Kathayee Silk Emporium, 4, Sannadhi St., Madras-4.

ALL ABOUT MADRAS

HINTS TO EMPLOYERS AND EMPLOYMENT SEEKERS

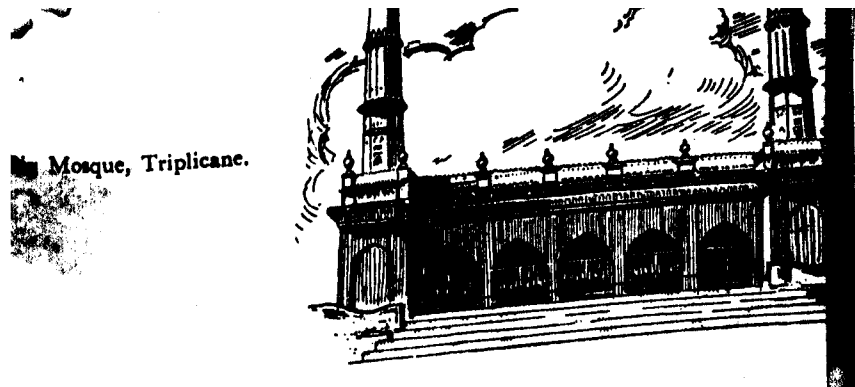
Employers in need of capable technical and non-technical personnel for employment under them and, youngsters in pursuit of suitable jobs can take the best advantage of a very useful and helpful organisation known as the **EMPLOYMENT EXCHANGE**. The National Employment Service of the Government of Madras have Employment Offices in all Districts.

In the District Employment Office, 41, Whites Road, Madras-14, a youth employment section has been set up. This unit is under a specially trained "Vocational Guidance Officer" who will guide the youth, as regards the choice of a career. Informations about (1) the employment trends, (2) the various occupations open, (3) the occupations in which there are shortages, (4) the occupations in which there are surpluses, (5) the various training facilities and (6) technical and educational courses, are also available here.

Further, publications known as *Guide to Careers or Career Pamphlets* are available at every Employment Office at a price of 6 nP. each. Each pamphlet deals only with one particular occupation and gives full information relating to it. (Please refer to *Annexure* below.)

Another publication, *Handbook on Training Facilities* (Price Re. 1/50) is also available at every Employment Office.

Mosque, Triplicane.



St. Mary's Church, Fort St. George



War Memorial,
South Beach Road.



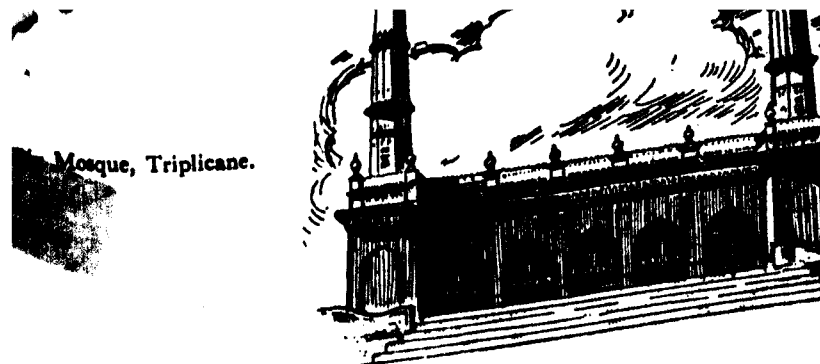
HINTS TO EMPLOYERS AND EMPLOYMENT SEEKERS

Employers in need of capable technical and non-technical personnel for employment under them and, youngsters in pursuit of suitable jobs can take the best advantage of a very useful and helpful organisation known as the **EMPLOYMENT EXCHANGE**. The National Employment Service of the Government of Madras have Employment Offices in all Districts.

In the District Employment Office, 41, Whites Road, Madras-14, a youth employment section has been set up. This unit is under a specially trained "Vocational Guidance Officer" who will guide the youth, as regards the choice of a career. Informations about (1) the employment trends, (2) the various occupations open, (3) the occupations in which there are shortages, (4) the occupations in which there are surpluses, (5) the various training facilities and (6) technical and educational courses, are also available here.

Further, publications known as *Guide to Careers or Career Pamphlets* are available at every Employment Office at a price of 6 nP. each. Each pamphlet deals only with one it. (Please refer to *Annexure* below.)

Another publication, *Handbook on Training Facilities* (Price Re. 1/50) is also available at every Employment Office.



Mosque, Triplicane.



St. Mary's Church, Fort St. George.



War Memorial,
South Beach Road.

Eagles being fed at
Tirukalukundram.



Tiruttani Hill.



Sri Ekambaraswarar Temple,
Kancheepuram.



Mahabalipuram
- Rock carvings.



Mahabalipuram
- Rathas.



Bird Sanctuary,
Vedanthangal.



*The Pride
of the Nation..*



GEMINI COLOR LABORATORY

THE QUALITY COLOR
LABORATORY IN THE EAST
GEMINI STUDIOS • MOVIELAND • MADRAS-6.

Can Process

EASTMAN KODAK SAFETY FILM
KODAK SAFETY FILM

The employment section of the National Employment Service helps employers to get efficient and fully qualified candidates for employment under them. It also assists employment seekers to get suitable jobs. In short, it tries to give free and impartial service and place the right person in the right job.

Employers in need of candidates for appointment, must apply to the Employment Exchanges, well in time, giving full particulars about their requirements. On receiving this intimation from the employers, the Employment Exchange will send a panel of names for their consideration and from among this panel, they can select the most suitable candidates after an interview, if necessary.

Similarly, applicants seeking employment must get themselves registered in the nearest Employment Office. There, they are interviewed and particulars about them recorded on card indices and they are classified occupationally, according to their educational qualifications, experience, suitability, interest, etc. Then they are given a registration card. Whenever there is an opportunity to recommend the name of a candidate to an employer, the Employment Exchange sends an intimation to the candidate asking him to call on the employer on a particular day and hour. The final selection for appointment, however, rests with the employer.

The registrations must be renewed regularly once in two months so long as the services of the Employment Office are considered necessary.

Both employers and employment seekers would do well to avail themselves of the facilities extended by this highly useful organisation.

ANNEXURE

"GUIDE TO CAREERS"

Publications in the Series

1. The Surveyor, 2. The Draughtsman (Civil Engineering), 3. The Draughtsman (Mechanical Engineering), 4. The Overseer (Civil Engineering), 5. Architect, 6. The Civil Engineer, 7. The Mechanical Engineer, 8. The Electrical Engineer, 9. The Chemical Engineer, 10. The Mining Engineer, 11. The Chemical Technologist, 12. The Metallurgist, 13. The Telecommunication Engineer, 14. The Automobile Engineer, 15. The Aeronautical Engineer, 16. The Veterinary Doctor*†, 17. The Agronomist (Agriculture Assistant), 18. The Nurse*, 19. The Auxiliary Nurse*†, 20. The Health Visitor*, 21. The Sanitary Inspector, 22. The Vaccinator, 23. The Pharmacist, 24. The Teacher (High School)*†, 25. The Teacher (Primary School)*†, 26. The Gram Sevika*†, 27. The Statistician, 28. The Social Education Organiser, 29. The Accountant, 30. The Extension Officer (Industries), 31. The Librarian*†, 32. The Panchayat Secretary, 33. The Co-operative Supervisor, 34. The Stenographer*, 35. The Tractor Operator, 36. The Sports Goods Industry, 37. The Pattern Maker, 38. The Moulder, 39. The Turner, 40. The Welder, 41. The Machinist, 42. The Machine Driller, 43. The I. C. Engine Mechanic, 44. The Tool Maker, 45. The Instrument Mechanic, 46. The Electrician*†, 47. The Wireman, 48. The Radio Technician, 49. The Plumber, 50. The Boiler Attendant, 51. The Road Roller Driver, 52. The Food Preservation Industry, 53. The Research Worker.

* Have already been issued. Priced copies, at 6 nP. each, are on sale with Employment Exchanges and Booksellers stocking Government of India Publications.

† Priced copies of Hindi translations are also available.

FACILITIES FOR TOURISTS

It might be of interest to our readers to know that the Government of India are eager to do their best to help the development and promotion of foreign touring traffic as well as internal tourism. Sri Raj Bahadur, Minister of State in the Union Ministry of Transport and Communications is the Chairman of the Tourist Development Council which often makes recommendations and suggests ways and means to help tourists and to promote tourism. Judging from the great enthusiasm with which the Minister applies himself to the problems connected with tourists and tourism, it can be easily said that the interests of both Indian and Foreign tourists are quite safe in his hands. In order that our readers may have an idea about the steps already taken or proposed to be taken by the India Government to help the growth of tourism in this country, we have extracted below certain news items* that have appeared in recent months:—

- Travel agencies that are engaged in promoting tourist traffic and tourist publicity are recognised and given foreign exchange facilities besides permission to sell railway tickets.
- Dealers who are specialising in the sale of articles to tourists are recognised and mentioned in the appropriate Government publications.

* Extracted from the "THE HINDU", 13-4-1959, 6-6-1959, 11-6-1959, 18-7-1959, 10-11-1959, 11-11-1959 and 3-12-1959.

- Periodically the needs of tourists are surveyed and studied so that they may be satisfied as far as possible.
- Home tourism is also on the increase. To provide for facilities for the home tourists, resthouses and *Dharmasalas* are being renovated or built anew. For instance, in the Himalaya pilgrim routes 17 resthouses and tourist hotels have been proposed to be constructed.
- To meet the needs of the motoring traveller, motels are proposed to be set up on the national highways at important places.
- The Government is considering the ways of simplifying the issue of liquor permits so that it may not be a source of trouble to foreigners.
- Journalists and writers from one region are to be invited to visit the other regions in India and to write up articles, so that people may have a better idea of the tourist attractions in all the regions.
- The Government of India have begun to launch "Courtesy Weeks to Tourists". The State Governments are also to observe the week in their respective regions. The FIRST such week was started on 2-12-1959.
- The Government of India would be bringing out during December 1959 to February 1960, a number of posters, handbills, brochures, etc. stressing the note "Courtesy to tourists".

COURTESY TO TOURISTS*

Mr. Nehru's Appeal

VALUE OF PROMOTING UNDERSTANDING

New Delhi, Dec. 1, 1959.

From to-day the Department of Tourism of the Government of India has begun the first phase of a campaign, in co-operation with State Governments and non-official organisations dealing with tourism to make the general public aware of the tourist as a promoter of international goodwill and understanding.

The Prime Minister, Mr. Nehru, has, in a message appealed to the people to extend every courtesy to tourists coming to India.

The following is the text of the Prime Minister's message:

"Even in the remote periods of India's history, our people travelled to far countries carrying the message of India's art and literature, philosophy and religion. Visitors from these distant countries also came to India attracted to her in many ways. There was thus this traffic which was not only profitable, but brought a measure of understanding to the travellers who came and to those who went from India. In these days India's doors were open to visitors from abroad who were welcomed with friendship and tolerance.

"In subsequent years this traffic went down for a variety of reasons and India became rather cut off from the rest of the

* With grateful acknowledgments to "THE HINDU", Dec. 3, 1959

world. Now the wheel has turned a full circle and again large numbers of travellers come to India from abroad and go from India to other countries. The figure of tourists and visitors increases year by year. More than a hundred thousand foreigners come to India every year now not only as tourists, but also as businessmen, scholars and delegates to conferences. We must welcome these friendly visitors from abroad not only from economic reasons, for tourism brings foreign exchange, but even more so because this leads to greater understanding and mutual appreciation. There is nothing that the world needs to-day more than this mutual understanding.

"Our people are by tradition and habit kind and courteous to foreign visitors. They will continue to welcome them. But I would particularly like to impress upon officials and others connected with the Departments of Government in the States and at the Centre to give unfailing courtesy and consideration to visitors. I understand that certain steps have already been taken by Governmental departments to relax frontier formalities and to minimise in other ways inconvenience and delays to tourists visiting our country. I welcome these steps. But what I am more concerned with is not so much the formal step as the imaginative approach to this problem. Government officials, especially those concerned with Customs and the like, have sometimes to deal with difficult problems and develop a hard exterior. They must realise that while necessary rules and regulations have to be enforced, this must be done with every courtesy and friendly behaviour. **The visitor from abroad has to be welcomed as a guest and a friend so that he returns to his own country and carries back with him happy memories of his visit to India.**"

REMEMBER THESE POINTS WHEN YOU VISIT OTHERS

Days are Changing. Gone are the days when men were always at leisure to receive and talk to visitors. These are days of speed and many engagements and complications and difficulties. Man's time is really parcelled up between different types of engagements. An engagement out of the schedule, or a caller intruding when another engagement is being attended to, becomes a real source of irritation. It would be well therefore to plan for visits as for everything else to avoid disappointment and discomfort.

1. Always make visits on previous appointment. Especially, visits in connection with a business should be made with such an appointment and in such a case you are sure of a proper reception.

2. If you visit a person without previous intimation, he may be out when you go to him; he may be engaged with another on an important business and may not be able to see you; he may be ill or ailing; or he may not be in a position to see you for reasons of policy. Then your time in making the visit will really have been wasted. It might have been put to good use.



3. Visits to friends, too, must be on previous intimation. For when you visit him, he may be just going out and your visit will embarrass him. Or, he might be engaged in his official or private work and may not like to be disturbed.

4. Once an engagement is made, keep it up. Be punctual. Delay will irritate the person waiting. *Don't*



also go earlier than the time fixed. You might embarrass the receiver and cause him some inconvenience the nature of which you may not be able to conceive.

5. If you have accepted an engagement for meal or dinner, do keep it up at any cost punctually.

A. V. THOMAS & CO. (India) LTD. MADRAS



Managing Agents or Secretaries & Treasurers for :

The Neelamalai Tea & Coffee Estates Ltd.
The Sheveroy Estates Ltd.
The Yercaud Coffee Curling Works Ltd.

AGENTS & DISTRIBUTORS IN S. INDIA

The India Machinery Co. Ltd., Calcutta
Alexander Private Ltd., Calcutta
India Alkalies Ltd., Calcutta
Elde Corporation, Bombay
Bombay Soap Factory, Bombay
Jaybee Plastic Works, Bombay
Chika Private Ltd., Bombay
The Vertex Manufacturing Co. Private
Ltd., Bombay (For Mysore State only)
Ravindra Plastics, Bombay
Indian Flexible Tube Mfg. Co. Private Ltd., Bombay
The Bharat Industrial & Canning Co. Ltd., Kaup
The Cosmos Rubber Works Private Ltd., Bombay
Swastik Rubber Products Ltd., Poona

SOLE DISTRIBUTORS IN INDIA FOR
Fairbanks Morse & Co. Inc. U.S.A., for Weighing Machines

லி ப் கோ

குறைந்த விலைச் சிறு பதிப்புக்கள் (64)

கனவ மிக்க தமிழ்ப் பெரு நூல்களின் கருக்கங்கள் (கையடக்க அளவில்)

ஒவ்வொன்றின் விலை அனா 4 தான் !

1 வஞ்சுவர் வாய்மொழி (குறள் மூலம்)	27 திருநாவுக்கரசர்
2 பொய்யாமொழிக்குப் பொழிப்புரை	28 கந்தரர்
3 வஞ்சுவர் வகுத்த வழி	29 மாணிக்கவாசகர்
4 வஞ்சுவர் காட்டிய ஏர்	30-36 கம்பரது இராமாயணம்
5 வஞ்சுவர் கண்ட காதலர்	37-41 வில்விபுத்தூரரின் மகா புரதம்
6 வஞ்சுவர் காட்டிய இல்லறம்	42 சில தனிப்பாடற் காட்டுகள்
7 நாலடியார் (மூலம்)	43-44 கந்த புராணம்
8 நாலடியார் (தெளிவுரை)	45 குமரேச சதகம் (மூலம்)
9 பிற்கால நீதி நூல்கள் (மூலம்)	46 வடையாபதி
10 கடைபெய்யு வுணவுகள்	47 குண்டலபேசு
11 இலக்கியச் செவ்வியலே	48 கந்தரர்
12 பாரதியும் கைத்தமிழும்	49 பட்டினத்து அடிகள்
13 வருக! வாழ்க! (அழைப்பும் வாழ்த்தும்)	50 தாயுமான அடிகள்
14 சிலப்பதிகாரம்	51 இராமலிங்க அடிகள்
15 சிலப்பதிகாரப் பெண்டிர்	52 தசாவதாரம்
16 மணிமேகலை	53 கம்பன் கண்ட பிரகலாதன்
17 சீவக சிந்தாமணி	54 தெய்வத் திருமணங்கள்
18 நளவெண்பா (மூலம்)	55 பழந்தமிழ்க் காதல் காட்டுகள்
19 நளவெண்பா (கருக்கம்)	56 தொத்திரத் திருப்புகழ்
20 அரிச்சந்திர புராணம்	57-59 கைச் சொன்ன கதை - பாக வதம்
21 குசேலோபாக்கியானம்	60 பாரதியார் பாடல்கள் - சில
22 பன்னிரு ஆழ்வார்கள்	61 அநப்பனிகர சதகம் (மூலம்)
23 குடிக்கொடுத்த கடர்க் கொடி	62 கைச் அருள் பெற்ற இளங்கன்ற கள்
24 திருவிளையாடற் புராணம்	63 புத்தி தரும் பத்திரமும் சத்தி தரும் முத்தி தரும் புராணக் கதைகள்
25 பெரிய புராணம்	64 மணிவாசகரும் மணிவாசகமும்
26 திருஞானசம்பந்தர்	

தி விட்டில் பன்னவர் கம்பெனி (லிப்கோ), 8, ரங்கநாதன் ரோடு, தி. நகர், சென்னை-17; எம். தாமோதரம் & கம்பெனி, அப்பா பீட்டிங்ஸ், சென்னை-1; ஹிக்கின்பரதம்ஸ், சென்னை-2, ரெயில்வே புத்தக ஸ்டால்கள்; மற்றும் அநேக புத்தகக் கடைகள்.

LATE FEES

	Inland	Foreign
Letters, post-cards and packets—for each article	Post-Office 3 nP. R.M.S. Office 6 nP. Train letter-boxes 6 nP.	3 nP. 6 nP. 12 nP.
For inland mail on board a steamer and registered articles (per article)	...	12 nP.
For articles posted at Bombay, Calcutta, Madras G.P.Os. and at New Delhi and Delhi H.Os.—		
For articles posted within half an hour of the hour of closing mails for despatch (per article)	...	3 nP.
For articles posted within 15 minutes of the hour of closing of mails for despatch (per article)	...	6 nP.

TELEGRAPH CHARGES

LOCAL	Express Rs. nP.	Ordinary Rs. nP.
For 8 words or less	0 80	0 40
For each additional word	0 06	0 03
Note: (i) The 'local' telegram is intended for transmission within the local limits of a City or town. This system will be found quite useful in big Cities like Madras, Bombay, Calcutta, etc.		
(ii) Many people are not, however, aware of the existence of this system.		

NON-LOCAL	Express R. nP.	Ordinary Rs nP.
For 8 words or less	1 60	0 80
For each additional word	0 16	0 08

AIR MAIL RATES (INLAND)

Air—Parcels—for every 20 tolas or part thereof	63 nP.
Air Surcharge for Packets, etc.	4 nP.

II. Foreign Postal Rates

1. BY SURFACE (OR SEA) ROUTE

(A) FOR CEYLON, NEPAL AND PORTUGUESE INDIA—
Indian inland rates apply.

(B) FOR ALL OTHER COUNTRIES—

(i) POST CARDS

Single	...	20 nP.
Reply	...	40 nP.

(ii) LETTERS

For a weight not exceeding 1 oz.	...	33 nP.
For every additional 1 oz. or part thereof	...	20 nP.

(iii) PRINTED PAPERS (including newspapers and books)

Upto 2 oz.	...	8 nP.
For every additional 2 oz. or part thereof	...	7 nP.

(iv) BUSINESS PAPERS (legal and commercial documents)

Upto 2 oz.	...	8 nP.
For every additional 2 oz. or part thereof	...	7 nP.

Minimum Charge ... 33 nP.

(v) SAMPLE PACKETS ... Same as that for business papers.

Minimum Charge ... 16 nP.

(vi) EXPRESS DELIVERY service is available to certain foreign countries on payment of an additional sum of 40 nP.

POSTAL INFORMATION

MOBILE POST-OFFICE

Besides the large net work of post-offices that are serving Madras City, two Mobile Post-offices are also operating — one in North Madras and another in South Madras. They are stationed at important centres in the evenings and night, as per details given below :—

Mobile P.O. No. 1 :

Ripon Buildings	— 5-00 to 5-15 P.M.
Rattan Bazaar	— 5-30 to 5-45 P.M.
Marina	— 6-00 to 6-30 P.M.
Luz	— 6-45 to 7-15 P.M.
T.Nagar	— 7-35 to 8-05 P.M.

Mobile P.O. No. 2 :

Mint	— 5-00 to 5-15 P.M.
Roxy	— 5-25 to 5-55 P.M.
Dasaprakash	— 6-05 to 6-30 P.M.

These two Mobile units serve the needs of people employed in business houses, offices and other establishments who generally do not find the time for their correspondence during their office hours. Mails to important cities in India like Bangalore, Bombay, Calcutta, Hyderabad, Delhi, Nagpur, etc. are given air-lift. The Mobile service gives all the normal postal facilities like registration (excepting insured), sale of stamps, issue of certificates of posting and acceptance of air parcels.

POSTAL & TELEGRAPHIC RATES

I. Inland Rates

POST CARDS

		Local	Others
Single	...	3 nP.	5 nP.
Reply	...	6 nP.	10 nP.

INLAND LETTER CARDS

Single inland letter card	...	10 nP.
---------------------------	-----	--------

LETTERS

For a weight not exceeding $1\frac{1}{2}$ tolas ..	15 nP.
For every additional $1\frac{1}{2}$ tolas or fraction, thereof	10 nP.

BOOK, PATTERN AND SAMPLE PACKETS

For the first five tolas or fraction, thereof	8 nP.
For every additional $2\frac{1}{2}$ tolas or fraction thereof	3 nP.

[Note: Book-posts containing "Printed Books" will, however, be charged at the concessional rate given below:]

For the first five tolas or fraction, thereof	5 nP.
For every additional $2\frac{1}{2}$ tolas or fraction, thereof...	3nP.]

REGISTRATION, ACKNOWLEDGMENT, ETC.

For registration of an article	50 nP.
Fee for issue of an acknowledgment of delivery	6 nP.

MONEY ORDERS

On any sum not exceeding Rs. 10/-	15 nP.
For every additional sum of Rs. 10 or part thereof	15 nP.

EXPRESS DELIVERY FEE

Express Delivery fee for each article	13 nP.
---------------------------------------	--------

(C) REGISTRATION FEE—

50 nP. for each letter, post card or packet for all countries.

(D) ACKNOWLEDGMENT OF DELIVERY—

	For Ceylon, Pakistan and Por. India.	For all other countries.
FOR SURFACE ARTICLES		
Fee for issue of A.D. by Surface	6 nP.	25 nP.
" " " " " " " Air	15 nP.	35 nP.
FOR AIR MAIL ARTICLES		
Fee for issue of A.D. by Surface	15 nP.	35 nP.
" " " " " " " by Air	20 nP.	50 nP.

2. By AIR MAIL ROUTE

Air surcharge per $\frac{1}{2}$ oz. (i. e., in addition to ordinary postage.) Rates of postage inclusive of airmail

Letters	Second Class Mails (i. e., Packets, Printed Papers, etc.)	Postcard	Aerogramme
Rs. nP.	Rs. nP.	Rs. nP.	Rs. nP.

Ceylon, Pakistan & Portuguese India	0 10*	0 10*	0 10	0 20
(*These represent surcharges per tola in addition to postage.)				

ZONE I Afghanistan & Burma

0 10	0 08	0 25	0 30
------	------	------	------

351

ALL ABOUT MADRAS

ZONE II							
Rest of Asia & Egypt	0	30	0	15	0	35	0 50
ZONE III							
Countries in Europe and a few countries in Africa	0	70	0	25	0	40	0 50
ZONE IV							
Oceania & rest of Africa (not included in Zone III)	0	90	0	30	0	50	0 60
ZONE V							
Countries in North & South America	1	30	0	40	0	65	0 75

LIST OF SET PHRASES FOR GREETING TELEGRAMS

Greetings telegrams are accepted at a reduced rate on festival or congratulatory occasions. These telegrams are delivered in specially printed artistic forms and envelopes.

1. Heartiest Diwali Greetings.
2. Id Mubarik.
3. Heartiest Bijoya Greetings.
4. A happy New Year to you.
5. Many happy returns of the day.
6. Best Congratulations on new arrival.
7. Congratulations on the distinction conferred on you.
8. Best wishes for a long and happy married life.
9. A merry Christmas to you.
10. Hearty Congratulations on your success in the examination.
11. Best wishes for a safe and pleasant Journey.
12. Hearty Congratulations on success in Election.
13. Many thanks for your good wishes which I/we reciprocate most heartily.
14. Congratulations.
15. Loving Greetings.

352

ALL ABOUT MADRAS

16. May Heaven's choicest blessings be showered on the young couple.

17. Wish you both a happy and prosperous wedded life.

18. Kind remembrances and all good wishes for the Independence Day.

19. Sincere Greetings for the Republic Day. Long live the Republic.

20. Heartiest Holi Greetings.

21. Wishing the function every success.

22. Many thanks for your kind message of greetings.

23. Best wishes for your success in the Examination.

24. Best wishes for your success in the Election.

25. Convey our blessings to the newly married couple.

Greetings Telegrams--

Words	Local		Inland	
	Ex-press	Ordinary	Ex-press	Ordinary
	R. nP.	R. nP.	R. nP.	R. nP.
(a) Name of addressee and address	4			
(b) Greeting no.	1			
(c) Name of sender	1			
	6	0 80	0 40	1 00 0 50
Each addl. word in (a) or (c)		0 06	0 03	0 14 0 07

WEIGHTS & MEASURES

LENGTH:

Metric Units

10 millimetres (mm.)	=	1 centimetre
10 centimetres (cm.)	=	1 decimetre
10 decimetres	=	1 metre
(1 m. = 100 cm.)	=	1000 mm.)
10 metres (m.)	=	1 dekametre

ALL ABOUT MADRAS
23

353
TRTRSO : SLXV

10 dekametres	=	1 hectometre
10 hectometres	=	1 kilometre (km.)
(1 km.	=	100 om.)

Relationship with the Existing System

1 inch	=	25.4 millimetres
1 foot	=	30.48 centimetres
1 yard	=	0.9144 metre
1 mile	=	1.609343 kilometre
1 centimetre	=	0.393701 inch
1 metre	=	1.09361 yard
1 kilometre	=	0.62137 mile

AREA :

Metric Units

100 square millimetres (sq. mm.)	=	1 square centimetre (sq. cm.)
100 square centimetres (sq. cm.)	=	1 square decimetre
100 square decimetres	=	1 square metre (sq. m.)
(1 sq. m.	=	10000 sq. cm.)
100 square metres	=	1 are or 1 square dekametre
100 ares	=	1 hectare (ha.) or 1 square hectometre
(1 ha.	=	10000 sq. m.)
100 hectares	=	1 square kilometre

Relationship with the Existing System

1 square inch	=	6.4516 square centimetres
1 square foot	=	9.2903 square decimetres
1 square yard	=	0.83613 square metre
1 acre	=	0.404685 hectare
1 square mile	=	2.58998 square kilometres

1 square centimetre	=	0.155001 square inch
1 square metre	=	1.19599 square yard
1 hectare	=	2.47106 acres
1 square kilometre	=	0.386103 square mile

WEIGHT :

Metric Units

10 milligrams (mg.)	=	1 centigram
10 centigrams	=	1 decigram
10 decigrams	=	1 gram (= 1000 mg.)
10 grams (g.)	=	1 dekagram
10 dekagrams	=	1 hectogram
10 hectograms	=	1 kilogram (= 1000 g.)
100 kilograms (kg.)	=	1 quintal
10 quintals	=	1 tonne (= 1000 kg.)

British Units

	=	1 ounce
16 drams	=	1 pound
16 ounces	=	1 quarter
28 pounds	=	1 hundredweight
4 quarters	=	1 ton
20 hundredweights		

Relationship with the Existing System

1 gram	=	0.035 274 ounce
1 kilogram	=	2.204 62 pounds
1 metric tonne	=	0.984 206 ton
1 ounce	=	28.349 5 grams
1 pound	=	0.453 592 kilogram
1 ton	=	1.016 05 metric tonnes

Metric Units

10 millilitres (ml.)	=	1 centilitre
10 centilitres	=	1 decilitre
10 decilitres	=	1 litre (1 litre = 1000 ml.)
10 litres	=	1 dekalitre
10 dekalitres	=	1 hectolitre
10 hectolitres	=	1 kilolitre (kl.)

British Units

4 gills	=	1 pint
2 pints	=	1 quart
4 quarts	=	1 gallon (Imp.)

Relationship with the Existing System

1 pint	=	0.568 245 litre
1 quart	=	1.136 491 litre
1 gallon (Imp.)	=	4.545 96 litres
1 litre	=	1.759 80 pint
1 litre	=	0.879 90 quart
1 litre	=	0.219 975 gallons (Imp.)
1 gallon (US)	=	3.785 33 litres
	=	0.832 68 gallon (Imp.)

CONVERSION TABLE

Palam	Grams	Viss	Kilograms	Grams
1	35	1	1	400
2	70	2	2	800
3	105	3	4	200
4	140	4	5	600
5	175	5	7	000
6	210	6	8	400
7	245	7	9	800
8	280	Maund	Kilograms	Grams
9	315			
10	350	Candy	Kilograms	200
11	385			400
12	420			600
13	455			800
14	490			000
15	525			200
16	560			300
17	595			500
18	630			700
19	665			900
20	700			100
21	735			123
22	770			134
23	805			145
24	840			156
25	875			167
26	910			179
27	945			190
28	980			201
29	1015			212
30	1050	Candy	Kilograms	Grams (to the nearest 100 Grams)
31	1085			223
32	1120			447
33	1155			671
34	1190			895
35	1225			1119
36	1260			900
37	1295			700
38	1330			600
39	1365			400

1 KILOGRAM = 1 000 GRAMS

40 Palams = 1 Viss; 8 Viss = 1 Maund; 20 Maund = 1 Candy

BUS ROUTES

(STATE TRANSPORT, MADRAS)

CITY SERVICES

Route No.	From	Terminii To	Course of the Route
1	Parrys	Triplicane	Central—Mount Road—Chepauk.
2	Mint	Triplicane	Walltax Road - Central - Mount Road - Chepauk.
3	Parrys	Mylapore	Central—Mount Road—Royapettah—Alwarpet.
4	Tondiarpet	Mylapore	Royapuram — Mint — Central—Alwarpet.
4A	Tondiarpet	Triplicane	Royapuram — Mada Church—Parrys—Central—Mount Road—Chepauk.
4B	Royapuram (Mada Church)	Egmore (Ry. Stn.)	Parrys—Central—Chintadripet.
5	Parrys	Adyar	Central—Mount Road—Alwarpet — Abirampuram — Annamalapuram.
5B	Mylapore	Saidapet	Adyar—Guindy Eng. College.
6	Tondiarpet	M. U. C.	Royapuram—Parrys.
6A	Tondiarpet	M. U. C.	Stanley Medical College—Parrys.

Route No.	From	Terminii To	Course of the Route
6D	High Court	Tiruvottiyur Toll Gate	Broadway—Royapuram — Tondiarpet.
7	Parrys	Perambur	Central—Periamet—Doveton—Pattalam—Otteri.
7A	Parrys	Perambur	Central—Periamet—Doveton — Purasawalkam—Otteri.
8	Parrys	Perambur	Custom House—Mint—Pulianthope.
8A	Mint	Perambur	Pulianthope.
8B	Parrys	G-3 Police Station	Custom House—Mint—Pulianthope.
9	Parrys	T'Nagar	Central - Egmore Railway Station — Nungambakkam—Pondy Bazaar.
10	Parrys	T'Nagar	Central—Museum - Nungambakkam—Hindhi Prachar Sabha.
11	Parrys	T'Nagar	Central - Mount Rd.-Thousand Lights—Vani Mahal.
11A	Parrys	T'Nagar	Central—Mount Road—Teynampet—Pondy Bazaar.
12	Ice House	T'Nagar	Hamilton Bridge—Luz—Alwarpet—Teynampet.
12A	Mylapore	T'Nagar	Luz—Abirampuram - Alwarpet—Teynampet.
12B	Santhome	Vadapalani	Luz - Alwarpet - Teynampet—Panagal Park—Kodambakkam Ry. Stn.

Route No.	From	Terminii To	Course of the Route
13	Triplicane	T'Nagar	Jam Bazaar-Royapettah-Gopalapuram-Vani Mahal.
14	Mint	Kellys	Elephant Gate-Choolai-Purasawalkam.
15	Parrys	Aminjikarai	Central-Poonnamallee High Road-Kilpauk.
16	Kellys	Mount Rd. (Casino)	Purasawalkam-Egmore Railway Station.
17	Parrys	Vadapalani	Central-Chintadripet - Egmore Railway Station—Nungambakkam-Kodambakkam Railway Stn.
21	Parrys	Mandavalli	Central-Mount Rd.-Royapettah High Road.
21a	Parrys	Adyar	Secretariat - Marina - Santhome-Mandavalli.
21c	Custom House	Mylapore	Parrys - Central - Mount Road-Royapettah High Road.
22	Kellys	Triplicane	Purasawalkam-Egmore Ry. Station-C.P.M. Court—Chepauk.
23	Egmore (Ry. Station)	Adyar	Museum — Thousand Lights - Gopalapuram—Alwarpet—Mylapore.
23A	Egmore (Ry. Station)	Mylapore	Museum—College Road—Gemini—Alwarpet.
24	Ice House	Aminjikarai	Royapettah — Gemini — Chetput.

Route No.	From	Terminii To	Course of the Route
25	Triplicane	Vadapalani	Mount Road—Thousand Lights—Nungambakkam —Kodambakkam Ry. Station.
26	Parrys	Ayana-varam	Elephant Gate—Choolai-Purasawalkam—Kellys.
27	Triplicane	Aminjikarai	Mount Road—Chintadripet—Egmore Railway Station—Chetput.
28	Tondiarpet	Egmore (Ry. Stn.)	Mint—Central—Chintadripet.
29	Mount Road (Casino)	Perambur	C. P. M. Court—Egmore Ry. Station—Purasawalkam-Doveton-Otteri.
30	Mint	Ice House	Walltax Road—Central—Mount Road—Triplicane High Road.
31	Parrys	Hamilton Bridge	Central—Mount Road—Triplicane High Road.
32	Mint	Ice House	Broadway — Central — Mount Road—Triplicane High Road.
33	Mint	High Court	Broadway.
34	Parrys	Kellys	Elephant Gate—Choolai-Purasawalkam.
35	Central	Kellys	Walltax Road—Choolai—Purasawalkam.
36	Parrys	Mount Rd. (Casino)	Central—Chintadripet.

Route No.	From	Terminii To	Course of the Route
37	Mint	Vadapalani	Walltax Road—Central—Poonamallee High Road—Kilpauk—Chetput—Nungambakkam—Kodambakkam Railway Station.
51b	Parrys	Saidapet	Central—Mount Road—Teynampet.

RELIEF SERVICES

3A	Mount Road (Post-Office)	Mylapore	Royapettah-Alwarpet.
3c	Parrys	Alwarpet	Central-Mount Road-Royapettah.
4c	Royapuram (Mada Church)	Central	Custom House-Parrys.
4D	Royapuram (Police Stn.)	Central	Mada Church-Parrys.
4E	Royapuram (Police Stn.)	Central	Mint-Walltax Road.
5A	Parrys	Abirama-puram	Central-Mount Road-Royapettah-Alwarpet.
5c	Mount Road (P. Orr & Sons)	Adyar	Royapettah-Alwarpet-Abirama-puram.
6B	Royapuram (Police Stn.)	M. U. C.	Custom House-Parrys.
6c	Tondiarpet	Parrys	Royapuram-Custom House.
7c	Parrys	Kellys	Central-Periamet-Doveton-Purasawalkam.

Route No.	From	Terminii To	Course of the Route
7D	Parrys	Tawker's Choultry	Central-Periamet-Doveton-Pattalam-Otteri.
7E	Central	Perambur	Periamet-Doveton - Pattalam-Otteri.
7F	Parrys	Doveton	Central-Periamet.
10A	Parrys	Kodambakkam High Road	Central-Museum - College Road-Nungambakkam.
11c	Central	T'Nagar	Mount Road-Thousand Lights-Vani Mahal.
11D	Mount Road (Post-Office)	T'Nagar	Thousandlights—Vani Mahal.
12c	T'Nagar	Adyar	Teynampet-Saidapet-Engineering College.
12D	Santhome	Kodambakkam (Ry. Stn.)	Lv Teynampet-Panagal Park.
17A	Parrys	Kodambakkam (Ry. Stn.)	Central - Chintadripet - Egmore Ry. Stn. — Nungambakkam.
21D	Central	Luz	Mount Road - Royapettah High Rd.
21E	Parrys	Royapettah (Police Stn.)	Central - Mount Road.
21F	Parrys	Mylapore	Central — Mount Rd.—Royapettah High Rd.
21G	Mount Road (Post-Office)	Mylapore	Royapettah High Road.
21H	Parrys	Luz	Central — Mount Rd.—Royapettah High Road.

Route No.	From	Terminii To	Course of the Route
21j Central		Sanskrit-College	Mount Rd — Royapettah High Road.
21k Parrys		Santhome (Oceanic)	Secretariat - Marina.
21m Mount Road	Luz		Royapettah High Road.
21n Parrys	Mandavalli		Secretariat - Marina - Santhome.
21x Secretariat	Mandavalli		Marina.
22A Lauder's Gate	Triplicane		Egmore Ry. Stn. — C.P.M. Court-Chepauk.
23a Egmore (Ry. Stn.)	Mylapore		Museum-Arts College-Thousand Lights-Gopalapuram-Alwarpet.
28A Mint	Egmore (Rly. Stn.)		Walltax Road-Central-Chintadripet.
30A Regal	Ice House		Central-Mount Road-Triplicane High Road.
31A Parrys	Ice House		Central - Mount Road - Triplicane High Rd.
31b Central	Hamilton Bridge		Mount Rd. - Triplicane High Road.
34A Parrys	Choolai		Elephant Gate.
38 Mint	Perambur		Vyasarpadi-Moolakadai-Sembiam.
51a Parrys	Saidapet		Central-Mount Road—Teynampet.
51b Arts College	Saidapet		Thousand Lights - Teynampet.

SUBURBAN SERVICES

Route No.	From	Terminii To	Course of the Route
7n Parrys		Villivakkam	Central — Doveton — Otteri—Ayanavaram.
17n Broadway		Mangadu	Thousands Lights - Vadalapani - Porur - Pattu.
19 Broadway		Lattice Bridge	Thousand Lights-Saidapet-Adyar.
19A Broadway		Mahabali-puram	Thousand Lights-Adyar—Lattice Bridge—Kelambakkam-Tiruporur.
51 Broadway		Alandur	Central-Thousand Lights-Saidapet.
51A Broadway		Padappai	Thousand Lights-Teynampet-Saidapet - Velacheri—Tambaram-Maniwakkam.
51c Parrys		St. Thomas Mount	Central-Thousan Lights—Saidapet.
56 Mint		Tiruvottiyur	Washermanpet-Tondiarpet-Kaladipet.
56A Mint		Ennore	Tiruvottiyur-Wimco.
56a Mint		Ponneri	Tondiarpet-Tiruvottiyur-Pudunapalayam-Vallur-Minjur.
57 Mint		Red Hills	Vyasarpadi-Moolakadai—Madavaram.

DISTRICT SERVICES

Route No.	From	Termini To	Course of the Route
101	Madras (Mint)	Tirupathi	Tada-Kalahasti-Renigunta.
102	Madras (Broadway)	Tirupathi	Tiruvallore-Tiruttani-Puthur-Renigunta.
104	Madras (Mint)	Tirupathi	Periapalayam-Oothukottai—Nagalapuram - Puthur-Renigunta.
106	Madras (Broadway)	Kancheepuram	Poonamallee - Sriperumbudur-Sunkuwarchat-tiram-Tenneri-Walajabad.
107	Madras (Mint)	Tirupathi	Oothukottai-Satyavedu-Kalahasti-Renigunta.
108	Madras (Broadway)	Kancheepuram	Saidapet-Kunrathur-Oragadam-Walajabad.
109	Madras (Broadway)	Kancheepuram	Saidapet-Tambaram-Padappai-Oragadam-Walajabad.
110	Madras (Mint)	Venkatagiri	Tada—Nayudupet—Menakur.

CORPORATION DIVISIONS

First Circle

Division No.	Division No.
1 New Washermanpet	6 Narayanappa Naick Garden
2 Tondiarpet	7 Singara Garden
3 Grace Garden	8 Rayapuram
4 Sanjeeviroyanpet	9 Meenakshiammenpet
5 Mottai Garden	10 Old Washermanpet

Second Circle

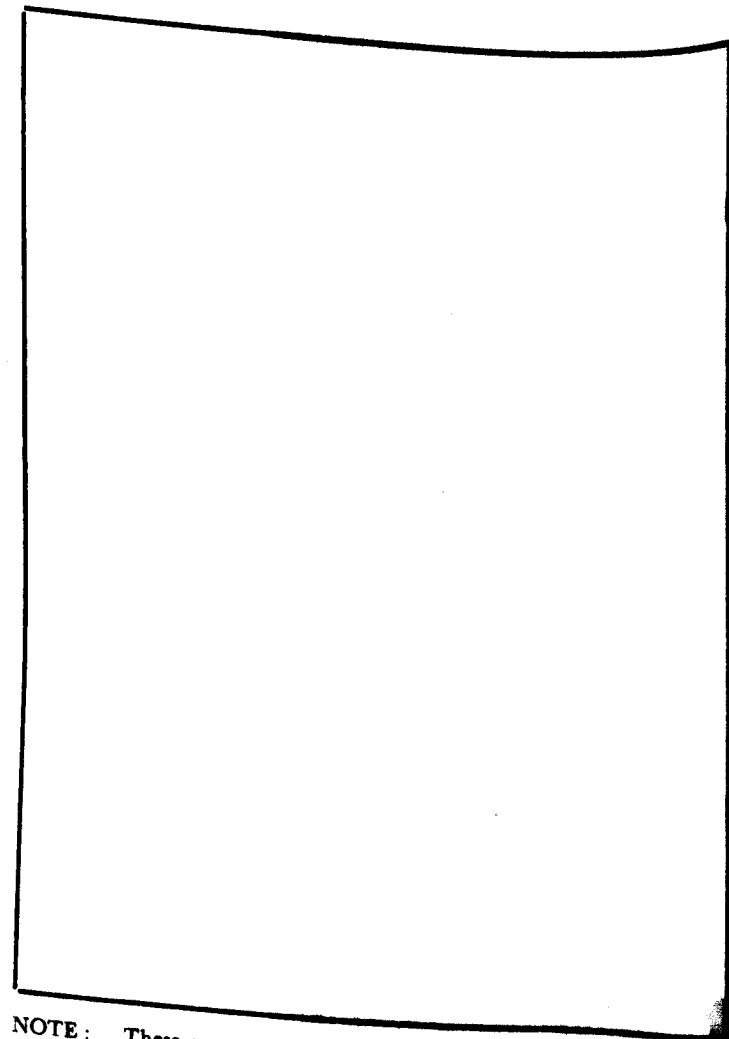
11 Seven Wells North	16 Amman Koil South
12 Amman Koil North	17 Seven Wells South
13 Muthialpet	18 Sowcarpet
14 Harbour	19 Kotwal Chavadi
15 Mannady	20 Katchaleswarar

Third Circle

21 Korukkupet	26 Peddunaickenpet
22 Kumarasami Nagar	27 Perumal Koil Garden
23 Dr. Vijiaragavalu Nagar	28 Trevelyan Basin
24 Basin Bridge	29 Elephant Gate
25 Kondithope	30 Edapalayam

Fourth Circle

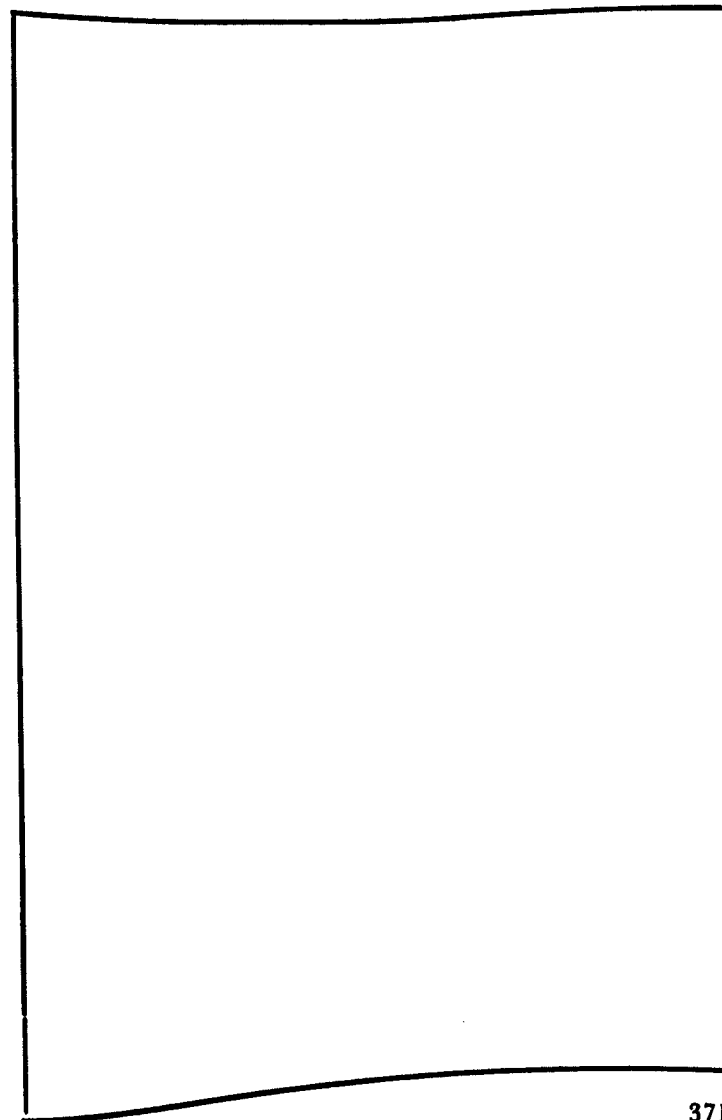
31 Perambur	36 Pattalam
32 Vyasarpadi	37 Thattankulam
33 Pulianthope	38 Dr. Besant Nagar
34 Wadia Nagar	39 Choolai
35 Thiruvika Nagar	40 Hospital Maidan



NOTE: These pages are intended to serve as an album. One can therefore, paste copies of any interesting photographs or snapshots in the blank spaces.

370

ALL ABOUT MADRAS



371

ALL ABOUT MADRAS

MADRAS CITY POSTAL DELIVERY OFFICES

- | | |
|----------------------|---------------------------|
| 1 Madras G. P. O. | 17 Theagaroyanagar |
| 2 Mount Road | 18 Teynampet |
| 3 Park Town | 19 Tiruvottiyur |
| 4 Mylapore | 20 Adyar |
| 5 Triplicane | 21 Washermanpet |
| 6 Cathedral | 22 Madras Governor's Camp |
| 7 Vepery | 23 Ayanavaram |
| 8 Egmore | 24 Akbarabad |
| 9 Fort St. George | 25 Engineering College |
| 10 Kilpauk | 26 Vadapalani |
| 11 Perambur | 27 Madras Air Port |
| 12 Perambur Barracks | 28 Raja Annamalaipuram |
| 13 Royapuram | 29 Aminjikarai |
| 14 Royapettah | 30 Shenoyanagar |
| 15 Saidapet | 31 Chetput |
| 16 Thomas Mount | |

AU REVOIR!

*We hope and trust that you
had a pleasant stay in our City
and that you carry sweet memories
of your sojourn here.*

*May the return journey to
your place be equally pleasant
and safe!*

*We ardently expect to greet
you in our City again!*

Au revoir!

Madras,
19-12-1959.

THE LITTLE FLOWER CO.,
Publishers.

