[illegible]

closed

D2
Supt.

Sectt. II-27--104,006--4-11-49.

EDUCATION (1950) Department.

Ms. SERIES.

LETTER. (MS)

~~G.O. NO.~~ 2388 Edn.

Dated 26. 8. 1950.

~~[illegible]~~

20

[Despatch Abstract.]

Publication - The Madras Directory
request for Patronage.

3/

-2-

is not a new departure from what other Governments are doing and this is only a request to patronise the only publication of the kind in the Madras State. Without the Government's support, it will, indeed be difficult to continue publication of the Directory, consequently resulting in our inability to cater to the needs of the trading public.

B You have already with you a copy of our latest Directory and it will be superfluous were we to write more about our publication. The Directory costs Rs.10/- a copy and it is our request that the Government would buy about 500 copies for distribution to all State aided organisations, Ministers, Judges, Secretaries to Departments, Assembly and Council Members, Co-operative Societies, State Guests, Public Reading Rooms and Libraries, etc., besides educational institutions.

We should be grateful to you if you would kindly ask the Departments concerned to let us know how best this only publication of the kind in the Madras State could be patronised by the Government as is being done in other States.

Yours faithfully,
for MADRAS DIRECTORY & WHO'S WHO,

Balakrishna

Ack.

---

B.W.D (J.P)

SECRETARY TO GOVERNMENT
PUBLIC WORKS DEPARTMENT
26 APR 1950

J.P

Sent 27/4/50

Balakrishna
Phone: 3402.

Post Box. No. 1568.
Madras.

20. 4. 50.

HON'BLE THE CHIEF MINISTER
24 APR 1950

1415 A
27.4.

(3)

Encls. with received
27.4.50

My dear Sir,

As desired, I am enclosing herewith Official letters seeking the Govt's advertisements and sanction for purchase of copies. I am sure you will do your best for my Directory, which is the only one of its kind in the entire State of Madras. Special instructions may kindly be given to take the Cover pages for the State Industries' advts. As insisted, please also see that your Government take atleast 200 or 300 copies of my Directory. The Govt. were buying about 800 copies of a Directory for years till 1936 and I am asking for the continuance of this patronage to the only publication now

4

available. Any help you kindly extend will be a greater encouragement for us to continue the publication uninterrupted and to expand same.

With sincere regards

Yours sincerely

Balakrishna

B

~~Hon.~~
Sri P. S. Kumaraswamy Raja
Ch. Minister,
Madras Govt.
Madras.

P.W (I&P) Dept

x Education WO.

x Committee generally the subject relates to them
3
11.5.50

P.W(I&P) WO. NO. 1361 C A(I&P)/50
11.5.50

3
11.5.50

11.5.50

11.5

Edn

---

11159/F/50

Memo 11159/F/50-1 Edn d 10/6/50

Edu (F)
5

Books and publications - 'The Madras Directory' - request for patronage.

(4)

S/i ref

From Sri Balakrishna, 'The Madras Directory', Madras dated 20.4.50.

36
10/6.

~~Memo No.~~ With ref. to their letter dated 20.4.50 to the Hon'ble the chief minister, Edn d. The ~~Management~~ publishers of 'The Madras Directory and Who's Who' are requested to ~~furnish~~ send a copy of their latest edition' ~~The Madras~~ Madras Directory'. ~~for reference and return~~.

13/6.

To
The publishers of the
'Madras Directory'
& Who is Who''
117. Armenian St
Madras.

5/6/50

5/6/50

7.6.50

10.6.50

6

Books and publications - The Madras Directory - request for purchase

From Sri Balakrishna 'The Madras Directory' [illegible] Madras dated 20.4.50

Check.

[illegible]

The Management of 'The Madras Directory and Who's Who' are requested to [illegible] a copy of the latest 'The Madras Directory' for reference and return.

The Madras Directory,
[illegible]
Madras

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12

7

GRAMS: "CHEMIFER" PHONE: 3402

# The Madras Directory

&

WHO'S WHO
ARMENIAN STREET, MADRAS.
P.O. BOX No. 1568

(5)

Public dept

DIRECTOR OF INFORMATION AND PUBLICITY
10 JUN 1950
1943

JUL

June 5, 1950.

My Dear Mr. Raja,

I have not so far received any reply from the Government to my two letters regarding the purchase of copies of the Directory and the Governments' advertisement for the next edition. I am reminding you only because of my fear that in your multifarious activities, you might forget me.

With regards,

Yours sincerely,

Balakrishna

(V. Balakrishna).

Sri. P.S. Kumaraswamy Raja,
Chief Minister,
Government of Madras,
Fort St. George,
Madras- 9.

876

11159/F/50

Public (Misc) dept

P.W.D. (I&P) No

Public Misc 12922

9.6.50

THE ONLY DIRECTORY COVERING SOUTHERN INDIA

9

P. W. (I & P)

⑥

Lr. 1943 ~~[illegible]~~ P.W. (I&P)/50-1 d. 14-6-50

To

Dpd
14/15-6-50

Sri V. Balakrishnan
The Madras Directory & who is who
117, Armenian Street, Madras
P.O. Box No. 1568.

Sir,

Sub: Books & publications - "The Madras Directory" - Copies of - purchase of Copies.

P-1f — Ref: your letter d. 5.. 6. 50 ~~from~~

I am directed to acknowledge the receipt of your letter cited and to state that the matter is ~~under consideration of the govt.~~ receiving the attention of the Govt.

Y. F.

[Appd in orto]

12/6/50

Regd
14-6-50

10

F

7 11

(7)

**MADRAS DIRECTORY & WHO'S WHO**

SOUTH INDIA'S MOST POPULAR DIRECTORY

**MADRAS 1.**

[illegible]

16 JUN 1950

DEPT: Gnl/D/534-50

16426

June 15, 1950.

117, ARMENIAN ST. MADRAS
PHONE: 3402, P. O. BOX 1568
TELEGRAMS: "CHEMIFER"

The Secretary to Government,
Education Department,
Government of Madras,
Fort St. George,
Madras- 9.

Dear Sir,

We thank you for your Memorandum No.11159/F/50-1 Education dated 10-6-1950 and as desired by you, we send you herewith a copy of the Madras Directory 1949/50 for your reference.

We await to hear from you on the subject under reference at an early date.

Yours faithfully,
for MADRAS DIRECTORY & WHO'S WHO,

r.

7/A.S.I

(8) 13

# MADRAS DIRECTORY & WHO'S WHO

SOUTH INDIA'S MOST POPULAR DIRECTORY

**MADRAS I.**

117, ARMENIAN ST. MADRAS
PHONE : 3402, P. O. BOX 1568
TELEGRAMS : "CHEMIFER"

EDUCATION DEPARTMENT
1 JUL 1950
18102
ASSISTANT SECRETARY

DEPT: Gnl/D/566-50

June 30, 1950.

The Secretary to Government,
Education Department,
Government of Madras,
Fort St. George,
Madras- 9.

Sub: Books & Publications- The Madras Directory-Request for patronage

Dear Sir,

not put up (in main file sent to Depts)

We refer you to your Memo No.11159/F/50-1 Education dated 10-6-1950 and our letter No.Gnl/D/534-50 of the 15th instant. We should be grateful to you if you would kindly send us a communication as to your decision in the matter at an early date.

Yours faithfully,
for THE MADRAS DIRECTORY & WHO'S WHO,

r.

Edn (F)

17 ⑩

18102/F/50 Books and publications. The Madras Directory - Request for patronage.

fs/Cf From the Publishers, The Madras Directory & Who's who,
Ref. Gnl./D/566-50 d. 30.6.50.

8/7/50

Memo. No. 18102/F/50-1 Edn. d. 8/7/50

The Publishers, The Madras Directory and Who's Who are informed that the matter is still under the consideration of the Govt.

7.7.50

10/7

To
The Publishers
The Madras Directory & Who's Who
17 American St
Madras.

4/7/50

4/7/50

Note: The main file on this Subject has gone to Deo/Pub and Fin for remarks on 27/6/50.

P.T.O.

20

That they cannot ~~to~~ accede to your request for the purchase of 500 copies of the publications referred to above.

Y. F.

23.8.50

'B' on pref

Cl
22/8/50.

DM
22/8/50

(S[illegible]
SH)

---

(12)

21

Grams: 'DIRECTORY' Phone: 3402

# MADRAS DIRECTORY & WHO'S WHO

SOUTH INDIA'S MOST POPULAR DIRECTORY

39, SECOND LINE BEACH, P.O. Box 1568, MADRAS

24th October 1950

ASSISTANT SECRETARY
25 OCT 1950
33012
EDUCATION DEPARTMENT

8

The Secretary to Govt.,
Education Department,
Govt. of Madras,
Fort St.George.

Dear Sir:

p 5 cf/(T) — In your letter No.11159/F/50/1 Education dated the 10th June 1950, you had requested us to send you a copy of the Madras Directory for the Government's perusal; to decide the subject of our request to the Chief Minister for State Patronage. This was done; and the government perhaps considered the matter; and we have been informed that our request is rejected. The matter, has however ended there.

p 19-20 (T)

Since you had asked for a copy for perusal and since you have rejected our request; presumably after perusal and consideration; we feel it would be quite right on our part to request you to kindly point out to us whatever the defects you have been able to see; or let us know whatever criticism ~~they~~ you have to make about the publication. You might have observed that we have provided considerable number of pages for Governmental details, photograph~~xxx~~ of Ministers, etc; and if the Government feel that these are unnecessary they will have to be omitted by us; and if they feel they are insufficient, we will have to add such of them that are further necessary.

To the Mercantile public; the information and photographs that we have published concerning our Government would be little use; these informations are more useful to the general public and the Government departments themselves; who buy our copies individually.

May we therefore request you to kindly let us know whatever your views are which was responsible for the rejection of our request. Of course, you are not bound to give us your views; but then we are at liberty to ask for it.

Yours faithfu ly,

Balakrishna

Manager.

2 8

The interim reply overleaf is for approval. After issue the papers will be added to the main* file ~~after~~ on its return.

*(C.No.11159/F/50)

7.7.50

4/7/50

4/7/50

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-2-

19

(11)

11159/F/50

Letter (Ms) No. 2388

Edn.d. 26/8

26/8

24/8

29/8

To.

Sri. V. Balakrishna
The Madras Directory and Who is Who,
117. Armenian St, Madras.

Sir,

Publications - 'The Madras Directory' - request for patronage.

fp1.2cf and p7cf

Your letters dated 20.4.50 and 5.6.50.

With reference to your letters ~~cited~~ on the above subject, I am to state that the Govt. regret ~~their inability~~ that

P.T.O.

Grams: 'DIRECTORY' Phone: 3402

**MADRAS DIRECTORY & WHO'S WHO**

SOUTH INDIA'S MOST POPULAR DIRECTORY

39, SECOND LINE BEACH, P.O. Box 1568, MADRAS

23

(13)

ASSISTANT SECRETARY
1 NOV 1950
34123
EDUCATION DEPARTMENT

Edn

8

29/10

HCM

HON'BLE THE CHIEF MINISTER
31 OCT 1950
GOVERNMENT

24th October 1950

Dear Chief Minister:

You might remember my meeting you and discussing with you regarding purchase of some copies of my Directory by the Government; and also advertising in the Directory of Government Industries.

As desired by you, I did apply in the formal procedure for purchase of copies as well as for advertisements; but I am surprised, we have been communicated by the departments concerned that they are not interested in our proposals. I am unable to know how this has happened.

For your information I may add that to-day in the Madras State there is no other publication of the status and standing the Madras Directory possess; and we are the first to come out after a lapse of ten years (during which time the Madras State could never ~~had~~ have a reference volume). Every other province in India patronise and support the important Directory published from the individual State; for instance; the Times of India Directory is patronised to a large extent by Bombay Government; The Thacker's Directory by Indian and Bengal Governments; the Ahmedabad Directory by their Government and so on.

The Madras Directory provided about 500 pages for Governmental information and photographs of Ministers etc; beside another 500 pages for Trade and Commercial data. I am sure you will appreciate that a publication of this nature require large capital and the support of Governments; atleast by way of advertisements and purchase of a few copies are essential. I shall therefore be obliged if you will kindly ask the departments concerned to reconsider our letters and let us know their considered views.

With regards,

Yours sincerely,

Sri: P.S.Kumaraswamy Rajah,
Chief Minister, Madras State.

24

(Same as in p/ante/

25

(14)

Grams: 'DIRECTORY' Phone: 3402

**MADRAS DIRECTORY & WHO'S WHO**

SOUTH INDIA'S MOST POPULAR DIRECTORY

39, SECOND LINE BEACH, P.O. Box 1568, MADRAS

24th October 1950

The Secretary to Govt.,
Education Department,
Govt. of Madras,
Fort St.George.

Dear Sir:

In your letter No.11159/F/50/1 Education dated the 10th June 1950, you had requested us to send you a copy of the Madras Directory for the Government's perusal; to decide the subject of our request to the Chief Minister for State Patronage. This was done; and the government perhaps considered the matter; and we have been informed that our request is rejected. The matter, has however ended there.

Since you had asked for a copy for perusal and since you have rejected our request; presumably after perusal and consideration; we feel it would be quite right on our part to request you to kindly point out to us whatever the defects you have been able to see; or let us know whatever criticism ~~they~~ you have to make about the publication. You might have observed that we have provided considerable number of pages for Governmental details, photograph~~xxx~~ of Ministers, etc; and if the Government feel that these are unnecessary they will have to be omitted by us; and if they feel they are insufficient, we will have to add such of them that are further necessary.

To the Mercantile public; the information and photographs that we have published concerning our Government would be little use; these informations are more useful to the general public and the Government departments themselves; who buy our copies individually.

May we therefore request you to kindly let us know whatever your views are which was responsible for the rejection of our request. Of course, you are not bound to give us your views; but then we are at liberty to ask for it.

Yours faithfu ly,

Balakrishna

Copy to Mr. Kumarasami Raja.

3330 12 | F | 50.

Let. Ref. No. 33012 | F | 50—1 (15) Edu. d. 16/11/50

27 Edu(F)

To. Sri. V. Balakrishna
The Madras Directory and Who's Who,
39. Second Line Beach. P.o. Box. 1568, Madras
— (with enclosure)

1/17.11.50

BN/17/11/50

Despatch
Sri. V. Balakri.
20/11/50

Sir,

Books and publications – 'The Madras Directory' view of – request for.

—

Your letters dated 24.10.50

—

p 1–3 cf

With reference to your letters cited above, I am directed to state that ~~your request for the purchase of copies of the Madras Directory was not entertained as~~ Govt. did not consider that the supply of copies

'Y' on p 2 nf

P.T.O.

Edu (F)

(16)

1

EDN. DEPT. (F).

BOOKS AND PUBLICATIONS - 'The Madras Directory' - Request for patronage.

--

From Sri Balakrishnan, Madras, letter dated 20-4-50.

--

"Put up".

P.S. K(umaraswami Raja),
21-4-50

Please see the letter from Sri Balakrishnan of 'The Madras Directory & Who's who' on p1-4 cf and the minutes of H.C.M thereon on p1 cf extracted above. The request therein is that ~~to patronise~~ their publication, 'The Madras Directory' may be patronised by purchasing about 500 copies for distribution to Hon'ble Ministers, Judges Secretaries to Govt, Members of the Legislature etc besides State aided institutions and Libraries in this State. The price of each copy is stated to be Rs 10/-.

'B' on p2 cf

In so far as purchase and distribution of copies of the Directory to the Educational institutions and Libraries in this State are concerned the remarks of the D.P.I may be called for. After receipt of his reply, the file may be sent to Pub, Rev and Fin Depts for their remarks.

M'

Subject ~~to orders the draft memo below to the D.P.I is for approval~~

ASSISTANT SECRETARY TO GOVERNMENT
8 JUL 1950
FINANCE DEPARTMENT

50897

The Company may be asked first to send a copy of their latest publication for reference & return -

Pl. put up a draft.

1.6.50.

30/5/50

31/5/50

Pl. see 1st. sentence of Para B on p 2. c.f. wh. says a copy is already available here (Wanted here).

The draft ~~letter~~ memo below is for approval

7.6.50.

1/6/50.

---

2 28

of the Directory for use in Govt. Offices ~~are~~ was necessary.

~~I return herewith the D. with thanks~~

The copy of the Directory sent by you is returned with thanks.

Y. F.

10/11/50

11.11.50.

2

Edu (F)

Please see Secretary's note at 'x' on p l ante. It is ascertained from P.A to H.C.M that the Copy of 'The Madras Directory' referred to at 'B' on p 2 cf, is with H.C.M. Another Copy may be Called for, for ref. and return.

For orders as to the issue of the draft memo below.

9.6.50

as corrected

10.6.50

8/6/50.

8/6/50

(Issued as Memo. 11159/F/50-1 Edn d 10.6.50) — p5 cf

(C. No. 16426/50. From the Publisher 'Madras Directory' Gul. D/534/50. d 15.6.50) p11 cf

A Copy of the latest 'Madras Directory' since received from the Publishers is put up for reference. For orders whether the remarks of the D.P.I. may be called for in the first instance as suggested at 'M' on the previous page.

Pl. put up the copy of the book recd. today & note

16.6.50

no need

/6.

A Copy of Mr Balakrishna's 'Directory' has been obtained & put up. The get up & the paper used are not good enough, but the publication contains much general information. The copy may be sent to the Director & he may be asked to state whether its purchase can be recommended to all educational institutions & public libraries

21.6.50

21/6/50

21/6/50

It contains not very much more information than what is found in some of the [illegible] diaries. I do not think it is worth being recommended to [illegible]

22/6

[illegible] people may find it useful. It is not [illegible] [illegible] else [illegible]

3

(17)

Edu (F)

The proposal in this file relates to the request of the Publishers of the "Madras Directory" that their publication may be patronised by purchasing about 500 Copies of it for distribution to the Hon'ble Ministers, Secretaries to Govt., Members of the Legislature etc besides State aided institutions. The price of each books is stated to be Rs 10/-

Attention is invited to the remarks of the Secretary on page 2 ante. As it is considered that it will not be of much use, it is for orders whether the request of the Publishers may be rejected.

Dev., Public, and Fin., may see prior to circulation to H.M (Edn) & H.C.M.

(stood And B' on p 2 cf

A

Yes. It is not worth buying at such cost.

27.6.50

26.6.50.

26/6/50

27/6.

Dev. | Pub. | Fin.

Edn. vo. No 11159/F/50-2 27.6.50 (with the 'Madras Directory' 49-50)

57775

Dev.

The notes of Edn. Dept. ~~[illegible]~~ above may be perused. This Dept. may agree with the views expressed by Secy. Edn. at 'A' above ~~Dept.~~ and the file passed on to public. This Dept. would like to buy a copy. E.A. may also see.

AR. 29/6/50

30.6.50

'M'

ASST. SECRETARY TO GOVERNMENT
28 JUN 1950

2.7.50

3.7.50

S. Public

Dev. wo. 57775 P90 III/50-1 3.7.50.

UNDER SECRETARY
4 - JUL 1950
CHIEF SECRETARIAT

3463
4.7.50

Public (Misc)

The Madras Directory is not required for use in the Public Dept. Sect. Library

4

No. 11159/50-F

come up with a similar request for patronage.
In the circumstances, this Department may say that there are no special grounds to justify the purchase and distribution of such a large number of copies of the Directory.

With one copy of "South India Information", in our Library and a copy of the Directory in question in the Secretariat Library, this Dpt need not go in for a fresh copy.

KSS
31.7.50

27.7.50

19
14/8

S.O. | SA. | EA.

~~S.A.~~ / ~~E.A.~~ 1/8

31/7/50

Edn (F)

The proposal in this file relates to the request of the Publishers of the 'Madras ~~Dixtx~~ Directory" that their publication may be patronised by purchasing about 500 copies of it for distribution to the Hon'ble Ministers, Secretaries to Government, Members of the Legislature besides State aided institutions. The price of the publication is stated to be Rs.10/-

Pub(E&S) U.O. No. E.A. 2155-M/50-55
~~p1-2 cf~~
2-8-'50

(With the Madras Directory)
'B' in p 2 cf.

It is considered that the Directory is not worth purchasing at Rs.10/- per copy and that it need not be recommended for use in educational institutions. Dev., Public(Mis) Finance and Public(E.& S) have all agreed with this view.

Vide ~~remarks~~ of former Secy. at 'S' on 2 ante and [illegible] p3 ante

ASSISTANT SECRETARY
22193
8 AUG 1950

p3-6 ante

For orders whether the request of the Publishers may be ~~rejected~~. negatived.

May be circulated to H.M. (E.& L.) and H.C.M. with reference to his minutes on page 1 cf.

SECRETARY
17 AUG 1950
EDUCATION DEPARTMENT

(Directory)

12.8.50

May be negatived
14.8.50

'A'

11/8/50

11/8/50

HM (E&L)

HCM

Hm Edn
HCM
17.8

---

Edn (F)

(18)

Please see the orders in Circulation at the bottom of p 6 ante.

The draft letter below to the Publishers of 'The Madras Directory' is submitted for approval.

23.8.50

22/8/50.

22/8/50

Edn(F)

⑲

38012/F/50

Books and publications - 'The Madras Directory' - the views and the Criticisms of - request for

—

p1 cf From the Manager, 'Madras Directory & Who's Who,' Madras letter dated 24/10/50

—

p1-2/Ⓣ In April 1950, Sri. V. Balakrishna, Manager 'The Madras Directory' requested the Govt to purchase about 500 Copies for distribution to Hon'ble Ministers, Secretaries to the Govt etc., On the above request, the former Secretary of this Dept noted as follows:'

bottom of p2 nf/Ⓣ "It Contains not very much more information than what is found in Some of Hoe & Co's diaries. I do not think it is worth being recommended to any one. Business people may find it useful. It is not of much use to any one else."

Dev., Fin., and Pub (S.H.S), have all agreed ~~to~~ with the above view and it was ordered 'A' in p6 nf/Ⓣ in Circulation that the request of the Manager may be negatived.

p1 cf The Manager, 'Madras Directory and Who's Who', has now requested the views of the Govt, which were responsible for the rejection for his request, and to point out the defects or ~~f~~ or any Criticisms the Govt may have to Say on their publication. It is Submitted that the request for the purchase of 500 Copies of the Madras Directory was not Complied with as the publication was Considered to be of more use to business people than to anyone else and as it was also not worth buying at Such a high ~~cost~~ cost of Rs 10/- per Copy.

For orders whether the

P.T.O.

Manager, 'the Madras Directory' may be informed ~~So~~ that ~~the~~ ~~publication~~ Govt. are ~~not~~ convinced of the utility of the publication for schools and Govt. offices. A draft letter is subd. for appl.

ch
30/10/50.

30/10

31.10.50

We need not give our views —

31.10.50

S. Let me see this & the other publication by Rangaswami. How many copies of the latter were purchased

'S'

7.11

With ref. to Secretary's orders at 'S' above a copy of the 'Madras Directory & Who's Who' for 49-50 and a copy of the 'South India Information' (49-50) published by Sri T. Rangaswami, Madras are put up for reference.

It is submitted that no information is available in this Dept. as to how many copies of the publication 'South India Information' by Sri T. Rangaswami were purchased by the several Depts. of the Secretariat for their use. Pub. (E&S) may be ~~asked~~ requested to give the information if available with them.

'Copy of Madras Directory with ...'

vide p 5 n.f. (T)

They have purchased a copy —
7.11.50.

6.11.50

7.11.50

S. Give a reply that Govt. did not consider that the supply of these in offices or directories was necessary [illegible]
Draft below.

'Y'

7.11

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C. 33012/F/50

p 3 c.f.

(From the Manager, Madras Directory, letter d. 24/10/50)

In the further letter on p3 c.f. Sri V. Balakrishna, Manager, the Madras Directory has requested ~~the~~ reconsideration of the orders issued in Let. (Ms) No. 2388 Edn. d. 26.8.50. His request ~~for~~ for the purchase of about 500 copies by Govt., after due consideration was negatived, as the publication was considered not to be of much utility for schools and Govt. Offices. ~~This~~ No action seems necessary ~~as it is proposed~~ Attention is invited to ~~inform Sri V. Balakrishna in reply to his letter on p 1 c.f.~~

In the ~~with ref.~~ ~~to the~~ orders of Secretary at 'y' on p 2 ante, a draft letter is submitted for approval.

For orders as to circulation.
~~H.M. Edn.~~

11.11.50

pp 19-20 n.f. (T)

SECRETARY
10 NOV 1950
EDUCATION DEPARTMENT

The letter on p 3 c.f. is addressed to H.C.M.

(After issue the papers will be filed with those at (T)

10/11/50.

The draft may be seen by H.M. (E.L.) H.C.M. (Original submitted) before issue
13/11

H.M. Edn.
H.C.M.

14/11

H.M. (E.L.)
H.C.M.

15/11