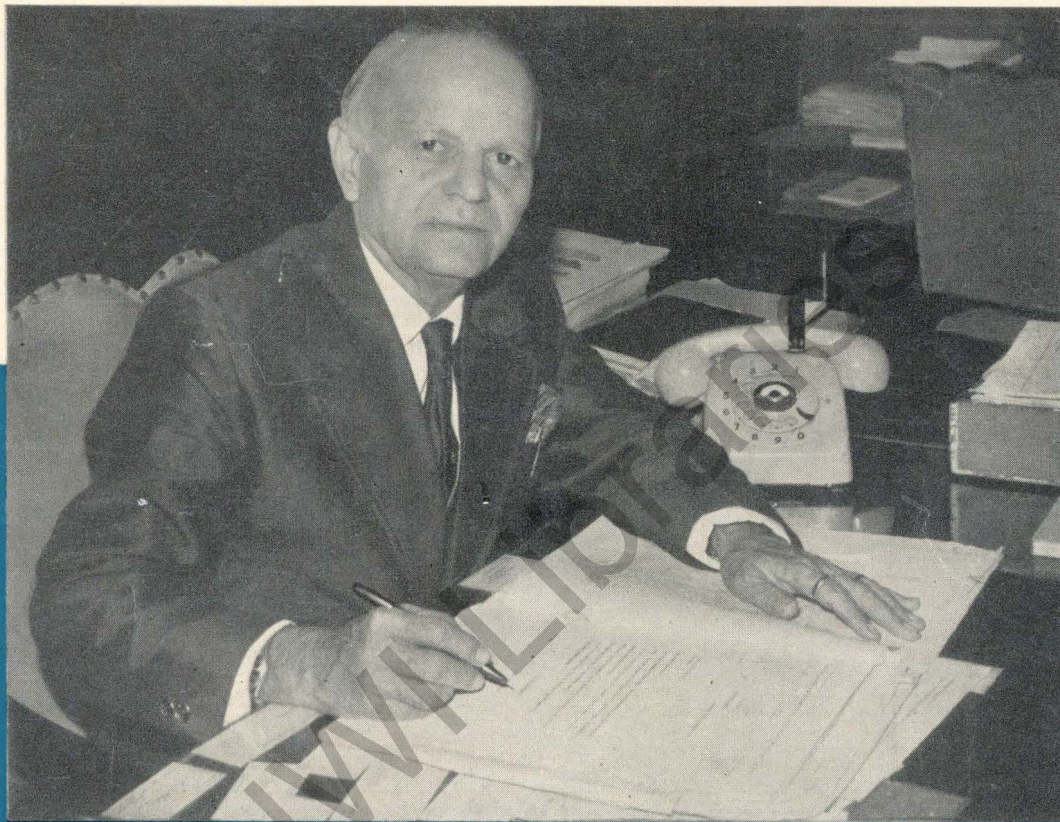


N. D. KARMARKAR

CRICKET MATCH



ORGANIZED BY
THE MAHARASHTRA CRICKET ASSN.,
PLAYED AT THE
NEHRU STADIUM
POONA

FEBRUARY 16, 17, 18, 1974

CONGRATULATIONS TO
MAMA KARMARKAR
on a terrific innings of 25 years of devoted service

TRADE-WINGS LTD.
India's Largest Travel Agency Network

With Best Compliments
From



J. M. BAXI & CO.

STEAMSHIP AGENTS & STEVEDORES SERVING
THE WEST COAST AND THE EAST COAST OF INDIA

HEAD OFFICE :

16, BANK STREET, FORT, BOMBAY 400 001

PHONE : 253971 (5 LINES) & 258381.

TELEX : 3439 BAXI BY

CABLE : "BAXICO" AL ALL PLACES.

THE BOARD OF CONTROL FOR CRICKET IN INDIA

Sponsors

**Felicitatation Cricket Match for Shri N. D. (MAMA) Karmarkar
at Poona**

16, 17, 18, February 1974

(Organised by Maharashtra Cricket Association, Poona)

CENTRAL COMMITTEE

President :

Shri P. M. RUNGTA

Vice-Presidents :

**Shri Fatehsinghrao Gaekwad
of Baroda
Shri R. P. Mehra
Shri B. C. Mahanti
Shri S. C. Malhotra**

Working Presidents :

**Shri S. K. Wankhede
Speaker, Maharashtra
State Legislative Assembly
Shri M. Y. Ghorpade
Finance Minister,
(Karnataka State)
Shri M. A. Chidambaram
Hon. Treasurer :
Cricket Control Board**

Secretary :

**Prof. M. V. Chandgadkar
Hon. Secretary, Cricontrol**

Joint Secretaries :

**Shri Ghulam Ahmed
Shri P. K. Karoor**

Treasurers :

**Shri M. Chinnaswamy
Shri S. G. Walavalkar**

Members :

**Shri A. N. Ghose
President
Cricket Association of Bengal
Shri S. Sriraman,
Hon. Secretary
Tamil Nadu Cricket Assn.
Shri B. L. Paranjape
Dy. General Manager
Bank of Baroda
Shri M. G. Wagh,
Spl. I. G. P. (Maha)
Shri R. K. Ghotgalkar,
Personel Manager,
Union Bank of India.
Shri V. Nair,
Secretary, Finance Dept. (Kerala)**

Members :

**Shri R. G. Khedekar,
National Savings Commissioner,
of India
Shri K. R. Ramchandran,
Divl. Commissioner,
Belgaum (Karnataka)
Shri A. M. Deosthale,
Collector, Bombay
Prof. D. B. Deodhar
President, Maharashtra Cr. Assn.
Shri Chandubhai Udeshi
Chairman, Metro Cycles
Shri V. G. Padgaokar,
Joint General Manager,
Bank of Maharashtra**

Members :

**Shri S. D. Vaidya,
Director, Small Savings (Maha)
Shri P. M. Bhat.
Director of Lotteries (Karnataka)
Shri P. R. Umrigar,
Ex. India Captain
Shri A. L. Wadekar,
India Captain
Shri S. V. Kadam
Jt. Hon. Secy. Bombay Cr. Assn.
Dr. K. Thimmapaih,
Member, Mysore C. A.
Shri S. Nagraj,
Member, Mysore C. A.**

LOCAL COMMITTEE

Chairman :

**Shri V. H. Tulpule
Secretaries :
Shri A. R. Joshi
Prof. P. R. Karmarkar**

Treasurers :

**Shri Daji Natu
Shri Dada Gore**

Members :

**Shri V. D. Lokhande
Shri S. B. Sathe and
Staff of Maharashtra Cr. Assn.**

Managers :

**Shri J. P. Diwadkar
Shri Rajan Grover and
Shri Vashi**

With Best Compliments From

M. M. OKA

CIVIL CONTRACTORS

Office: 5-Arunodaya, Senapati Bapat Marg, (Tulsi Pipe Road) Opp. Matunga Road Station,
(W. R.) Mahim, Bombay-400 016. Tel. 45 48 38

Res: A-1, Lokmanya Nagar, Lady Hardinge Road, Bombay-400 016.

Shri N. D. Karmarkar Felicitation Match

THE TEAMS

REST OF INDIA

1. Shri E. A. S. PRASANNA (CAPTAIN)
2. Shri Nawab of Pataudi
3. Shri B. S. Chandrashekar
4. Shri S. M. H. Kirmani (W. K.)
5. Shri A. D. Gaikwad
6. Shri Amitabh Roy
7. Shri Mohinder Amarnath
8. Shri Surender Amarnath
9. Shri Ramnath Parkar
10. Shri Salim Durani
11. Shri Abdul Hai
12. Shri K. Jayantilal
13. Shri Sudhir Naik
14. Shri Dilip Doshi
15. Shri Anil Deshpande
Shri A. K. Raje (Manager)

INDIA IN SRI LANKA

1. Shri A. L. WADEKAR (CAPTAIN)
2. Shri S. Venkatraghavan
3. Shri S. M. Gavaskar
4. Shri P. K. Shivalkar
5. Shri E. D. Solkar
6. Shri P. Salgaonkar
7. Shri A. V. Mankad
8. Shri P. Sharma
9. Shri B. R. Patel
10. Shri K. Ghavri
11. Shri B. Reddy (W. K.)
12. Shri Madan Lal
13. Shri Gopal Bose
Shri S. V. Kadam (Manager)

UMPIRE:

Shri J. REUBEN

PHYSICIAN

DR. A. B. SAMSI

UMPIRE:

Shri M. V. GOTHOSKAR

With Best Compliments
From

VIKAS CHEMICALS PVT. LTD.

A 13-14 M. I. D. C. DOMBIVALI,

DIST. THANA.

Manufacturers of :

AUXILIARY AND FINE CHEMICALS

PHONE: { OFFICE: 254058
RESI: 364518

TELEX: 011-3416 NIRMAL BY

GRAMS: MANWINDOWS



President's : Office :

66, ALLI-CHAMBERS, TAMARIND LANE

BOMBAY-I.

8th February, 1974.

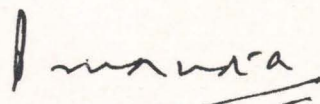
MESSAGE

N. D. Karmarkar popularly known as "Mama" amongst all associated with Cricket in India and abroad, is no doubt, a grand old man of the Board of Control for Cricket in India. Having served the Board and the game so well for nearly 25 years, I feel that there is more than a justification for the Institution to which he belonged, to acknowledge the services, rendered to the noble game by this great organiser. His early association with the Baroda State Service and the able guidance, he received from late Shri. A. S. de Mello, the former President of the Board of Control for Cricket in India, undoubtedly helped to groom him to bear the later responsibilities with greater skill and courage.

Being himself a sportsman of high order and an official responsible for all execution of work, Narayan Karmarkar, excelled in his performance rendering a very efficient service and notable account of himself in all the activities of the Board. Apart from organising test matches and other fixtures directly connected with the Board, it is pleasing to note that Karmarkar took even greater interest and dedicated himself in conducting cricket matches for the benevolent causes, including raising funds for promoting Small Savings, relief for the people faced with natural calamities etc., from time to time.

Karmarkar is known to be ever smiling, ready witted, jovial, yet duty conscious during his long span of service with the Cricket Board. While, we are all indeed proud of his contribution to the cause of cricket, the game he loved and cherished, I, on behalf of the Board of Control for cricket in India, wish him "Good Luck in life and grand success in the Felicitation Match" being staged on his behalf at Poona, commencing from 16th February, 1974.

I sincerely hope the fixture would provide entertaining and purposeful cricket for the ardent lovers of the game around the place and bring home the desired results for the man who so richly deserves.


(P.M. Rungta)
President.

*With
Best Wishes
from*

SHREE VALLABH GLASS WORKS LTD.

Manufacturers of:

**TOUGHENED, LAMINATED SAFETY,
SHEET, WIRED, FIGURED,
COLOURED FIGURED
&
COOLEX GLASS**

Regd Office:

**ANAND SOJITRA ROAD,
VALLABH VIDYANAGAR,
GUJARAT**

Phone : 37, 63, 55 V. V. NAGAR

Gram : TUFEX, V. V. NAGAR

Telex : 012-286

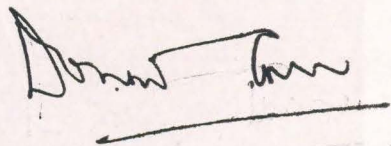
MESSAGE

A FRIEND TO M. C. C.

Narayan has been a friend and helper to all touring teams to India for the past 25 years. I have been fortunate enough to visit India both as player and manager, and I have greatly enjoyed both my trips.

The job of a manager of a cricket touring team is by no means an easy one, particularly when one visits a vast country like India, and it would be virtually impossible to succeed without receiving considerable help from the home cricket authorities. In India we have always received this assistance in abundance, and no-one has done more to 'smooth the way' than the one and only 'Mama' Karmarkar. As Assistant Secretary of the Board, as liaison officer to the touring team and as friend and confidant of the manager and the players, he has been superb.

Few people can have given such devoted service to cricket and cricketers as 'Mama' and I know that all those who toured India with the M. C. C. team would wish to join me in wishing him a most successful Felicitation Cricket Match at Poona. We salute him and thank him for the great part he has played, not only in making our tours so enjoyable, but for his selfless service to the great game which we all love.



Donald Carr

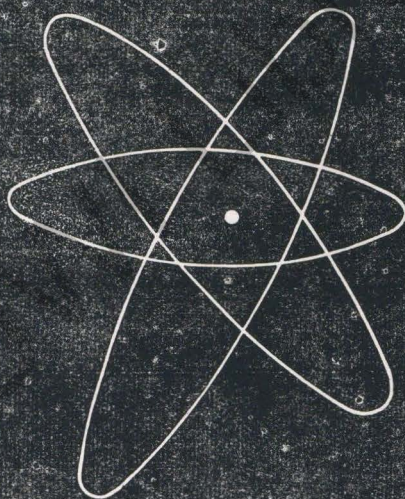
ASISTANT SECRETARY M. C. C.

&

MANAGER, M. C. C. TOUR OF INDIA

1972-73

Every individual
in society
has a function
to perform.



SIEMENS INDIA LTD.

By F. W. BENNETT,
Manager, Australian Cricket
Team to India, 1969. Member
of Australian Cricket Board.

MESSAGE

"Mama" Karmarkar - even before I arrived in India to do battle for the 1969 series the more experienced of our Australian players informed me that "Mama" would be responsible for, amongst other things, the general well-being of our team during our peregrinations throughout India. This, of course, proved correct, for I and other members of the team had many occasions on which to be thankful for the efficient thoughtfulness of Narayan "Mama" Karmarkar.

My first contact with Narayan, as the Assistant Secretary to the Board of Control for Cricket in India, was on the morning following the team's arrival at the Brabourne Stadium, Bombay. In order to finalise matters of travel and other aspects I visited his unpretentious office in the Stadium. As we talked about our arrangements I was impressed by his candid directness, his quite efficiency, his ability to get to the point of issue and above and beyond this, his knowledge and his obvious love of cricket. All this gave to me a feeling of confidence. My friendship with "Mama" was cemented at this point and grew as the tour progressed.

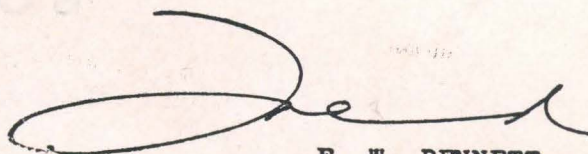
There is no doubt that we had difficulties during our tour but on all occasions he went out of his way to improve the situation and even at the expense of his own convenience. A particular issue which I readily recall was the occasion at Kamala Retreat, Kanpur, when he gave up his own accommodation to meet the requirements of the Australian Team.

After 25 years of devoted service to cricket and to the Board of Control for Cricket in India, the game will be the poorer for the retirement of Narayan "Mama" Karmarkar. I have no doubt that whoever takes office will have an immense task in reaching the standard of efficiency generated in the past.

In the 25 years of his service to the game he has seen cricket in India rise to a standard where India can be truly bracketed with the great nations of the game and I am sure that this has delighted "Mama" and will make his relinquishment of the reins of office much more acceptable.

I am honoured to have known Narayan Karmarkar and am delighted to have been given the opportunity to write this short eulogy to him. I am especially pleased that the Board have seen fit to honour him by the arrangement of a Felicitation Match of such standing.

I am sorry that I shan't have the opportunity of being present at the match but would like, on behalf of Australian cricket and in particular on behalf of Australian players and officials, to thank "Mama" for his service to cricket and would wish him every success and happiness in his retirement.



F. W. BENNETT

With Best Compliments From :



INDIAN DETONATORS LIMITED

HYDERABAD-500018.

Manufacturers & Suppliers of :

Commercial Explosives and Blasting Accessories

with

Manufacturing facilities

at

ROURKELA & HYDERABAD.

With best compliments from :



INSECO PRIVATE LIMITED

BOMBAY

MESSAGE

On the 2nd November 1958, AIR INDIA INTERNATIONAL SUPER CONSTELLATION landed at Bombay International Airport. The West Indies Cricket Team, led by Gerry Alexander, had arrived in India for the 1958-1959 series. The Team was met by several members of the Board of Control for Cricket in India.

During the introductions and well wishes, I had noticed a dapper little man, who was mingling unobtrusively among the players and who when introduced to me said in answer to my "How do you do," "cool breeze Manager." This phrase was so typically West Indian that I at once realised that it was his way of reassuring me of all the assistance I would need during the tour.

He was described as the liaison officer between the West Indies Team and Indian Cricket officials. He was far more than just this. He was a Public Relations Officer, smoothing over some of the more difficult phases of the tour. He remained with the West Indies Team throughout the tour, endearing himself to every member of the Team.

He knew his cricket, and was a great admirer of the brand of cricket we were playing, and although an Indian and a member of the Indian Cricket Board, he never once showed any partisanship - the game was the important thing - when well played by India he applauded - when well played by West Indies, his appreciation was no less genuine.

For practically five months this charming unassuming man was my constant companion and whatever success I may have had as Manager was in no small measure due to his advice and assistance.

Now that NARAYAN (MAMA) KARMARKAR has come to the end of an undoubtedly dedicated career, I would wish to join with his numerous other friends in wishing that he will enjoy his retirement and long continue to find pleasure in the game he loves and has served so well.



(B. B. Mc G. Gaskin)
MANAGER

West Indies Cricket Team - Touring India
1958 - 1959.

With Best Compliments from :



MESSRS K. B. & CO.,

**Dealers in Denatured spirit
and**

General Merchants.

Telephones : 371157 & 373584

WITH BEST COMPLIMENTS

FROM



HOTEL THE GURU

**NEAR KHAR RAILWAY STATION,
KHAR, BOMBAY 52.**

MESSAGE

As the Manager of the New Zealand Cricket Council team on its tour of India in 1969, I had the same good fortune as other visiting managers when "MAMA" Karmarkar became our adviser, guide and friend and accompanied us throughout the tour.

I had been told by both Henry Cooper and Walter Hadlee the previous N. Z. Managers in 1965, of the skill and efficiency possessed by "Mama" in providing liaison service for visiting teams. I found that all the praise of these eminent cricket gentlemen was well justified.

I know that Graham Dowling the 1969 team Captain would support me in paying tribute to Mama Karmarkar.

We both felt that the 1969 tour was a particular success, as

- the opposing teams were well matched
- positive cricket aimed at achieving results was played
- administration of the tour by Control Board and Association representatives was most efficient
- public support was enthusiastic

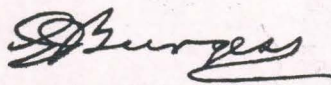
Combined with the above factors, in the affairs of a tour such as we experienced, the role of Mama Karmarkar plays a unique part towards its success.

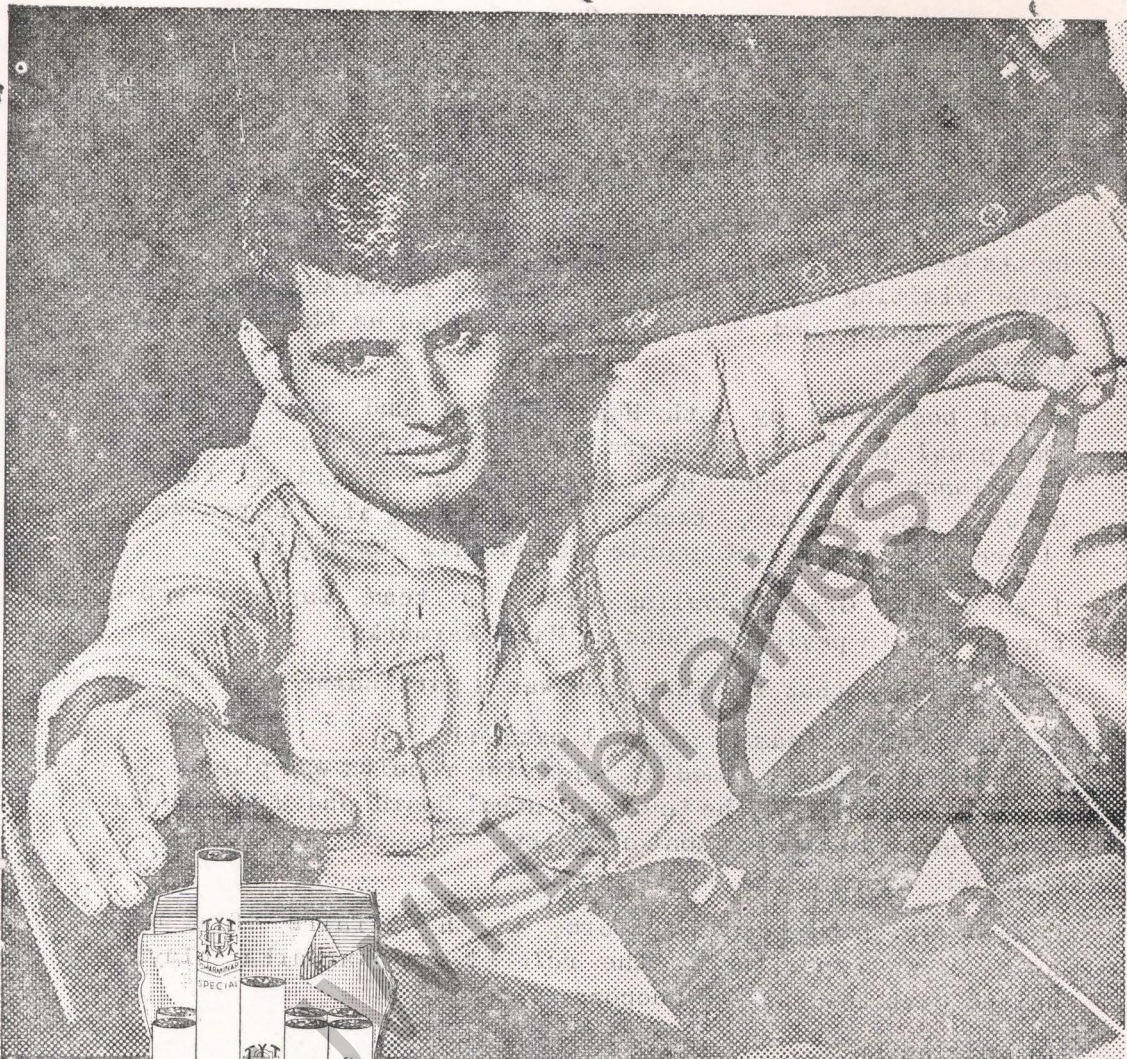
In conclusion,

I wish the Felicitation match at Poona every success.

I hope India and N. Z. will be able soon to resume their friendly contests on the cricket field.

I send greetings to the friends we made in Bombay, Nagpur, Indore and Hyderabad and to all cricket enthusiasts in India.


GORDON C. BURGESS



A VAZIR SULTAN PRODUCT

Relax ! have a Charminar

Get that toasted taste
of pure tobaccos.

CHARMINAR taste makes it
India's largest selling cigarette !

CMVST.30.2

MESSAGE

When I first came to India as Manager of the MCC Team in 1951, I knew little of the sub-Continent. I soon realised that I did not have to know very much, because at my right hand throughout the tour was Narayan Karmarkar. He proved to be a wonderful friend on that tour, and the friendship has endured, despite the subsequent long periods when we have had to rely upon correspondence.

I am well aware also of the much more extensive services he has rendered to cricketers from all over the world, both at home in India and overseas.

He has given more than half of his working lifetime to the service of cricket, and I hope that the cricket-loving people of India will show their appreciation in that generous way that I came to understand during my various stays as a privileged guest in their country.

A handwritten signature in black ink, appearing to read 'C.G. Howard', with a large, stylized initial 'C'.

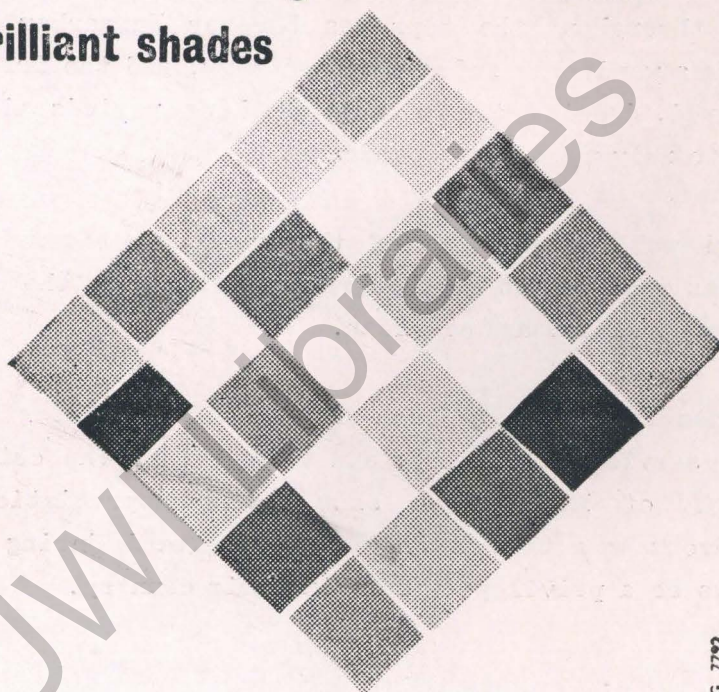
C.G. HOWARD

8. December 1973

VITRUM

Venetian Tiles

lead you into the exciting world of mosaic
in 25 brilliant shades



VG. 7792

Also by Vitrum —
glass containers
in amber and white.

VITRUM GLASS

Bombay-Agra Road,
Vikhroli, Bombay 83.
Tel: 582521/22/23



Fatesingh Rao P. Gaekwad

MEMBER OF PARLIAMENT
(LOK SABHA)

Laxmi Vilas Palace,
BARODA.

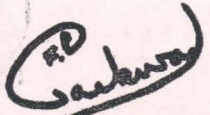
January 19, 1974.

MESSAGE

All those connected With Cricket in India and those in other cricket playing countries, either know Narayan Karmarkar personally or atleast have heard of him. After the late Zal Irani, Karmarkar has had the longest inning with the Board of Control for Cricket in India, and in fact if his associations with the Board are to be calculated from the time he was representing the Baroda Cricket Association, his innings are even longer. Since he hails from Baroda, obviously I know him intimately well and during my term as Board President, I had the honour to be ably assisted by him. It was during this period that I was able to assess and appreciate his qualities.

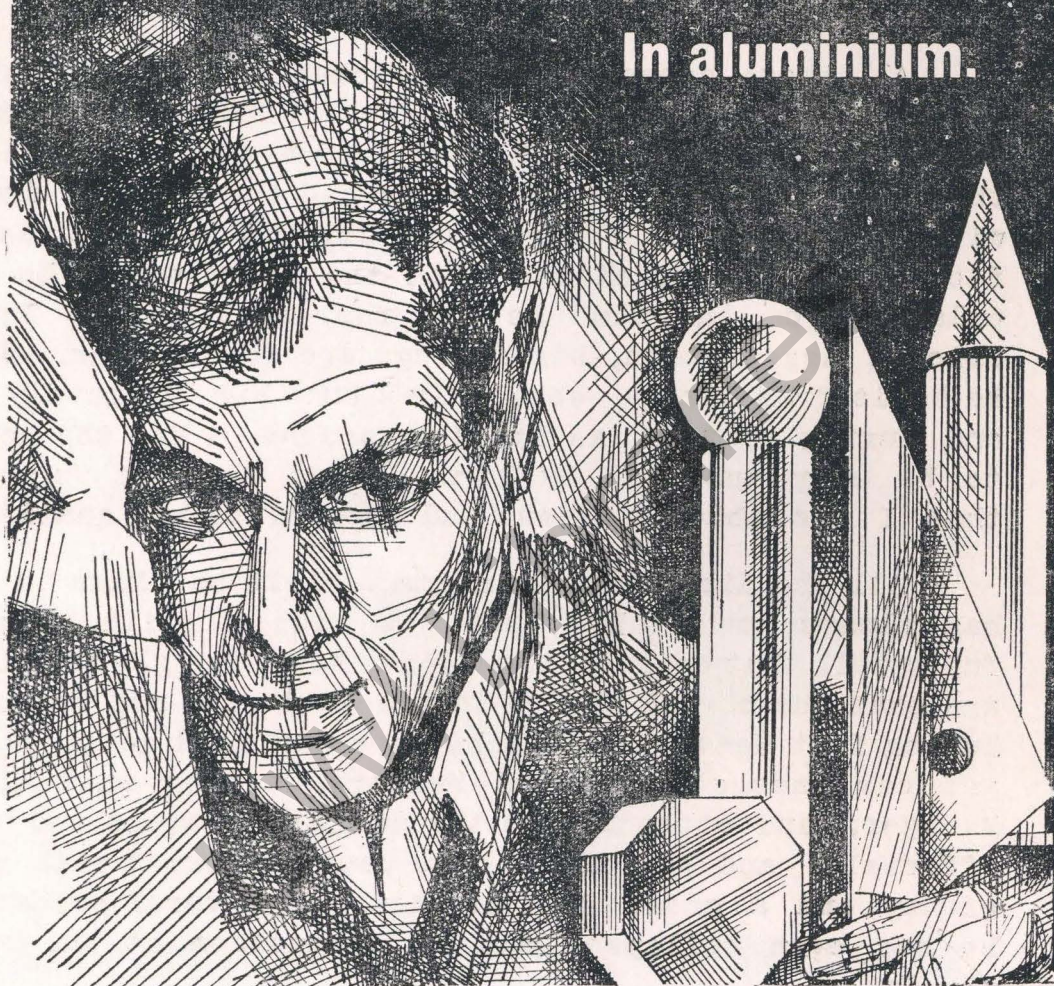
All the dirty work is normally left to 'Mama' and he has always undertaken this job with a smile, knowing fully well that appreciation comes hesitatingly and slowly and that the normal reward is brickbats and not bouquets. During Test Matches, his jobs have included getting seat and car passes for Board Members, acting as Catering Manager, and attending to the needs of players and other officials, and all these have been performed with efficiency and a great deal of tact. On several occasions, he has even collapsed out of exhaustion at the end of the day.

I am, therefore, extremely happy that the Board of Control for Cricket in India has thought it fit to arrange a Felicitation Cricket Match in appreciation of his services to Cricket.


(F.P. GAEKWAD)

**Someone, somewhere
is dreaming up something new.**

In aluminium.



**And INDAL is helping him
INDAL—most experienced
in aluminium**



INDIAN ALUMINIUM COMPANY, LIMITED

SOUTH INDIA HOUSE

99, ARMENIAN STREET, MADRAS-1.

January 30, 1974.

MESSAGE

I am very happy that a match between the Indian Eleven toured abroad and the Rest of India being played in Poona, organized by the Maharashtra Cricket Association blessed by the Board of Control for Cricket in India for the felicitation of Mr. N. D. Karmarkar. It is really a fitting honour to a person who has devoted more than 25 years to cricket in India. Narayan is always ready to help the cricketers and has a very pleasing personality and a jovial person. Therefore there is no surprise he is 'Mama' to one and all connected with cricket. While wishing the match all success, I sincerely hope that the felicitation to Narayan will be handsome.



M. A. CHIDAMBARAM.

1-2 АДЧМ, ТДЗЯТЗ МАИИЛНАА 199

0701 03 710000

9 D. 5502 M

Regd. Office :

BARODA

Telephone : 64661

S. K. WANKHEDE

Council Hall.

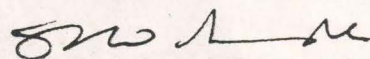
SPEAKER, LEGISLATIVE ASSEMBLY,
MAHARASHTRA

Bombay No. 1.

19th January 1974.

MESSAGE

It is always a pleasure to see a devoted worker feliciated by his colleagues, friends and admirers. It speaks volumes about the high appreciation of his services in his particular field. In the field of cricket, the name of Mama Karmarkar has become synonymous with the game and so it is but proper that his life-long services to cricket be appreciated in a fitting manner on the cricket field itself. Mama has all along been a member of my team of workers and so the whole team feels honoured by this gesture. I am sure the event would be a grand success and dear MAMA scores a healthy and prosperous century.

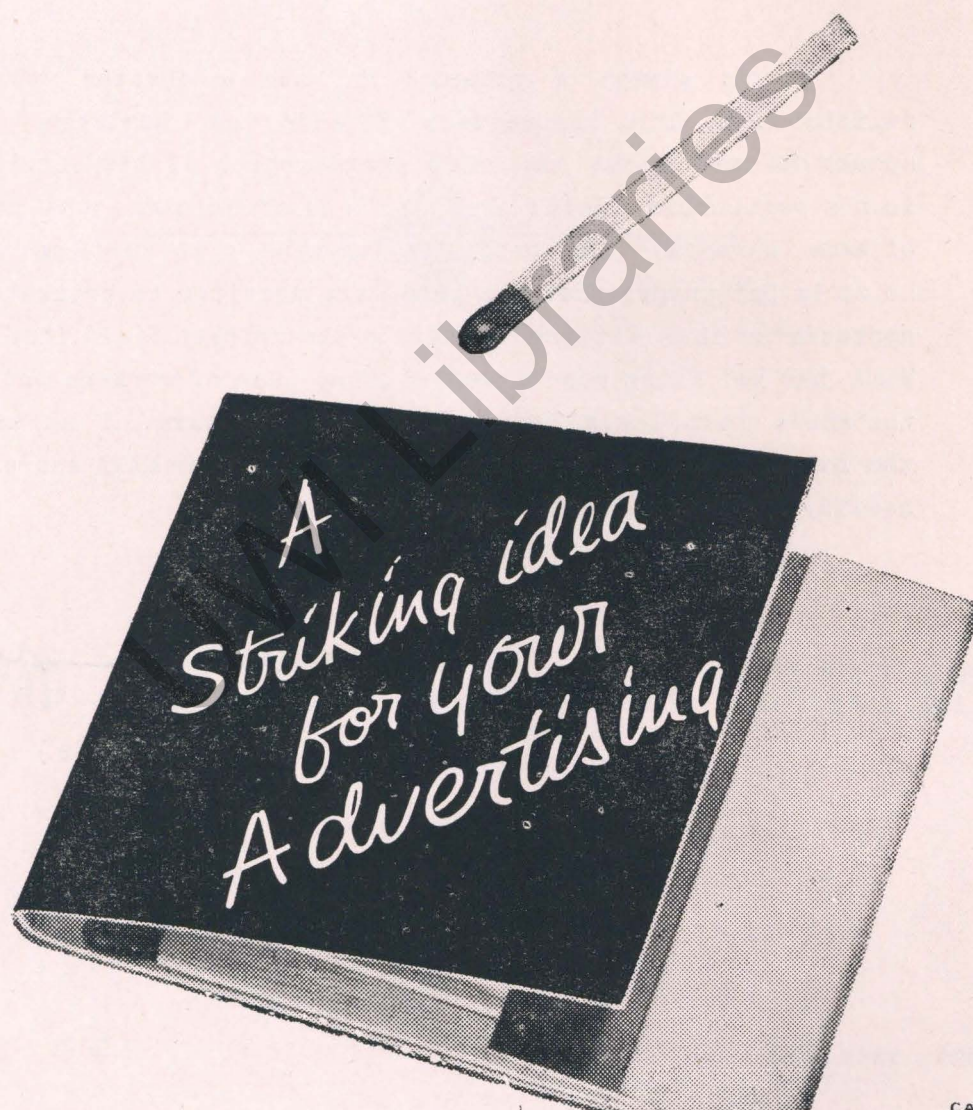


(S. K. Wankhede)

HERE'S AN EFFECTIVE WAY OF THROWING A NEW LIGHT ON YOUR PRODUCT. COLOURFUL BOOK-MATCHES BEARING YOUR ADVERTISING MESSAGE ARE PRINTED AND MANUFACTURED TO YOUR SPECIFICATIONS BY THE WESTERN INDIA MATCH COMPANY LIMITED. WRITE AND ASK FOR FURTHER DETAILS.

THE WESTERN INDIA MATCH CO. LTD..

INDIAN MERCANTILE CHAMBERS, NICOL ROAD, BALLARD ESTATE, BOMBAY-1.



CASW-2

38 Deepdale Street,
Christchurch, 5,
NEW ZEALAND.

30th January 1974

MESSAGE

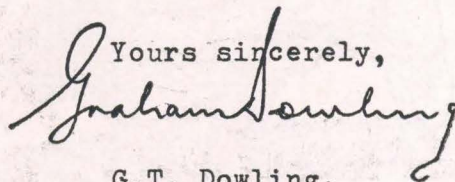
I have had the privilege and pleasure of visiting India on three occasions and each time I was invited, along with other touring players to visit "Mama" and his family at his home to share a meal with them, and to spend an evening talking about, and looking at photographs of the game which means so much to all of us.

I will always remember this simple gesture which is typical of the man who has obviously given your Board of Control devoted service over the last 25 years.

I would congratulate your Board for arranging the Felicitation Match shortly to be played in Poona, and in doing so I sincerely hope that it will be well supported in every way as a mark of tribute to "Mama" Karmarkar.

Should this letter not be received in sufficient time to be included in the Souvenir I would ask you to convey my sincere congratulations to "Mama" and also my personal best wishes in the future. Indian cricket has indeed been fortunate to have been served so faithfully by this man who has been a very real friend to all cricketers visiting your country.

Yours sincerely,



G.T. Dowling.

After all you've got to care for their future!

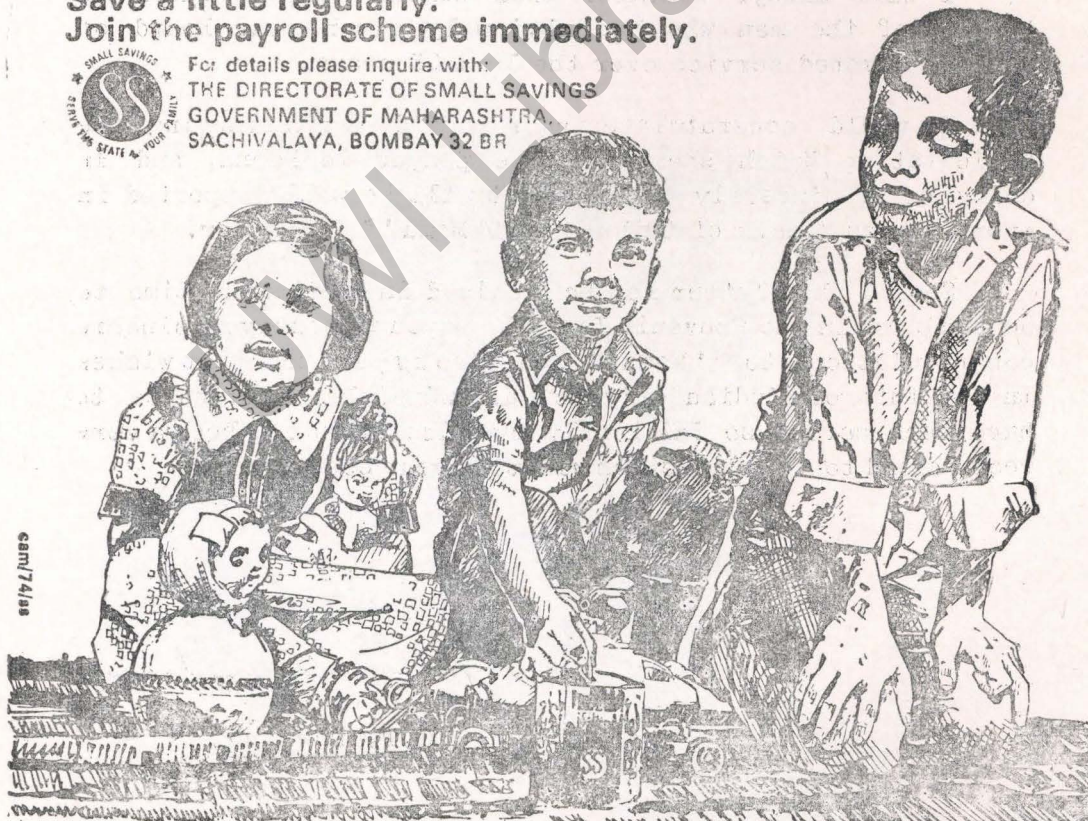
Is it impossible to save specially
when it is a must?

True. Saving, these days is rather difficult. What with rising prices? Expenses waiting in a row at your door-steps. House rent, provisions, children's education, sickness, and so on... But can you afford to be blind to your children's future? You've got to save for them. The best course for you then, is to deduct something regularly from your salary and invest it in small savings.

**Save a little regularly.
Join the payroll scheme immediately.**



For details please inquire with:
THE DIRECTORATE OF SMALL SAVINGS
GOVERNMENT OF MAHARASHTRA,
SACHIVALAYA, BOMBAY 32 BR



CRICKET ASSOCIATION OF BENGAL

EDEN GARDENS, CALCUTTA 700 021

President :

SRI AMARENDRA NATH GHOSE

7th February, 1974.

MESSAGE

It must be a great pleasure to numerous friends, admirers and well-wishers of Sri N. D. Karmarkar for his getting a felicitation match sanctioned by the Board of Control for Cricket in India in recognition of his very valuable services to Indian Cricket for well over 25 years. No one in the Indian Board today knows him more than what I know about Sri Karmarkar. I had been associated with him nearly for 30 years but I had not come across a more charming man than Sri Karmarkar. Sri Karmakar is very popular with all cricketers whether belonging to this country or Abroad. There is hardly any cricketer Abroad who does not know Sri Karmarkar and whenever one meets our cricketer friends outside India, the first question that they ask about Sri Karmarkar. Sri Karmarkar is equally popular with our Indian cricketers to whom he is known as 'MAMA'. This is an expression of their love and affection for him. No tour either in India or Abroad had been negotiated and successfully concluded without the efforts of Sri Karmarkar. No one deserves a felicitation match more than Sri Karmarkar as he earned it by his unflinching loyalty and devotion to the Indian Board.

I have no doubt in my mind that the match will be a grand success.

I join hands with numerous friends of Sri Kakmarkar for playing a glorious innings in Indian cricket and may he continue to take interest in Indian cricket even when he will not be directly associated with our Board.

Archa
(A. N. Ghose)

President, Cricket Association of Bengal
Ex-President

The Board of Control for Cricket in India.

*With the
Compliments
of*



**BILLIMORIA CONSTRUCTIONS
PVT. LTD.**

BUILDERS OF :

**Bombay Cricket Association
Club House
and
Stadium**

“MAMA” My Friend

By

DICKY RUTNAGUR

THERE have been many “political” upheavals in the Board of Control for Cricket in India during the 25 years that Narayan Karmarkar universally known in cricket as MAMA has held the office of its Asst. Secretary. Officials, separately or in power blocs, have risen swiftly and fallen just as hard.

Though, theoretically speaking, Mama, as a stipendary member of the administration, must be immune to such misfortunes. (like a civil servant), it is not impossible to be caught up in the hurricane of power politics.

One can think of two reasons for Mama having become such an institution. To start with, he is an intensely dedicated man, dedicated both to the great game he serves and to his job. Secondly, he has an unrivalled capacity for meeting demands, both reasonable and unreasonable, and to show sympathy. Supporting attributes are patience and a sense of humour.

I got to know, appreciate, admire and develop an affection for this incomparable character while accompanying so many touring sides round India. Mama was, and still is, a stalwart of the touring party. If you asked me to describe in one word his role on tour, I would fail miserably, simply because he has several roles. In fact, he is something of a Walter Mitty.

Essentially, he is meant to be the link between the Board and the touring team. His duties, from what I can remember, include being interpreter, organising transportation of the team between any two points more than 15 ft. apart, arranging despatch and receipt of their luggage, looking after the welfare of the ill, injured and homesick, advising on shopping, and acting as receiving office for complaints about anything and everything, from the quality of the umpiring to the temperature of the bath water.

As if these duties did not put enough on his plate, there was a time when Mama also used to act, during Test matches as manager of the Indian team and, believe me, the Indian teams of those days took some managing. This onus has been lifted from his shoulders in recent years, but he still plays his part in assembling the Indian team and dispersing it.

Mama's responsibilities also extend to arranging and overseeing the transportation of umpires, selectors and board officials. Looking after the touring press

is not strictly in his terms of reference. but he has always extended a helping hand. Thanks to him, I must have got umpteen flights which, Indian Airlines had categorically told me earlier, had been fully booked for weeks.

Mama does not wield influence through a dominating personality. He just has a way of persuading people into meeting his wishes. He is, what the English call, a great “chatter-upper”. But Mama does not just do the talking. The poor man has done a lot of listening in his time. On journeys home from Test matches he would lend a sympathetic ear to some poor bloke who had a bad match and had been axed by the selectors. At the time, Mama's face would look as if he was about to burst into tears.

If ever you observe Mama on a railway platform or in an airport lounge just prior to a journey, he bustles about with his brow furrowed and knitted with worry and, God knows, he has a right to be apprehensive. But the whole operation of getting aboard his flock and their belongings always goes like clockwork.

Once the journey is begun, Mama knocks his shoes off and dozes off for a few minutes. Having found his peace, he wakes up in great humour and regales his travelling companions with anecdotes. He will tell you stories from his days in the service of the Baroda state of the princely days and tales of the specious days of the de'Mello regime.

As a man who never gives offence consciously, Mama is of course discreet in the stories he chooses to tell and the way he tells them. If he was less kindly, he could have chosen other ways than accept a testimonial to provide for later years.

Mama, I suppose, could have built up a tidy fund for himself by writing a candid book on Indian cricket. With what Mama must know about the sordid intrigues that used to go on within the Board and his familiarity with cricketers as persons, he could write a book for which most publishers would pay a vast sum.

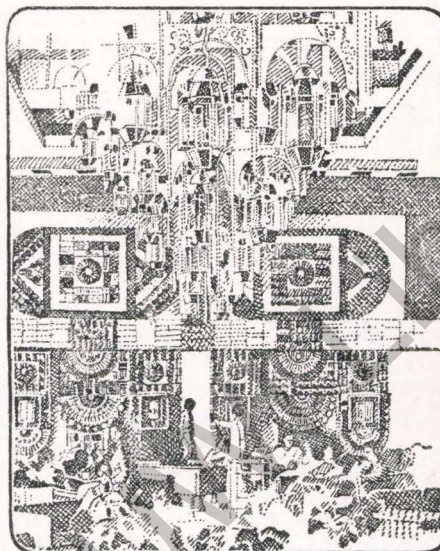
But Mama is not that kind of person. Like so many of us, he is grateful to have lived a life in cricket, lovely cricket, content to be materially comfortable and a millionaire in the currency of happy memories.



An open invitation. Come through our doors.



Look around you! City and sea surround you.
You're at the throbbing centre of business and pleasure.



Enter! Behold the biggest,
most beautiful lobby in all Asia!



Welcome to a bright young service style
—always sunny side up.



Come on, get happy! Sparkling
entertainment. Mood-food variety.

And suddenly your world is full of surprises!

At Oberoi-Sheraton. Soaring five-star spectacular—
created by two great names in the hotel world.
Simply the best address in Bombay.

Oberoi-Sheraton

Smiles...splendour...style!



OBEROI HOTELS: Bombay □ Calcutta □ Chandigarh □ Darjeeling □ Delhi □ Gopalpur-on-Sea □ Jodhpur □ Simla □ Srinagar
Cairo □ Kathmandu □ Singapore □ Zanzibar

East India Hotels

PLAYING CRICKET WITH NATIONAL SAVINGS

(R. G. KHEDEKAR)

(National Savings Commissioner)

THE western way of calling a close acquaintance by his first name seems to have come to India in a limited way only in the domain of sport. Duleep, C. K., C. S., the Vijays and a host of other favourite names are closely embedded in the hearts of lovers of Cricket in our Country.

Those who are 'with' Cricket, but not 'in' it, are remembered by their last names. The name of D'Mello instantly comes to mind.

Only a few non-playing Cricketers are lucky to be known by their first names. Who in Cricket has not heard of Mama? In India and abroad, where Cricket is played, Mama is a familiar name.

When hearts meet on the same wave-length, one almost spontaneously crosses the limitations of formality and enters the endearing inner circle of warm personal friendship. With his youthful face, the ever-present smile, zest for life, robust optimism and above all, love for Cricket, Mama is immediately accepted in warmth and sincerity in the youthful crowd of cricketers.

How many are aware that in his own right Mama was a sportsman of the first order? His passion for Tennis, and later for Cricket, are perhaps the secrets of his internal youth.

Child-hood and early youth were not a bed of roses for Mama. His father, a lawyer, had once committed the "crime" of inviting Lokmanya Tilak for dinner. The Government of the Day did not forgive him for this, and even his young children, after his death, Mama was literally thrown off to the wolves at a tender age. None would dare accept him as a ward, or when he was eighteen, give

him a job. Mama feelingly tells the story of how a sympathiser, a prosperous businessman, was afraid of employing him, but used to send him money through a messenger in a sealed envelope.

Mama was not deterred. He played the full tosses and the half-volleys of life with masterly skill, going out of the crease at the right time to hit away what would not have been good for him.

Mama's contribution to the National Savings Movement came through Cricket. Since 1948, when the West Indies played a friendly National Savings match at Poona, Mama has easily two scores and more National Savings Cricket matches to his credit. In Maharashtra, in particular, for some time, he made National Savings synonymous with Cricket. Apart from the wide publicity which the matches brought to National Savings, crores were invested in the National Savings Schemes by Cricket lovers. This combination of sport with a scheme wedded to economic development of the nation was unique anywhere in the world. It was Mama's most positive service to the Country through Cricket. For several years, Mama has served with distinction on the State Saving Advisory Board of Maharashtra.

This match in felicitation of Mama comes as a fitting reward to one who has done so much for Cricket in India. Knowing Mama, as I do, it was no surprise to me to hear him suggest that even this match should be associated with National Savings!

People like Mama do not retire. I am sure, he will continue for many more years in his favourite field of activity—Cricket, with National Savings:

- ✱ BADGES
- ✱ PLASTIC FILES
- ✱ SPECIAL MONOGRAM TIES
- ✱ BUSINESS ADVERTISING ARTICLES
- ✱ SOUVENIRS
- ✱ LEATHER WALLETS & OTHER ARTICLES

Phone : C/o : 371560

AD-ART

(AD-ADVERTISING, ART-ARTICLES)

Building No. 12, Block No. 4, Navjeevan,
Lamington Road, BOMBAY-400 008.



THACKERSEY GROUP OF MILLS

CROWN • HINDOOSTAN-UNIT NO.1 • HINDOOSTAN (INDIAN)-UNIT NO.2
SIR VITHALDAS CHAMBERS, 16, APOLLO STREET, BOMBAY-1

**Thackersey fabrics
live up to the life you lead**



SILENT DIALOGUE

BY

RAJENDRA KUMAR

IN response to a telephonic call from Mr. P. K. Karoor, the then Director of Small Savings in Maharashtra, I attended a high level meeting in Sachivalaya some time in 1967 or thereabout, where about a dozen important persons, comprising of officers, a couple of business magnets of Bombay and three film stars including myself with the popular Minister (Now Speaker) Mr. S. K. Wankhede to preside, were discussing whether a cricket match of a cultural programme should be staged in Bombay for popularising and boosting Small Savings. An elderly person with strikingly pleasing personality, sitting next to the Minister, spoke little but occasionally whispered something to the Minister. This man was later introduced to me as Mr. Karmarkar of the Cricket Control Board. Holding an impressive cultural programme of cine stars involved large scale preliminary operations and since quite a few programmes were staged in the last five years, the general trend of discussion was in favour of staging a cricket match, which is always patronised by the cricket loving public of Bombay. It was in the midst of these discussions that a small statured man affirmed that although he envisaged no difficulty in persuading the Board to give its sanction for a cricket match in Bombay for the purpose in view, he personally felt that it won't be a good draw, coming close on the heels of a Test Match played against a foreign cricket team. He also added that he was therefore, in favour of star studded cultural programme, since people always love to gaze at the shining stars whether they were located in the sky or on the stage. It was a pleasant surprise that the tilted balance immediately stabilised in favour of Karmarkar's view. Before leaving I warmly shook hands with Karmarkar and then I found that he was popularly known as Mama.

Since Mama was also a member of the Cultural Programme Committee, I met him a number of times thereafter. Being a lover of sport myself,



I had later on occasions to meet him on a cricket field, as well as in his office and his residence. But my first impression of Mama as soft spoken man of few words, but of firm views, a polished gentleman, who talked more of then of other himself and who took delight in helping those who approached him, has not changed. If at all, it has been indelibly confirmed with the passage of time, during which we knew each other much better. He is certainly poles apart from the general type of persons, who are apt to exploit film stars and their acquaintance.

My acquaintance with Mama has over the years matured into a bond of friendship. Some time Mama would convey to me a telephonic greeting or drop at my place for a quiet chat. Once in a way he would invite me for a cocktail. There were occasions when we enjoyed a silent dialogue relaxing with a questioning glance and an assuring smile. I could notice during the course of these informal meetings that Mama in a drawing room is even more pleasing and entertaining than what he is in his office or on a cricket field. Sometimes I wonder how and why we are drawn to each other, although there is nothing in common in us from the social or professional point of view. The only

outward symbol of common cause could be that we are both working in fields of activity (cricket and film), which cater to the public entertainment, although cricket can never be equated to a show business being basically a sport.

And yet there are other abiding common traits holding us together, on a common platform provided by the Director of Small Savings, Maharashtra, which fully utilised the services of Indian cricketers and the film stars in popularising the message and might of the Small Savings campaign, over a decade. Besides, Mama and myself have a common philosophy of life, so aptly spelt by Omar Khayyam :

“ Unborn tomorrow and dead yesterday
why fret for these, if today be sweet ”.

We both like to enjoy the good things of life which we can afford and we rejoice in helping others who might need our assistance on the life's journey.

It is true that during the last two years age seems to have put its stamp on Mama's physical frame, but yet he has retained fresh looks and youthful demeanor. Mentally he is quite alert and old age has not made half the ravages that an average person of Mama's age is subjected to. Perhaps, the secret of his youthful exuberance lies in his ceaseless association with sport and sportsmen for nearly over four decades, and his prepondering consideration for others than for himself. Like a Bradman, after completing a double century, looking fresh and competent for one more, Mama at his sixty-five looks fresh and fullsome for an additional decade of useful active life.

I wish him a long innings of life with both ends full, brimming with happiness to the last.

THE SOUND OF LAUGHTER

Time to laugh, and love, and live.
Such is the wonderful gift modern industrial boons bestow upon you...the gift of leisure and pleasure. Shri Ambica Group believes in this heritage of happiness... and helps create it through today's Textiles... Chemicals... Engineering.

SHRI AMBICA GROUP

Life is worth living...
with Shri Ambica Group

Shri Ambica Mills Ltd. Shri Arbuda Mills Ltd. Shri Ambica Machinery Mfrs.
Shri Ambica Tubes Shri Ambuja Chemicals Co. Shri Ambica Cylinder Mfg. Co.

Bidhan-AG-9 C

WHEN I LOOK BACK

BY

Capt. Shankerrao G. Powar

THOSE were the days and golden era of sports when princely patronage was at its zenith. Shri Narayan D. Karmarkar was born in Poona in 1909. He was educated in Poona and passed his matriculation examination from New English School. Apart from his education he had a flare for sports. He had sparkled in his college days a coming tennis star and a cricketer in which he represented Baroda College in 1933-34. Prior to that the late Prince Udaysinhrao Gaekwar who was educating in Deccan College, Poona, and his tutor the late Prof. S. S. Joshi who played for Hindus in the famous Quadangular matches, had seen Mr. Karmarkar playing both these games on Deccan Gymkhana and requested him to come to Baroda since his brother-in-law, late Mr. V. P. Nene, was then the Assistant Political Secretary to the late His Highness Sayajirao Gaekwar, Maharaja of Baroda. Narayan as we called him, came to Baroda College from 1933 to 1936. He represented Baroda College in both-Cricket and Tennis and his proficiency at both these games was simply marvelous. In college cicket he was the most dependable opening batsman and solid slip fielder. In tennis he surpassed all his mates like Mohan Subnis and Ballu Kapadia. In the Inter-collegiate tennis final he lost to Bacchubhai Mangaldas of the Gujarat College who is at present a mill magnate and a past president of the Chamber of Commerce in Ahmedabad. It was a final between two giants. Karmarkar was short while Bacchubhai was six-footer. With terrific service and dashing net volleys it looked as if it would be a one-sided affair. However Mr. Karmarkar by using his uncanny tactics put up a brave fight and narrowly lost the match. But it was a memorable final which always be remembered by those who have witnessed it and who are alive today.

In Inter-collegiate cricket too, he was a shining example of dashing stroke play and caution as the situation demanded. He saved his college team on many occasions with cautious batting.

Baroda had no organised Cricket Association in those days and it was to the credit and zeal of Mama who got the cricketing luminaries like the late Sardar W. N. (Dadasaheb) Ghorpade and Col. Henry Lewis Aquino together with the late Prof. S. V. Shevade. Needless to say that H. H. Pratapsinhrao Gaekwar, who was then Yuvraj, was behind them. These four knit together the future of the Baroda Cricket Association along with late Mr. B. B. More and Late Mr. Harkant Desai. On Mama's shoulders fell the administrative side of

Baroda's cricket and he carried it out with magnificent zeal, initiative and ability.

Apart from all the organising capacity, the new Maharaja Sir Pratapsinhrao Gaekwar who was himself an all round sportsman and a great Patron, took great fancy for this little wonder. He trusted him and encouraged him from time to time. While he was in close contact with these top personalities he never did anything for himself nor asked anyone to speak to the Maharaja. All his services were devoted to the welfare of Baroda cricket and its cricketers. He represented Baroda Cricket Association on the Cricket Control Board from 1939 to 1949 as its Honorary Secretary.

As an organiser and Manager we knew him as a strict disciplinarian unsurpassed by anyone so far in India today. His love for his team mates, their welfare and their comforts, was always at the bottom of his heart. His genuine humanitarian side earned him the pen-name MAMA of All India cricketers from our team like the great Vijay Hazare, Hemu Adhikari, R. B. Nimbalkar, Amir Elahi, C. S. Nayudu, Gulmohomed and other cricketers like myself. Baroda Cricket Association emblem was that of a Gir Lion. Occasionally Mama used to shout at us and hence jocularly we used to call him, Metro Goldwin Meir.

In 1949, Mama finally left Baroda when he was appointed as the Assistant Secretary of the Board of Control for Cricket in India at the instance of late Shri Anthony de Mellow, the President of the Board. Thus this genuine personality known throughout the cricketing world of India has become a MAMA of all the present and past cricketers and even the Board Members now know him as Mama. Those who have come in contact with this simple and loving personality know him to be a perfect gentleman and a kind hearted man devoted to his work and known for his vast experience with minutest details of the working tours, whether at home or abroad.

The present President Shri P. M. Rungta and Shri M. A. Chidambaram, the Past President and the present Honorary Secretary, known for their all round sportsmanship have appreciated the selfless and devoted services of Shri N. D. Karmarkar. To them goes the honour of arranging the Felicitation Cricket match now at Poona on 16,17 and 18th February 1974.

As an old associate and friend, I wish dear Mama a very Happy and peaceful life in future. With this bio-data of Mama's life and work.



5% = 25.64%

See how

**It is earned on 7-Year
NATIONAL SAVINGS
CERTIFICATES (II & III Issues)**

If your gross income is	Rs. 15,000	Rs. 30,000	Rs. 50,000	Rs. 70,000
5% income in tax-free interest works out to a taxable rate of—	5.95%	7.18%	12.73%	25.64%

INVEST IN TAX-FREE

**NATIONAL SAVINGS
CERTIFICATES**



NATIONAL SAVINGS ORGANIZATION
Government of India

With my Respectful Regards

TO me life has been a mixed fare. Fortune smiled and frowned on me alternatively. For sometime I fell upon the thorns of life and bled and then at some other time I would be on a bed of roses. Fortunately for me I would throw my lot on the side of Sports, which made me tougher and taught me to look upon success and defeat in the game of life with a feeling of resignation and equanimity.

The loss of my father at the early age of ten robbed me of the note of hilarity of my childhood. Cheered by the other relatives I gradually recovered my spirits when I picked up and progressed in Cricket. At the age of 15 I was the opening bowler in the New English School, Poona, and my early association with a Cricketer like Shri M. M. Naidu, still brings me happy memories to ruminate. Tennis was also a popular sport then in Poona. I soon became devoted to Tennis as well and had the good fortune to play that game with no less a person than Shri Shankarrao Gore, who was then one of the ace tennis players. Between 1930 and 1933 I had again to pass through a very depressing time.

The year 1933 was however a turning point in my life when I entered the Baroda State Service with the good Offices of my brother-in-law, late Shri V. P. Nene, who was then working as the Asstt. Private Secretary to the Maharaja Sayajirao Gaikwad. Here I got ample opportunity to play cricket and tennis, under special coaches and I also revived my College studies.

I was associated with the Baroda Cricket Association since 1936 and was elected as its Secretary from 1939-40. Till 1949, I was representing the Association on the Cricket Control Board and did my best to widen the range of the local cricket talents by inviting representative teams from other parts to play at Baroda, where requisite facilities abounded.

Another important mile stone in my life span was in 1949, when I was lucky to have been picked up as an Asstt. Secretary of the Board by Shri A. S. de'Mello the then President of the Board when the Board first opened its office in Bombay. Although my Association with Shri de'Mello was only for a couple of years, under his able guidance I got a thorough grounding and a deep insight into the working of the Board as well as the Cricket Associations affiliated to it. Even after a lapse of twenty five years I still recall with pleasure the happy memories of that sort of probationary period of my service with the Board mainly because of Shri de'Mello's dynamic and genial personality brimming with faith and understanding.

I was lucky to have got a long chain of worthy Presidents and Secretaries of the Board to work with all along my service of 25 years in the Board, but for which it would have been almost impossible for me to steer through the storm of weighty and knothy problems, which cropped up every now and then. The most exacting and trying times were those when the arrival of a Foreign Cricket team was closely followed by the departure of Indian team abroad. It was then that I felt that I was going through a hail storm in a foggy weather. Considerate Presidents and Secretaries endowed with a sense of confidence and understanding then came to my help. To them all I bow down in admiration, when I am about to lay down the reins of my office. In their own way they were towers of strength and source of my inspiration. The list is long and my memory is likely to fail in enumerating them all. With due difference to the others, I would however express my respectful regards and gratitude to :

Shri A. S. DeMello
Shri M. A. Chidambaram
Shri Fatesingh Rao Gaikwar
Shri Ratibhai Patel
Shri A. N. Ghosh
Shri M. Chinnaswami
Shri S. Raman

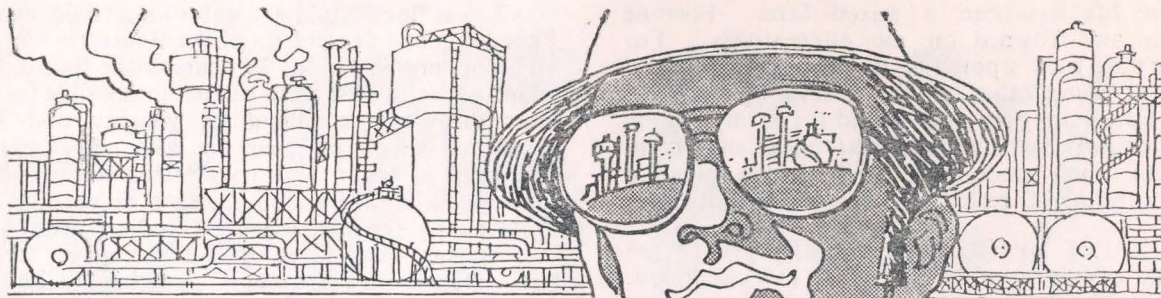
whose names are uppermost in my mind.

Shri Fatehsing Rao Gaikwar has always been a friend, Philosopher and guide to me, whether it was in the Board or outside. Shri S. K. Wankhede, whom I knew since 1962 when the Board sponsored some Cricket Matches to boost up Small Savings, proved a friend in need at all times. To them also I own a deep debt of gratitude.

Shri B. D. Panwelkar, who was never on the pay-roll of the Board but who was always with the Board from its inception, was always a companion and help to me during the past 25 years. I have no words to express my gratitude.

Last but not the least important are the mighty Cricketers and the office bearers of the various Cricket Associations, with whom I have been dealing quite often. They have all been friendly and indulgent to me and went with me through thick and thin without leaving a bad taste in the mouth.

A million thanks again to all those who allowed me to play the game undisturbed and unruffled for 25 years.



The right manpower. Talented. Handpicked... to tend machines with care. And get the most out of hard-to-get raw material.

To this end, SPIC saw, right from the beginning the necessity to train engineers, supervisors and foremen, agronomists, research scientists and technologists, mechanics, fitters, welders and electricians and in many other disciplines.

For two years now, SPIC has been doing just this. Moulding technically-skilled manpower. To serve the interests of national economy.

With the rise of numerous allied industries in Tamil Nadu SPIC will also be largely instrumental in creating more jobs for all. Thus helping to solve the unemployment problem.

"Spic grows to span the Nation"

SPIC'S Major Concern

Moulding Manpower for National Productivity in Crucial areas



**SOUTHERN
PETROCHEMICAL
INDUSTRIES
CORPORATION LTD.,**

Registered Office :

99, Armenian Street, Madras-600001.

Principal Office :

24, Whites Road, Madras-600014.

Plant: SPIC NAGAR Tuticorin, Tamil Nadu.

Bombay Office: "Cuffe Castle" 12th Floor,

Cuffe Parade Reclamation, Colaba, Bombay-5.

Delhi Office: 10, Kautilya Marg, Chanakyaपुरi,

New Delhi-110021. Madurai Office:

9, Lady Doak College Road, Madurai-2.

PADA-SPIC 105

ACKNOWLEDGEMENT

SHRI. N. D. KARMARKAR FELICITATION COMMITTEE notes with pleasure that its task of arranging the FELICITATION Programme comprising of the Match and the publication of Souvenir was easy and delightful because of Shri Karmarkar's popularity in all circles and the ready response shown by his friends and admirers all around.

The Committee acknowledges with gratitude the generous gesture shown by the Cricket Control Board in sponsoring an important Match of present magnitude with all the Star Players selected for the purpose. The Maharashtra Cricket Association has been of great assistance in staging this Match at the Nehru Stadium, Poona, undergoing all the stress and strain that go with it, for which the Committee feels deeply grateful to the Association and also to all the Players and Umpires participating in the Match.

The Committee hereby expresses its heartfelt thanks to all the Government and the Municipal authorities, particularly the police authorities, who have been helpful in the successful conduct of this felicitation programme and also to the hundreds of advertisers who have generously booked space and the other dignitaries who contributed messages and articles in the Souvenir published on this occasion.

Making mistakes is not by any means one of the
worst things you can do. The greatest mistake is
to attempt NOTHING.



KAMANI ENGINEERING CORPORATION LTD.,

KAMANI CHAMBERS, NICOL ROAD,
BALLARD ESTATE,
BOMBAY I.

WITH BEST COMPLIMENTS

FROM :



COTMAC (P) LTD., COTMAC COMPANY

&

SHRI N. A. SIRUR

HUBLI

1st FLOOR, SAYED BUILDING,
LAMINGTON ROAD,
HUBLI.

Well Scored Sixtyfive

Heading For A Chanceless

CENTURY

A Delightful Innings of

25 YEARS

of Dedicated Service as Assistant Secretary

Board of Control for Cricket in India

LONG LIVE

MAMA KARMARKAR

In Peace and Prosperity

From

NARENDRA KUMAR D. SHETH

23, AMRATOLLA STREET, CALCUTTA - 1.

Office : 3 4 1 2 2 3

Phone

Resi. : 4 4 7 9 5 9

Gram : " NIRBHAYA " Calcutta.

*With the
Compliments
of*



CRICKET ASSOCIATION
OF BENGAL

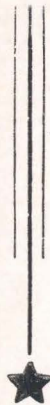
EDEN GARDENS

CALCUTTA-21

To

SRI N. D. KARMARKAR FOR HIS SERVICES TO CRICKET IN INDIA

With Best Compliments From



UWI Libraries

NATIONAL CRICKET CLUB

**EDENS GARDEN,
CALCUTTA - 21.**

With Best Compliments from

ACCREDITED DISTRIBUTORS

For

PARRY'S FERTILISERS,
HYBRID SEEDS & PESTICIDES

1. M/s. International Agricultural Industries
GANJ BAZAR,
AHMEDNAGAR.
 2. M/s. Hukumchand Gulabchand Jain
POST BOX NO. 81.
DHULIA. TEL. No. 901
 3. M/s. Kantilal Brijlal
AT & POST KOPARGAON,
DISTRICT AHMEDNAGAR.
 4. M/s. Gulam Hussein Abdul Kayum
AT & POST YEOLA,
DISTRICT NASIK.
-



A. S. de MELLO



M. A. CHIDAMBARAM



H. H. FATEHSINGRAO GAEKWAD



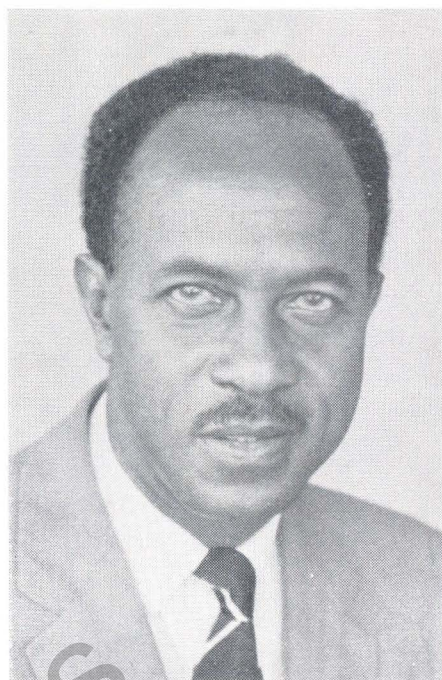
P. M. RUNGTA



S. K. WANKHEDE



DONALD CARR (M. C. C.)



B. GASKIN (W. I.)

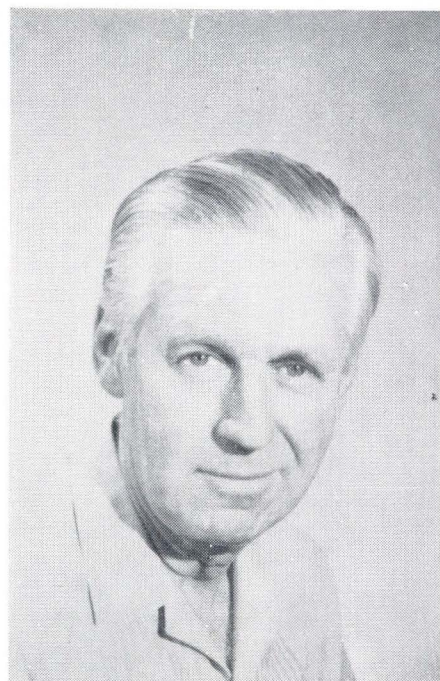


GEOFF

HOWARD (M.C.C)

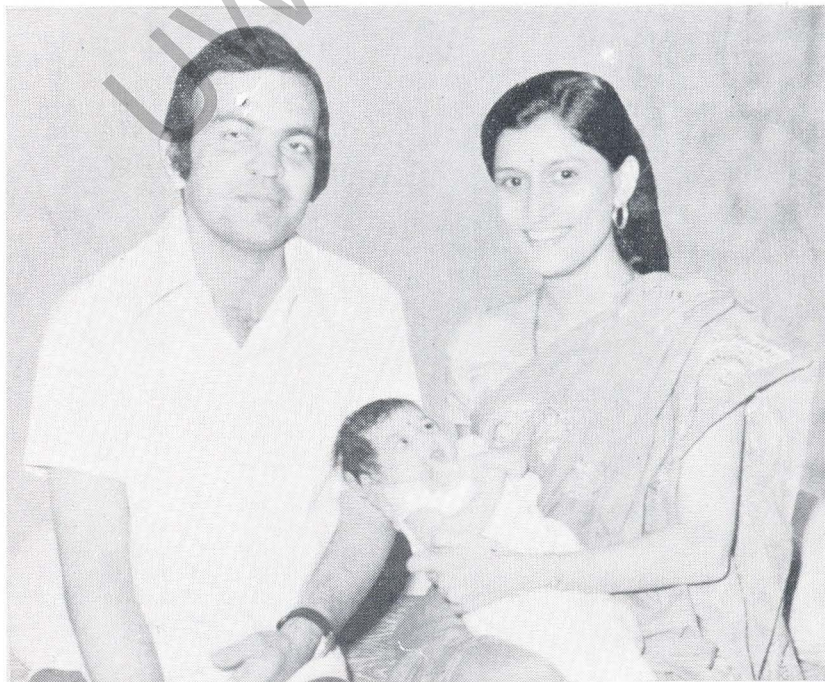


FRED BENNETT (AUS.)

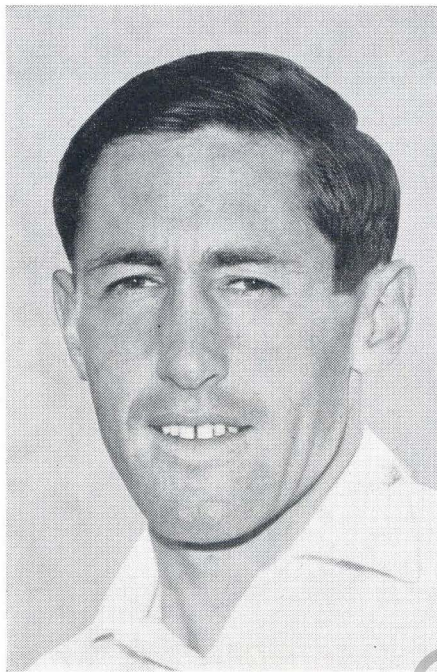


GORDON BURGESS (N.Z.)

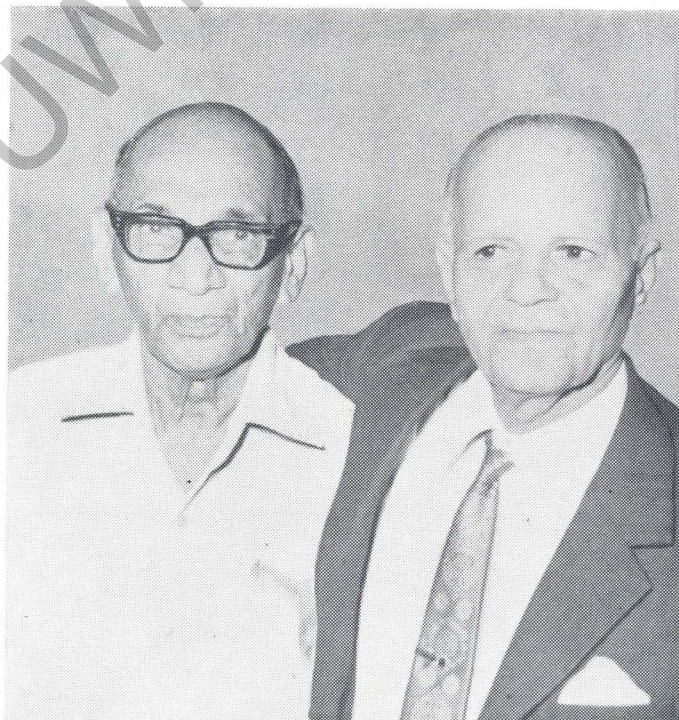
THE KARMARKARS



MY SON AVINASH, HIS WIFE SUMEDHA
AND MY GRAND - DAUGHTER



G. DOWLING (Capt. N. Z.)



MY CONSTANT COMPANION

Small project... or

GIANT

PROJECT

*Whatever the project be,
equipment is by Batliboi*



BATLIBOI is the trusted name for sophisticated engineering equipment in the country today. They have the honour of installing nation's prestigious power plants like Koyana, Maithon and Saravathi hydro electric projects. For over 80 years they have meant everything in machinery and machines for everything. With 24 offices all over India and over 30 agents/representatives abroad, BATLIBOI continue to contribute in country's planned progress and look forward to an industrially progressive India.

BATLIBOI range of industrial and agricultural equipment manufactured/ marketed/exported:- Heavy engineering machinery, machine tools and accessori-

es, workshop machinery and equipment, specialised machinery and equipment such as wood working machinery, forging and foundry equipment, chemical and pharmaceutical machinery, textile machinery, electro plating equipment, process control instruments, construction machinery, power plant equipment, air conditioning, refrigeration and humidification equipment, diesel engines, pumps and motors.



batliboi & co. pvt. ltd.

Forbes Street, Bombay- 1

Branches, Associates, Agencies all over India

A NEW CONCEPT IN PACKAGING

SOLID CONTAINERS

Manufacturers of :

SOLID FIREBOARD PACKING CASES

REGD. OFFICE :

Tiēcicon House,
Dr. E. Moses Road,
Bombay 400 011
P. B. No. 6296.

Tel : 373129 (2Lines)

Grams : LAMIBOARD.



FACTORY :

Vadavli
Post Mohne
Kalyan
Dist. Thana

Tel ; 562, 581

Grams : SOLICON.

Step in and buy new **CAR** tyres
and get them
fitted

FREE

Unique Sales Corporation
Offers Car Tyres at
Moderate rates.

- * We stock all brands.
- * The fitting service is free.
- * We buy your old tyres.
- * We offer tyre retreading Service.
- * Our Showroom is Spacious.
- * We give free door delivery.

UNIQUE SALES CORPORATION

Prema Chambers, 156, Ganesh Peth, Poona-2.

Phone : 27976

BORA ENTERPRISE

With Best Compliments

of



ORIENT GENERAL INDUSTRIES LTD.

6, Ghore Bibi Lane,

CALCUTTA-54

Manufacturers of "ORIENT" FANS

With Best Compliments of

M/s. SHAH POPATLAL RUPCHAND

At & Post Baramati,

District POONA.



M/s. PREMCHAND SAKHARAM LENGREKAR

AT & POST BARAMATI,

DISTRICT POONA.

AUTHORISED DISTRIBUTORS FOR PARRY'S AGRO INPUTS

With the compliments of

GULABI TEA

BEST FOR TASTE, FLAVOUR, COLOUR AND QUALITY

G. A. RANDERIAN PRIVATE LIMITED.

(PIONEER TEA EXPORTERS)

GULABI BLOCK

Commerce House, (3rd Floor)
2, Ganesh Chandra Avenue,
CALCUTTA-13.

Phone : 23-1073,74

Telex : GULABI 7012

Telegram: "ALTHERIN"

Branch :

111/115, KAZI SYED STREET,
BOMBAY-3.

Telex : GULABI 3072

Telegram: "GULABI GHAI"

SHOW ROOM :

45, FREE SCHOOL STREET,
CALCUTTA-16

Phone : 24-0409

21, Zakaria Street,
CALCUTTA-1.

Phone : 34-8300

7/2, ACHARYA J. B. ROAD,
CALCUTTA-17

With Best Compliments

from

Tel, 44 01 76

THE INDIAN INDUSTRIAL CO.

ESTABLISHED IN 1930

G. D. Ambekar, Road, Wadala, Bombay-400 031.

Manufactures of :

**HIGH CLASS, OFFSET & LITHO PRINTING INKS,
VARNISHES, OILS ETC.**

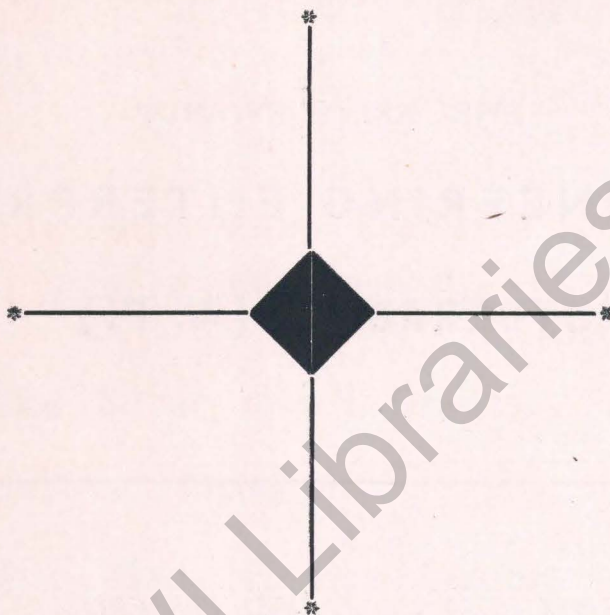
Telegrams: **INDUSTRIAL**
Bombay, Dadar.

A

WELL

WISHER

WITH BEST COMPLIMENTS
FROM



M/S. MEENAKSHI STEEL
RE-ROLLING MILLS

61, SILVER JUBILEE PARK ROAD,
BANGALORE 2.

Manufacturers of :

M. S. Rounds, Flats, Angels.

With Best Compliments From :



SHRI KRINTI SWARUP
ENGINEERING ENTERPRISE
HYDERABAD (A. P.)

WITH BEST COMPLIMENTS FROM :

Mohan
BROTHERS

Wine Merchants, Importers & Suppliers to
Ships & Diplomats

Wholesale Godown :

9, 'LANDMARK'
Plot No. 423,
Tulsi Pipe Road,
Mahim, BOMBAY-400 016

Office :

9, Ismail Building,
381, D, Naoroji Road,
BOMBAY-400 001
Telephone : 252417

THE UGAR SUGAR WORKS LIMITED.

Registered Office :

VAKHAR BAUG,
SANGLI (MAHARASHTRA STATE)
PHONE :- SANGLI -- 191



Factory Office :

P. O. : UGARKHURD
(DIST. BELGAUM)
(KARNATAK STATE)
PHONE :- SANGLI - 187
GRAMS : ' UGARSUGAR '

✿ MANUFACTURERS OF : ✿

1) White Crystal Sugar of all Grades.

2) Quality Industrial Alcochol.

3) Quality Indian Made Foreign Liquors -

First in India to get I. S. I. Certification Mark -

The present Crushing capacity of the Factory
is 2,000 M. Tonnes of cane per day.

The Shares of the Company are listed
on the

Bombay and Bangalore Stock Exchanges.



With Compliments

From ::

RAZAK & CO.,

Municipal Chawl No. 2,
11-H, Sabu Sidiq Road,
BOMBAY II, BR

DENATURED SPIRIT • FRENCH POLISH

Telephone: 263283 RES: 392393

With best compliments

from ::



M/s Mohan Sons

Wine Merchant

With the Best Compliments from

SOUTH INDIA CORPORATION (AGENCIES) PRIVATE LIMITED

Clearing and Forwarding Department:

Leading Clearing and Forwarding Agents to the Government of India (D.G. S & D) at the Ports of Calcutta, Visakhapatnam, Madras and Cochin with Branches at Bombay and Tuticorin also,

MARKETING DIVISION:

Dealers, Distributors & Agents

For: Pipes (GI, Black & PVC)

Hardware,

Electrical Accessories, Cables, Lamps, Measuring instruments, Cement paints, Floor coverings, Metal Windows & Ventilators, Modern Rise Mill etc.

SHIPPING DIVISION:

Steamship Agents,
Chartering Brokers,
Stevedors,
Ship Repairers.

"SOUTH INDIA HOUSE"

99, ARMENIAN STREET, MADRAS 600 001

With the Best Compliments from
With the compliments of

SOUTH INDIA CORPORATION (AGENCIES) PRIVATE LIMITED

GLOBE FABRICS

Clearing and Forwarding Department:

Leading Clearing and Forwarding Agents to the Government of India (D.G. 2 & D)
Industrial & Rexine Cloth Suppliers.
at the Ports of Calcutta, Visakhapatnam, Madras and Cochin with Branches at

Bombay and Tuticorin also.

510, Cotton Exchange, BOMBAY-400 002.

Phone : 3 1 2 2 5 8

MARKETING DIVISION:

General Distributors & Agents **H. P. GOENKA**

For: Pipes (GI, Black & PVC)

With Best Compliments

Hardware, Electrical Accessories, Cables, Lamps, Measuring instruments, Cement
From paints, Floor coverings, Metal Windows & Ventilators, Modern Rise
Mill etc.



SHIPPING DIVISION:

Steamship Agents,
Chartering Brokers,
Stevedores,

M/s. TELUMAL DEOMAL

593, B Krishna Chowk,

M. J. Market,

BOMBAY-2.

SNIALON

the fascinating new nylon fibre

Emerging on the scene shortly

In collaboration with Italtiscosa

Eastern Trading for the expertise of

SNIA VISCOSA of Italy, one of

the most modern nylon plants will

add a production of 1800 tonnes of the

finest **SNIALON** yarn to meet India's

fast growing needs. Very shortly you will

see India's best textile mills

giving you fabrics made

with **SNIALON**

CONCEPT-BR-336



Nylon Division : **THE BARODA RAYON CORPORATION LTD.**, Great Western Building, 130-132, Apollo Street, Fort, BOMBAY-400 001.



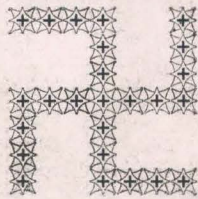
When you win a prize of one lakh rupees on your ticket worth rupee one only, that rupee has the value of rupees one lakh! Your rupee is indeed worth a lakh rupees!!

**Maharashtra State Lottery's
New Prize Scheme! Thousands of prizes!
And two draws per month.**

MAHARASHTRA STATE LOTTERY

Issued by the Director, Maharashtra State Lotteries, Bombay.

With the compliments of :



The West Coast Paper Mills Ltd.

**Manufacturers of "Sudarshan Chakra" brand quality paper —
writing, Printing, Bond, Manila, Kraft, Maplitho & Poster**

WEST COAST PAPER PRODUCE

MORE THAN

43,000 TONNES OF PAPER ANNUALLY —

PAPER FOR INDIA'S GROWING NEEDS.

Registered Office & Mills at :

BANGURNAGAR, DANDELI

(DIST. NORTH KANARA) KARNATAKA STATE.)

WITH THE COMPLIMENTS OF

South India Automotive Corporation Pvt. Ltd.

(Dealers : Hinduatan Ambassador Cars & Hindustan Driveaway Chassis,
Hindustan Bedford Trucks, & Leyland Tractors.)

Registered Office :

‘SOUTH INDIA HOUSE’

99, Armenian Street, Madras 600001.

Office, Show Room & Works:

Post Box No. 665.,
24, Whites Road,
Madras-600014.

Phone : 84432 to 84435

Grams : “AUTODEALER”

Branches : 6/50 Race Course Road, Coimbatore 18.

10/306-B, Railway Feeder Road, Nellore.

WITH THE COMPLIMENTS OF



KAPUR POULTRY FARM
Gandipet, HYDERABAD.

*With the
Compliments
of*

PANNALAL KANKANIYA & SONS

136, Jaora Compound,

INDORE

WITH BEST COMPLIMENTS

FROM :



SRI RANGANATHA SILK & SAREES,

NO. C-6, UNITY BUILDINGS,

J. C. ROAD,

BANGALORE 2.

Retailers in Silk & Sarees

PHONE { Shop - 70969
Resi. - 72788

With Best Compliments From :



BASICHEM INDUSTRIES

OFFICE: 9, 'ARARAT
89, MEDOWS STREET,
BOMBAY 1.

FACTORY: MUSHIRABAD
SECUNDERABAD 3.

WITH COMPLIMENTS FROM :



CENTRAL INDIA TRADING CO.

RAMCHANDRA MANSION,
SANDHURST ROAD,
BOMBAY 4.

WITH BEST COMPLIMENTS
FROM :



SOUTH INDIA STEEL AND SUGARS LIMITED

MANUFACTURERS OF
SWEETEST WHITE CRYSTAL SUGAR

Regd. Office :

'SOUTH INDIA HOUSE'

99, Armenian Street : Madras - 600 001

Phone : 29341.

GRAMS : STEELSTOCK

Sugar Factory :

MUNDIYAMPAKKAM VILLUPURAM TALUK

South Arcot Dist., Tamil Nadu.

Phone : 335 VPM

Grams : SISSUGARS
VIKRAVANDI.

With The Best Compliments From :



M/S. JAI INDUSTRIES

Manufacturers of

POLYURETHANE FOAM

**OFFICE : IV/41, L. B. STADIUM,
HYDERABAD-1.
ANDHRAPRADESH.**

WITH BEST COMPLIMENTS FROM :

TERPENE INDUSTRIES LTD.

Regd. & Site Office :

**MIDC INDUSTRIAL ESTATE,
Village Mehatpur.
Dist. UNA (H.P.).**

Bombay Office :

**Jehangir Building,
133, Mahatma Gandhi Road,
BOMBAY 1.**

PROPOSE TO MANUFACTURE : TERPENE CHEMICALS.

With best compliments
of :
MAN INDUSTRIAL CORPORATION LIMITED.

P. B. No. 131,
Near Loco,
JAIPUR - 6 (Rajasthan)

Phone : 74361-2-3

Telex : 039-236 ' NIRMAL ' JP.

Gram : PROGRESS

Manufacturers of :

Alloy Steel (Silico Manganese Spring Steel)
Steel Doors, Windows, Sashes Light
and Medium Forgings, Fabrication
of Light Structural, Galvanizing.

Re Rollers of :

Window and Special Profile Sections Bars & Rods
and
Physical & Chemical Testing of Material.

Branches :

Alli Chambers,
Tamrind Lane, Fort,
BOMBAY-1.

10, Clive Row,
3rd Floor
CALCUTTA.

Indra Palace, Block-H,
Connaught Circus
NEW DELHI-1.

12, Palace Cross Road,
BANGALORE-20.

THE KOLHAPUR SUGAR MILLS LIMITED

MANUFACTURERS OF :

**ACETIC ACID, BUTANOL & BUTYL ACETATE
AND
COUNTRY LIQUOR**



Regd. Office :

**KASABA BAVADA
KOLHAPUR 6.**

Phone : 77/347

Grams : SUGARMILLS.

Telex : 070/206



Bombay Office :

**Udyog Bhavan
Walchand Hirachand Marg,
Ballard Estate**

BOMBAY 1.

Phone : 264381

Grams : KOPSUGAR

Telex : 3140-KOPSGR

I've run out
of ideas!





And his future was bright once again.

A year ago, there was a day that threatened to be his darkest. His retina needed immediate surgery, it needed a laser beam. And it was not available in India. A bright future hung by a slender thread.

We were contacted. The call went around 5 continents and the hunt began. Seconds ticked by, as Air-India staff combed hospitals around the world. The tension ended when the equipment was finally found in Mannheim. We flew the child to Frankfurt, another airline pooled in its effort and flew him on to Mannheim.

Today, when he chases a butterfly, picks a bunch of flowers, loves things bright and beautiful, we feel proud of our job. The job of carrying people from one place to another. Sometimes, even from darkness to light.

We have a wide network of communication facilities to help you in any situation. We have 129 offices and 34 destinations the world over. So you have friends in almost every part of the world. Friends who go out of their way if you should need something out of the way. Try us and we'll make you an Air-Indian. For ever and ever.





"My parents are lost," she said, coolly.

Three hours later and after many trips around JFK Airport, we discovered she was right.

A girl Chhoti's age is never wrong. Her parents could be.

JFK Airport: New York City. Our ground receptionist felt a little hand tugging at her saree. "Cuse me, can you tell me where my parents are?"

"Are you lost, dear?" Our receptionist looked more worried than the child. "Not me, my parents are lost," she said, coolly. And then the search began.

Of course, it's not everyday that parents are lost and that we get the joy of bringing a family together. But we take as much pleasure in helping you with onward connections, conference arrangements, hotel reservations, tour bookings even

shopping tips. Whenever you need something out of the way, we go out of our way to help you.

So when you book on Air-India, you don't just book a ticket, you book a way of life, a people who understand people, especially you.

Be an Air-Indian



FLY AIR-INDIA



Fly with your flag.

AL 6126

Remember the joy when you first saw your flag being hoisted. As if your heart would take wing, as if it would flutter in the wind along with the flag.

And remember how proud you were because it gave you a place, a unique place, among other flags, other countries, other peoples.

So also today, your flag flies for everything distinctively yours, distinctively Indian. Air-India is your country's flag-carrier. It carries your country's history,

heritage, hospitality.

You'll discover Air-India speaks the same language as you do in the air and on ground. You'll get the sort of food, service, style to which you are accustomed. And you'll find that Air-India understands you like no other airline can.

Next time you fly, remember your country's airline. Air-India knows what it means to be an Indian, what it takes to make an Indian smile.

Be an Air-Indian. Fly Air-India.

With Best Compliments From



MUTUAL PLASTICS



**Nilam Mansion, 2nd, Floor,
Tribhuvan Road,
BOMBAY - 4.**

ON THE GRAND GALA OCCASSION OF
Felicitation Cricket Match at POONA
THE MADHYA PRADESH RICE MILLS ASSOCIATION

Head Office
RAIBUR M. P.

Phone No. 2086

OFFERS HEARTY GREETINGS TO
SHRI N. D. KARMARKAR

For his excellent and creditable roll gloriously played
for 25 years as Assistant Secretary in the
Board of Control for Cricket in India

and

for Dedicated Spirit of Social Service
Served Successfully.

Shri SEWAKRAM FATNANI
Secretary

Shri GWALDAS DAGA
Treasurer

Shri NEMICHAND SHREEMAL
President

And all the Members of Rice Mills Association M.P.

The Kerala State Cashew Development Corporation Limited
CASHEW HOUSE, MUNDAKKAL WEST, QUILON-1.
(A Kerala Government Undertaking)

Grams : KASUVANDI

Telex : 088/204

3771
Phones : 3772
4102

One of the Largest Public Sector Undertakings in Kerala.

- () Employing 27,000 persons with all statutory benefits.
- () Exporting to several nations in the world.
- () Earning more than Rs. 10 crores foreign exchanges annually.
- () Expanding activities every year.
- () Endeavouring to stabilise cashew industry on a healthy footing.

We have completed our Third Year of successful operations.
Thanks to all our well wishers, business associates and our workmen.

With Best Compliments from :



**THE ALKALI & CHEMICAL CORPORATION OF
INDIA LIMITED**

BALANAGER, HYDERABAD - 500 037.

MAKERS OF:

"DUCO & DULUX" PAINTS.

THE SIRPUR PAPER MILLS LIMITED

SIRPURKAGHAZNAGAR

ANDHRA PRADESH (S. C. RLY.)



MANUFACTURERS OF:

CREAMLAIID, WHITE AND COLOUR

PRINTING COATED PAPERS AND BOARDS,

GLAZED PAPERS ETC.

With best compliments
from :



M/s. HAJI ABDUL LATIF TAYUB,
263, OLD THARAGUPET,
BANGALORE 53.

DEALERS IN OILS

With Best Compliments

from

NAGPAL PRIVATE LIMITED.

Makers and Exporters of Finest
Stainless Steel Holloware — Kitchenware and Hospitalware.

Phone : 453899

Regd. Office :

303, Arun Chambers,
Tardeo Road,
Bombay 400 034.

Show Room :

8. Sweet Home,
L. J. Road,
Bombay 400 016.

HINDUSTAN ALUMINIUM CORPORATION LTD.

(India's Leading Producer of Aluminium)

Producers of

Primary Metal

Rolled Products

Properzi Rods

Extrusions

and

Hindalium Alloy for Utensils.

Works :

P. O, RENUKOOT 231217

Dt, Mirzapur, U. P.

With Best Compliments

from

NAGPAL PRIVATE LIMITED.

Makers and Exporters of Finest
Stainless Steel Holloware – Kitchenware and Hospitalware.

Phone : 453899

Regd. Office :

303, Arun Chambers,
Tardeo Road,
Bombay 400 034.

Show Room :

8. Sweet Home,
L. J. Road,
Bombay 400 016.

HINDUSTAN ALUMINIUM CORPORATION LTD.

(India's Leading Producer of Aluminium)

Producers of

Primary Metal

Rolled Products

Properzi Rods

Extrusions

and

Hindalium Alloy for Utensils.

Works :

P. O, RENUKOOT 231217

Dt. Mirzapur, U. P.

With Best Compliments from

ADITYA MILLS LIMITED.

STADIUM HOUSE, 2ND BLOCK,
VEER NARIMAN ROAD,
BOMBAY 20.

Telephones : 296523/296554.

TELEX : 3220

TELEGRAM: "MILADITYA".

MANUFACTURERS & EXPORTERS OF COTTON AND SYNTHETIC YARNS & TEXTILES.

With Compliments from



TILUMAL CO.

593 B, Krishna Chowk,
M. J. Market
BOMBAY 2.

*With
Compliments*

From :

GOA WINES

Transwal Terrace, 145 Falkland Road,

BOMBAY-8

S. T. No. NIE 10701 w. e. f. 18-10. 73

WITH BEST COMPLIMENTS

FROM :



JOHNSON & JOHNSON LIMITED,

L. B. SHASHTRI MARG, MULUND,

BOMBAY 400 080

With Best Compliments From :



AREA DISTRIBUTORS ESSO LUBRICANTS

BYCULLA CLUB COMPOUND,
BELLASIS ROAD,
BOMBAY - 8.

Tel. No. : 378833

393677

391078

Thana : 593574

With best compliments from :



RUBY WINES

36, CAUSEWAY CORNER,
MAHIM,
BOMBAY 400 016.

With Best Compliments From

STARLITE ELECTRICAL WORKS.

ELECTRICAL ENGINEERS & CONTRACTORS.

FERN HOUSE

13, Ormiston Road,

BOMBAY-1.

With Best Compliments of

Mr. M. N. Mohol.

C/o. Prabhat Talkies,

Parnaka,

Bassien,

Dist. Thana

With Best Compliments

from

JUPITER CONSTRUCTION CO. PVT. LTD.

510, Commerce House,
140 Meadows Street,
Fort, BOMBAY-1.

Tel. : 256457.

With Best Compliments From

D. A. MEHRA STEELS PVT. LTD.,

**Memonwada,
Mohamed Ali Road,
BOMBAY-3.**

With Best Compliments

from

SOUTHERN INDUSTRIAL CORPORATION LTD.



Regd. Office : **" SOUTH INDIA HOUSE "**
99, Armenian Street,
Post Box No. 113.
Madras 600001.

Factory : **POLAL**
&
Office : **MADRAS 600066.**

With Best Compliments from

NATIONAL ENGINEERING INDUSTRIES LIMITED
JAIPUR.

Manufacturers of :

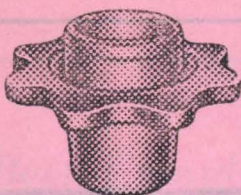
- * BALL & ROLLER BEARING,
- * TAPERED ROLLER BEARINGS,
- * TRACTION MOTOR BEARINGS,
- * STEEL BALLS,
- * STEEL & ALLOY STEEL CASTINGS,
AND
- * AXLE BOXES FOR RAILWAYS WAGONS,
LOCOS & COACHES.

With Compliments from



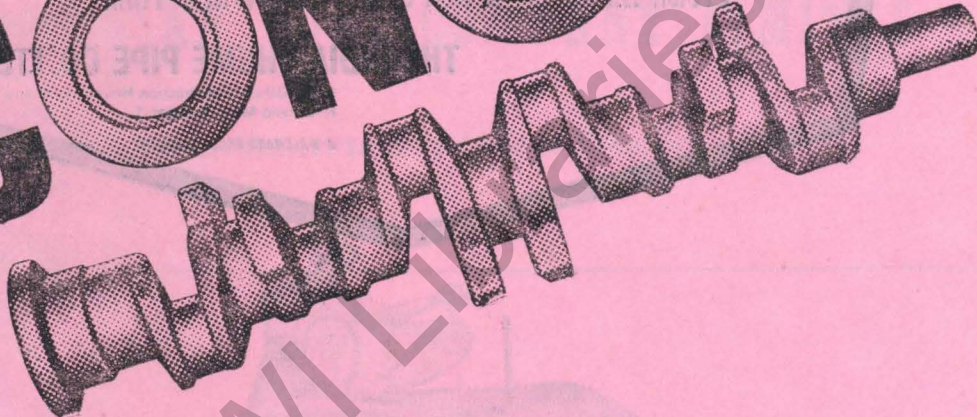
PALS & PALS

**431, Lamington Road,
BOMBAY 4.**



**COST REDUCTION
IS INHERENT IN
FORGING...**

ECONOMY



What does Forging offer the equipment user?

Greater safety, strength, protection
from parts failure, reduced downtime.

To the components manufacturer?

REDUCED METAL WASTE:

Parts are forged close to final size,
needing only minimum finish machining:
when using expensive alloys
this reduced waste is valuable economy.

SIMPLER OPERATIONS:

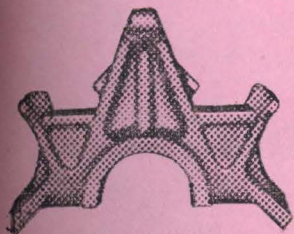
Several parts can be forged as a single piece,
separated and finish machined,
thus reducing operations and unit costs.

**ECONOMICAL PRODUCTION
OF COMPLEX PARTS:**

Some parts need special tooling, elaborate
setups, long operation sequences, all adding
to cost. But forging can produce them
by standard methods, drastically cutting costs.

*At Bharat Forge we offer real economy
to components manufacturers.*

Bharat has the resources to produce the finest
forgings ■ Battery of Steam Drop Hammers from 2000
to 25000 lbs. falling weight ■ Die Making Machinery
■ Heat Treatment Plant ■ Testing Laboratory with
specialised apparatus: for components of simple shape
or complex configuration, weighing a few ounces
to 800 lbs. in alloy or carbon steel.



BHARAT FORGE COMPANY LIMITED

MUNDHWA, POONA 1, INDIA



...but what about water storage?

Oh! that's no problem...we'll install HUME WATER TANK. It's durable, leak-proof, non-corrosive and needs no maintenance.

It's economical too...huh?

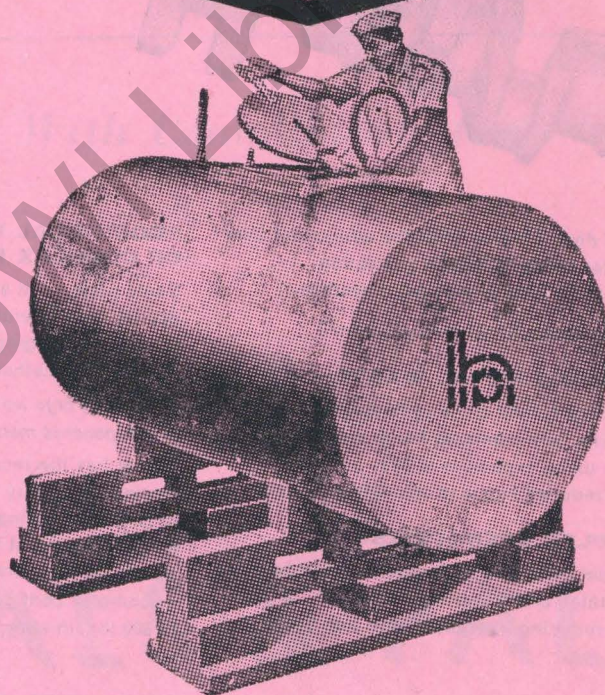
Oh yes!

 **Crown that construction with 'Hume Water Tank'**

THE INDIAN HUME PIPE CO. LTD.

Regd. Office: Construction House, Walchand
Hirachand Marg, Bombay-1.

A WALCHAND GROUP INDUSTRY



With Best Compliments from



THE INDIAN TUBE COMPANY LIMITED

" A Tata-Stewarts and Lyods Enterprise "

**WE
HAVE
THE
RIGHT
FABRICS
FOR
YOU**



**THE MARSDEN MILLS LTD.
THE MONOGRAM MILLS LTD.**

AHMEDABAD-21.

With Best Compliments from
HARIHAR POLYFIBERS.

Office :

Industry House,
45, Fairfield Road,
G.P.O. Box No. 5124,
Bangalore 560001.

Telephone : 23101
23102

Grams : 'Polyfibers'
Bangalore

Telex : 043-233
POLYFIB-BG.

Works :

Kumarpatnam,
P.O. Nalvagal,
Dist. Dharwar.

Postal Address:

P. B. No. 22,
Harihar,
(Chitaldurg Dist.)

Phone : 71 to 74
Harihar

2030 Davangere
2065

Grams : 'Polyfibers'
Harihar.

SPENCER'S TEAS ARE DISTINCTIVE

Rich in flavour and Aroma
they give high Cup Quality
and satisfy the discriminating

High Grown on the Nilgiris
and packed in Spencer's
Own Factory there.

Ask for

GREEN LABEL, RED BRAND, ORANGE PEKOE or PEKOE DUST

SPENCER & CO. LTD.,

153, Mount Road, Madras-2.

And Branches throughout India.

*With the
Compliments
of*

J. J. LALLS
WIRE NET

Wirenetting Manufacturers :

JEETMULL JAICHANDLALL



**109, Netaji Subhas Road,
CALCUTTA 700 001.**

PHONE : 33-9811

GRAM: JIMASANARI

TELEX : 021-7183

TUBES AND MALLEABLES LIMITED

"SOUTH INDIA HOUSE",

99, ARMENIAN STREET,

MADRAS-600 001.

**Distributors for 'ITC' Brand Steel, Tubes
15 mm to 80 mm and Seamless Tubes
100 mm to 150 mm to IS: 1239
[Both Galvanised & Black]**



Manufactured by :

The India Tube Company Limited

CALCUTTA-16.

**Stockists for 'Alkathene' Pipes
& Alkathene Fittings**



Manufactured by :

I. C. I. (India) Private Limited

CALCUTTA-16.



Branches all over South Zone



WITH BEST COMPLIMENTS
FROM

**INDIAN
ORGANIC
CHEMICALS
LTD.**

28, APOLLO STREET, FORT,
BOMBAY-1.

MANUFACTURES OF :

Acetic Acid Glacial
& Other Organic
Chemicals

"Communication is perception.
Communication is expectations.
Communication is involvement."



You'll have something to say in **Raymond's** Suitings.

Space Donated

By

SK. Anwar Ali, M. L. A.,

44B, Shamsulhuda Road,
CALCUTTA-17.

Phone: 44-8235, 45-7545, 23-4583 and 22-2811

In Appreciation of Sri Karmarkar's Valuable Services to Cricket.

With Best Compliments

From

LEE & MUIRHEAD (INDIA) PVT. LTD.,

5, CLIVE ROW,
CALCUTTA - 1.

CLEARING * SHIPPING * FORWARDING * WAREHOUSING
AIRFREIGHT * PACKING



Phone : 22-7671 (3 lines)

Cable : **LEMUIR**

Telex : **7208 LEMUIR CAL**

Regd. H/O. : 12, Kaikhushru Dubash Marg, Fort, Bombay-1

Branches at : **DELHI AHMEDABAD MARMAGOA MADRAS BANGALORE**

Agents & Representatives throughout the Globe

WITH THE COMPLIMENTS OF

M/S. SAGGITAR & DEMOR,

Mfg. of Pharmaceuticals & Fine Chemicals.

KAILAS ROAD,
P. B. NO. 16.
BULSAR

Phone : Office : 456

Resi : 300

With Best Compliments from



Phone : 592395

NATIONAL FLUORINE CORPORATION

Pokhran Road, No. 2 Majiwada, THANA

and associates

Fluorine Chemicals Pvt. Ltd., VAPI

National Marketing Corpn., THANA

Manufacturers of

FLUORINE, LITHIUM & TIN CHEMICALS.

*With the
Compliments of*

M/s. PRAKASH TEXTILES



Manufacturers and Exporters of
**Pure Dupion Raw Silk, Deluxe, Chiffon
Jorgette and Plain Silk Dress Materials,
Furnishing Fabrics, Tie Cloth, Scarves.**

1, Devanga Market,
P. B. No. 6795,
Jumma Masjid Road,
BANGALORE-2.

With Best Compliments

from



M/s. KOLAY BISCUIT CO. PRIVATE LTD.
CALCUTTA-10.



Manufacturers of :

- * BISCUITS**
- * CONFECTIONERY**
- * CONDIMENTS AND**
- * SQUASHES**

All nickel companies are not alike...

Not only does INCO produce three times as much nickel as anyone else, it does so in many more forms.

It backs the whole range of INCO products with a continuous programme of research and development to ensure that industry can make the best use of nickel and nickel-containing materials. In fact INCO invests more in research than all other nickel companies combined.

So INCO not only produces a lot of nickel. It also produces a lot of know-how.

All for you.

INCO

**INTERNATIONAL NICKEL SERVICES
(U.K.) LIMITED.**

Thames House, Millbank,
London, SW1P4QF.

THE SIRSILK LIMITED.

Manufacturer of :

ACETATE YARN, FABRICS, ACETATE STAPLE FIBRE AND ACETIC ACID.

Sirpurkaghaznagar.

Andhra Pradesh (S. C. Rly.)

SOLE AGENTS FOR ACETATE YARN AND FABRICS :

M/s. TULSIDAS KANORIA & CO.

2-4, Hindustan Building,

1st. Floor, Jambulwadi (East)

Kalbadevi Road, BOMBAY-2.

India Exchange Place,
CALCUTTA-1.

THE ORIENT PAPER MILLS LIMITED.

Registered Office : Brijrajnagar.

Mills at

Brijrajnagar,

Dist. : Sambalpur,
(Orissa)

Amlai,

Dist : Shahdol,
(Madhya Pradesh)

Manufactures of : **WRITING, PRINTING, PACKING, MAPLITHO,
DUPLIX BOARD ETC.**

WHAT HAS THE LION IN COMMON WITH BHARAT GEARS?

STRENGTH

Bharat Gears are made from specially selected raw materials.

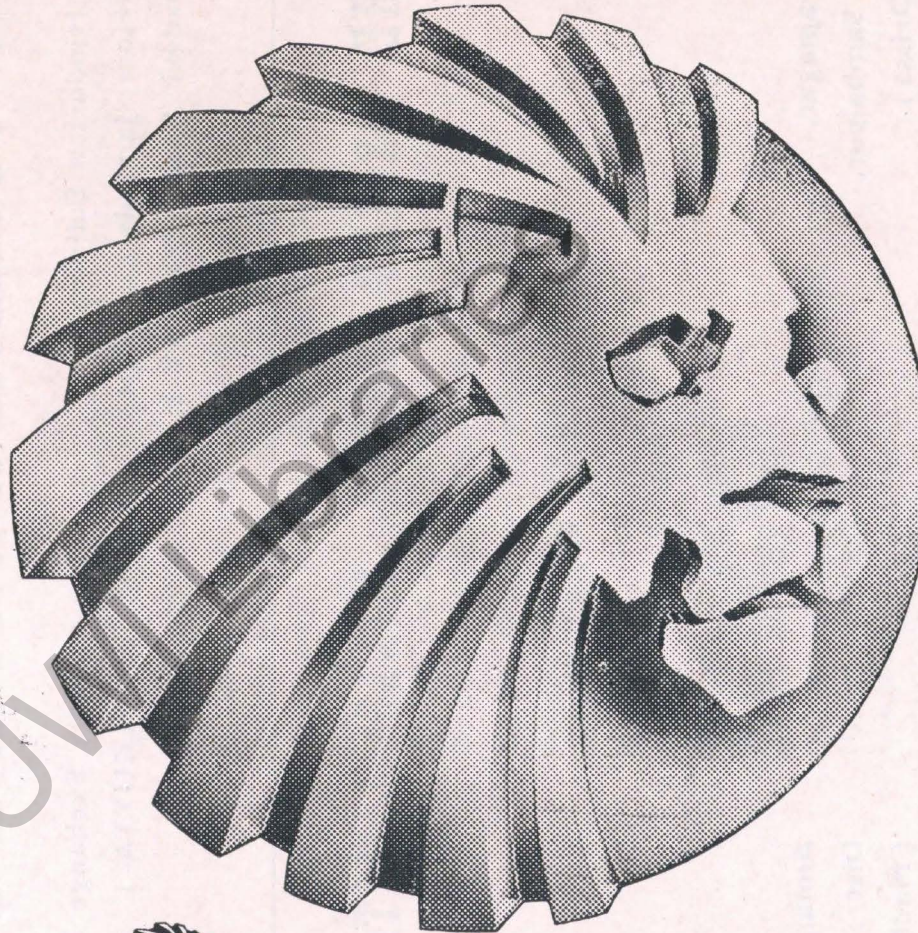
TOUGHNESS

Bharat Gears are specially heat-treated for extra toughness.

SUPERIORITY

Bharat Gears are cut to the internationally famous Gleason System.

Look for the lion.
Look for Bharat Gears.



BHARAT GEARS LTD

(A Daunag Enterprise)

Express Towers, 5th floor, Nariman Point, Bombay 400 001.

With Compliments

From :



ALLIED TRANSPORT COMPANY

BHATIA - JAMNAGAR

(Gujart State)

*With
Compliments
from...*

A WELL WISHERS

&

FRIENDS

OF

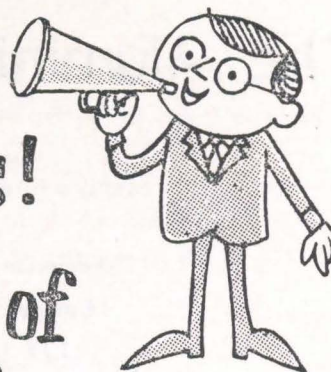
MAMA KARMAKAR

Fantastic odds!

**1 in 20 chance of
winning up to**

Rs. 10,000

**Buy
State Bank
Premium Prize Deposit
Certificates**



It's a unique scheme. You buy a State Bank Premium Prize Deposit Certificate. After 12 months you could win a cash prize which might be anything up to **ten times your investment.**

For people who can't wait for a full year, there's a quick draw scheme too. Only 6 months to wait and a chance of winning a prize **five times your investment.**

What happens if you don't win a prize?
You get your money back—plus some interest
as well! Could you think of a safer bet?

And remember—apart from these big prizes, there are a number of other handsome prizes too. Your chances of winning a prize are 1 in 20 or even better.

*Available in denominations of Rs. 100, Rs. 500 and Rs. 1,000 at all metropolitan and many urban branches of the Bank.



STATE BANK

With the compliments of
The Aluminium Industries Limited

Regd. Office :
Kundara,

No. 1, Ceramic Factory Road,
KERALA.

Manufacturers of :

Aluminium Conductors (ASCR & AAC)

Covered Aluminium Conductors

L/T Underground Cables.

Conductor Accessories & Jointing tools

Aluminium Rods & Steel Wore items

High Voltage Switchgear &

Wire Working Machinery.

Works at

Kundara (Kerala)
Mannar (Kerala)

Hirakaud (Orissa)
Hyderabad (A. P)

With Best Compliments

From



VRAJLAL MANILAL & COMPANY.

SAGAR. (M. P.)

BHILAI - First in Steel

First in Savings

The Bhilai Steel Plant — the biggest Steel Plant in India with an impressive record of high Production performance, is also the first in our country in the field of Savings.

Bhilai was declared the First and the Biggest Bahhat - Plant in Asia for its contributions in the field of savings - with 55,000 accounts and Rs. 1 Crore contributed to National Savings every Year.

Bhilai service the Nation in every sphere,

Issued by : **Public Relations Department**

BHILAI STEEL PLANT **BHILAI.**

SARANGPUR

WEAVES **PRESTIGE IN FABRICS**

- | | |
|----------------------------|---------------------------------|
| ■ Voiles | ■ Cambrics |
| ■ Sarees | ■ Lenos |
| ■ Dress Materials | ■ Dhoties |
| ■ Poplin Shirtings | ■ Embroidered & Pleated Fabrics |
| ■ Polyester/Cotton Suiting | ■ Gents & Ladies Handkerchiefs |

THE SARANGPUR COTTON MFG. CO. LTD.

Amraiwadi Road, P. O. Box No. 19 Ahmedabad-8

MADE OUT
OF THE
FINEST
MATERIALS.

“MANGALORE GANESH BEEDIES”

SMOKERS
CANNOT
AFFORD TO
MISS THEM

DAILY SALES EXCEED **5** CRORE BEEDIES



Head Office :

Mangalore Ganesh Beedi Works.

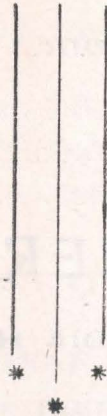
Vinoba Road,

MYSORE 570 005

Telephone : 20241

TELEGRAMS : 'AROMA'

WITH THE COMPLIMENTS OF



Simplex Tubulor Structures Pvt. Ltd.
Simplex Estate, Nagpur Road,
JABALPUR (M. P.)

THIS IS JUST A REMINDER

WE ARE DISTRIBUTORS FOR THE FOLLOWING PRODUCTS.

Amco Silver Cobalt Batteries
Banco Royal Gaskets
Banco Radiators & Cores
Mahle Piston Ring Sets
Goetze Cylinder Liners
F & S Shock Absorbers
Transpower Gears
Finolex Auto Cables.

Leach Filters & Elements
Tvs Dunlop Wheels Discs
Sundaram Clayton Air Assisted Brake Parts
Lucas Tvs Electrical Parts
Tvs Fasteners
Kap Auto Parts
Rolon Timing Chains
Rakesh Bulbs
Indestro Grease Guns and Nipples.

Luk Clutch Plates
Abc Steyr Bearings
Tvs Brake Parts
Sirubher Suspension Kits
Sunkast Clutch Housing
Susha Brake Drums
Acme Valves.

R. S.

CENTRAL AUTOMOBILES PRIVATE LTD.

Regd. Office :

"Laxmi Bhuvan"

466, Sardar V. P. Road,
BOMBAY-400 004.

Phone Nos. : 359611/12.

Grams : "CENTALAUTO"

Show Room & Service Station :

"MANI MAHAL"

MAIHEW ROAD,
BOMBAY-400 004.

Phone Nos. : 352816/17.

Telex : 011-3145.

With Best Compliments

From

TUBE SUPPLIERS LIMITED

"SOUTH INDIA HOUSE"

**99, Armenian Street,
MADRAS 600 001.**



Manufacturers :

VRW Brand Refractories.



Distributors :

**Wavin Rigid PVC Pipes & Fittings
GG Brand Valves.**



Stockists :

All Kinds of quality Pipe Fittings & Specials.

AS DURABLE AND TRADITIONAL AS
"CHARMINAR"

CHARMINAR ASBESTOS CEMENT PRODUCTS

- ✕ NEWKOR CORRUGATED SHEETS
- ✕ FLEX-O-BOARD FOR CEILING AND PARTITIONING
- ✕ PRESSURE PIPES FOR WATER SUPPLY AND DISTRIBUTION
- ✕ CABLE DUCIS
- ✕ GUITERS AND ACCESSORIES

**"SPECIFY CHARMINAR A. C. PRODUCTS AND
ENSURE QUALITY AND PERMANENCE".**

Manufactured to the relevant I. S. I. Specifications by :

HYDERABAD ASBESTOS CEMENT PRODUCTS LIMITED

REGD. OFFICE : SANATNAGAR, HYDERABAD-500 018 (A. P.)

FACTORIES AT : HYDERABAD A. P. : : BALLABGARH, (HARYANA)

A GAS CONNECTION IS MADE—AN INDUSTRY ADVANCES
A TUBEWELL IS INSTALLED—A VILLAGE SMILES
A TAP IS TURNED—A CITY RECEIVES WATER
AND

GST LAYS ONE MORE PIPELINE TO PROGRESS

GUJARAT STEEL TUBES

Contributes to the progress of Urban and Rural India with Steel Tubes and Pipes in Dia. 15 mm to 100 mm, Black and Galvanized, Threaded and socketed, using Tuffweld - A High Frequency Induction Welding Process
Gujarat steel Tubes is one of the Major suppliers to Government and Abroad—The Largest Exported to U. S. A.

PIPELINES TO PROSPERITY

GUJARAT STEEL TUBES LIMITED

BANK OF INDIA BUILDING

BHADRA

AHMEDABAD-380 001

Telephone : 52012-13-14

Telex : 012-266

Wishing

(Mama) KARMARKAR

all the Best from one of his admirers and

**W
E
L
L
W
I
S
H
E
R
S**

*With the
Compliments of*

THE TINPLATE CO. OF INDIA LTD.,

GOLMURI WORKS,
JAMSHEDPUR-3.

PHONE : 76101 (5 Lines)

Telex : 084-204.

' K I D S O N S '
TOURIST HOME
S. M. STREET CALICUT-I

Situated at the heart of the City with all Modern Amenities.

WELCOME TO ALL.

" KIDSONS RESTAURANT "

THE MOST MODERN VEGETARIAN RESTAURANT.

*With the
Compliments
of*

KIRLOSKAR BROTHERS LTD.



UDYOG BHAVAN,

TILAK ROAD.

POONA 2. (INDIA)

With Best Compliments From :

SOUTH INDIA STEEL AND SUGARS LIMITED.

STEEL SALES DIVISOIN,



**99, ARMENIAN STREET,
MADRAS - I.**

GRAMS: "STEELSTOCK"

MADRAS.

Phone : 29341.

Anything to do with hire purchase
has everything to do with M. C. C.

for

All your moving comforts in life

Remember

Mercantile Credit Corporation Limited

Regd. Office :

No. 99, Armenian Street, Madras 600 001.

Phone : 22081

Branches :

No. 24, Whites Road, Madras 600014.

PHONE : 811769

No. 6/50, Race Course Road, Coimbatore 641018.

PHONE : 34685

No 3, Promenade Road, Tiruchirapalli 620001.

PHONE : 7233

No. 108/109, Commercial Street, Bangalore, 560001.

PHONE : 53541

*With
Best Wishes
from*



KEDIA TEXTILES PRIVATE LIMITED

178, MAHATMA GANDHI RD.,
CALCUTTA-7.

Telegram : BESTYARN

Phone : 33-4506

SOLE SELLING AGENTS

OF:

BILASPUR SPINNING MILLS & INDUSTRIES LTD.,

BILASPUR, (M. P.).

*With the
Compliments
of*



A

WELL-WISHER



BILASPUR SPINNING MILLS & INDUSTRIES LTD.

BILASPUR (M.S.)

*With the
Compliments
of*

TATA ENGINEERING & LOCOMOTIVE CO. LTD.,

BOMBAY — JAMSHEDPUR — POONA.

With Best Compliments From :

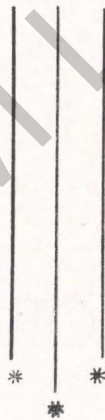
'CONCRETE CORPORATION'

**39, BHARGAV,
Shivaji Park Road No. 3,
BOMBAY- 28.**

*With
Best Wishes
from*

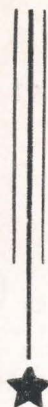
EMPIRE TEXTILES

(A Division of the Empire Dyeing & Mfg. Co. Ltd.,)



414, Senapati Bapat Marg, Lower Parel,
BOMBAY-400 013.

With Best Compliments From



- TYRE DEALER -



M/s. Premchand Ratanchand

Tyres Division, Udyog Bhawan,
Tilak Road, POONA 2.

Phone: 28989.

With Best Compliments

From

ALKALOIDS CORPORATION

**8, Bentinck Street,
CALCUTTA 1.**

Manufacturers-Exporters of :

STRYCHNINE AND BRUCINE PRODUCTS

With Best Compliments from

MEMCO

'Memco' oil engines, centrifugal pumps flournills, C. I. stands for schools and garden benches and all types of agricultural and industrial machinery
Famous 'Memco' casting of cast iron, gun Metal, Almiuium Bronze etc.

Manufacturer :

Modern Engineering Moulding Co.

Sole Selling Agents :

MEMCO NEW MOULDING INDUSTRIES (P) LTD.

Show Room :

Opp. Model High School,

Gheekanta Road,

Ph. No. 24026

AHMEDABAD-1.

Factory and Office :

Near Kalyan Mill,

Naroda Road.

Ph. No. 30324 31278 36963

Gram : Helical

AHMEDABAD

*With the
Compliments
of*

Mining of High Grade Maganeseore

ADITYA MINERALS (Pvt.) LTD.

Regd. Office : ADILABAD

Andhra Pradesh



Promoters of :

ADITYA CHEMICALS LTD.

CALCIUM CARBONATE PLANT

With Best Compliments

From



M/s. P. V. SHROFF

**39/1-A, Wellesly Road, Sangam Bribge,
POONA-1.**

*How do you ensure the correct type of
Fertilizers to your crops?*

H.C.F. QUALITY FERTILIZERS ARE WHAT YOU NEED.

- (1) **MIXED** fertilizers for all food and Cash Crops.
- (2) **Single superphosphate** guaranteed 16% W.S. $P_2 O_5$

H. C. F. FERTILIZERS AND SUPERPHOSPHATE GIVE MORE FOR YOUR MONEY.

THE HYDERABAD CHEMICALS & FERTILIZERS LIMITED

(A GOVERNMENT COMPANY)

Regd. Office :

100, Bashir Bagh,
Hyderabad-29 A.P.
Telephone No. 35128 & 32027
Telegrams : Chemicals.

Factories :

Maula Ali (S.C. Rly.)
Telephone 71341.
Bodhan S. C. Rly.
Telephone: 36.

ONLY A DEPENDABLE CLOCK WHICH YOU CAN TRUST

Winding Not Required

Electricity Not Required

ACCURATE TRANSISTORISED AUTOMATIC CLOCK

TIME! DAY & DATE



Manufactured by :

Transistor Timeors Industries, Lati Road, MORVI.

Sole Distributors :

For West Bengal, Bihar, Assam & Orissa

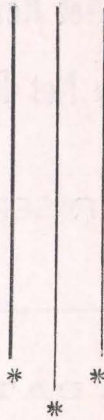
Thakkar Watch Company

**Shah House,
P-34, India Exchange,
Calcutta-1.**

Phone : 224465

Gram : "TIMEDATER"

With Best Compliments
from



HOTEL AMIR
15, Connaught Road,
POONA-1,

With Best Compliments from

M/s. AMPHETRONIX LIMITED
105, Bhosari Industrial Estate,
POONA - 411026.

M/s. E. I. D. PARRY LIMITED
Fertiliser Regional Office,
6-E, Tadiwala Road,
POONA - 411001.

WITH THE COMPLIMENTS OF



Kothari Auto Parts Mfrs. Private Ltd.

431, Dr. Dadasaheb Bhadkamkar Marg (Lamington Road,)

BOMBAY - 4.

Gram : UNIAUTO'

Phones : { 351830
358119
368188

Space Donated By

BATLIBOI PRIVATE LIMITED

Silver Jubilee Park Road,
BANGALORE - 560002

**A MARKETING COMPANY FOR ALL TYPES OF
MACHINERY**

Please Dial No. 27216 - 17

For Machine Tools, General Machinery Items, Small Tools,
Irrigation Pumpsets with Electric Motors or Diesel Oil Engines.

With Best Compliments

from



Phone : { Office : 27995
Factory : 8319
Resi. : 56708

MALAVIYA TYRES

37/2, Shankarshet Road, POONA-9.



Retreaders & New Tyres Dealers.

Factory : Ganeshnagar, Near Railway Crossing,
Chinchwad, POONA 19.



• Gear Cutting on MAAG machine by generating process. • Gas Carburising and hardening of tooth flanks by Carbo-Maag process. • Gear Tooth grinding by Zero-degree process. • Gear Profile testing on electronically controlled machine.

efficiency	— of the highest order.
durability	— practically unlimited with high resistance to shock load.
capacity	— of carrying high loads.
accuracy	— of tooth profile ensures a low noise level.
reliability	— that can be depended on.

The latest Gear Wheel Technology from Walchandnagar Industries Ltd., in collaboration with Maag Gear Wheel Co. Switzerland.



WALCHANDNAGAR INDUSTRIES LIMITED

Works: Walchandnagar, Dist: Poona, Maharashtra
Grams: Walsakhar, Walchandnagar, Phone: 35 & 36 Walchandnagar

Regd. Office: Construction House, Walchand Hirachand Marg, Ballard Estate, Bombay-1.
Grams: Walsakhar, Bombay. Phone: 268091 Telex No. 011-2780

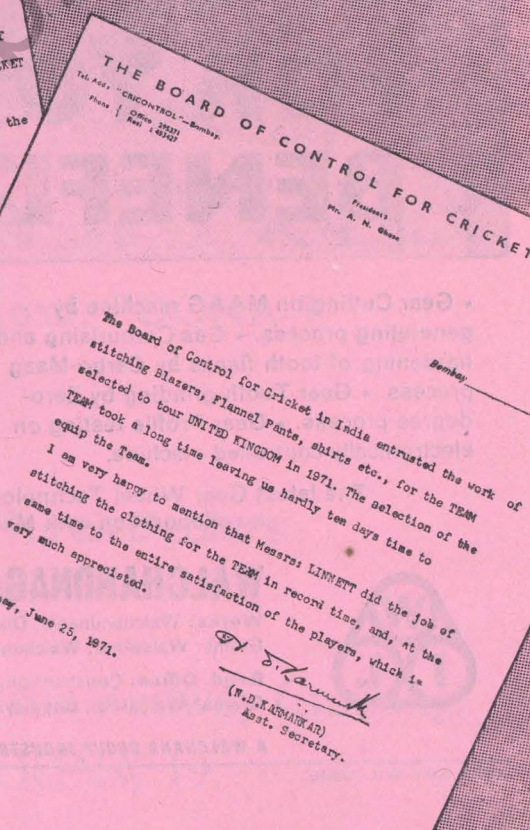
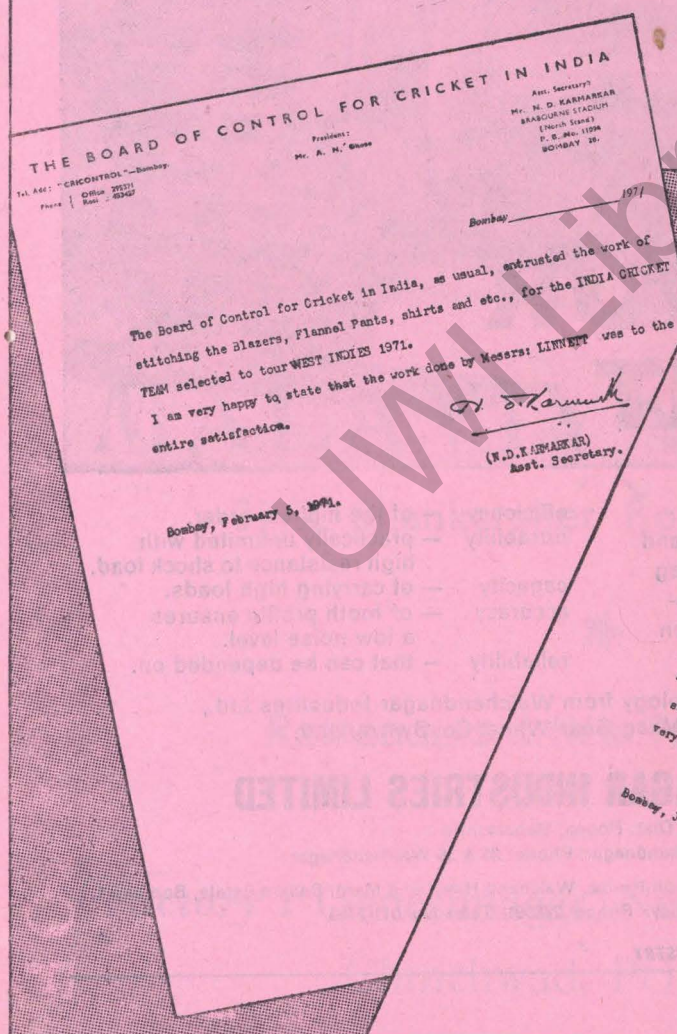
A WALCHAND GROUP INDUSTRY

LINNETT

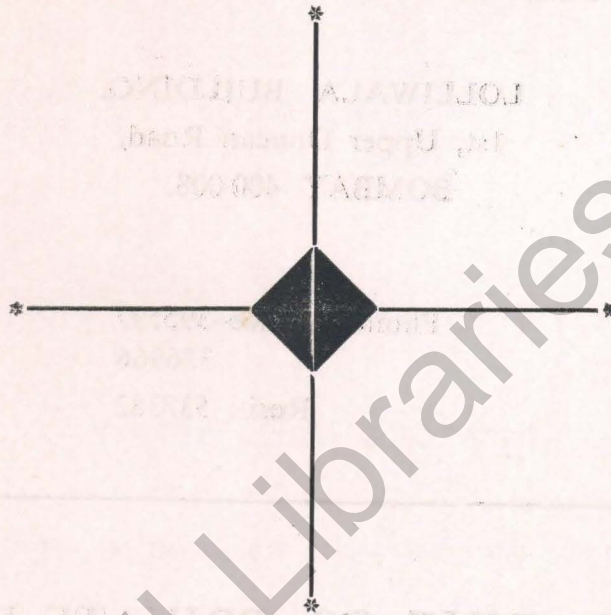
GENTS' TAILORS

Fancy Flats,
Victoria Garden Road,
Byculla Bridge,
Bombay-8.

Specialized in
Blazers, Flannel
Pants and Shirts
for the Indian
Cricket Teams
to their complete
satisfaction in
record time.



WITH BEST COMPLIMENTS
FROM



M/S. CHAMUNDI STEEL
RE-ROLLING MILLS

245, A, OLD THARAGUPET,
BANGALORE 53.

Manufacturers of : M. S. Rounds, Flats, Angels
and
Bright Bars.

WITH BEST COMPLIMENTS FROM :

SARADBHAI J. SHAH.

LOLLIWALA BUILDING,
1st, Upper Duncan Road,
BOMBAY 400 008.

Phone : Office-395597
376966
Resi : 537382

POTIA TRADING CO. PRIVATE LIMITED.

FOREMOST NAME IN ALL YOUR TIMBER REQUIREMENTS
TIMBER MERCHANTS & DEMOLISHING CONTRACTORS
FOREST CONTRACTORS, SAWYERS & BOX MAKERS.

Stockists of :

**DEALWOOD, TIMBER, IRON, STEEL SCRAP &
BUILDING MATERIALS.**

GRAMS : POTIACO

QUAY STREET, DARUKHANA,
BOMBAY 10-D. D.

PHONES : 376297
377526

*With the
Compliments of*

KALINGA TUBES LIMITED.

FIRST IN INDIA TO PRODUCE AND EXPORT STEEL TUBE

For

Water, Gas & Steam

ONLY MANUFACTURERS IN INDIA OF STEP-DRAWN STEEL TUBULAR POLES

For

Power Transmission & Street Lighting.

WINNER OF ENGINEERING EXPORT PROMOTION COUNCIL CERTIFICATE

For

Outstanding Export Performance

Sales Office :

27-A, Camac Street,
CALCUTTA 16.

Phone 44-43331 (5 Lines)

Telex : 021-7940

Offices at :

DELHI
BOMBAY

&

AHMEDABAD.

Works :

P. O. Choudwar
Dist Cuttack.

Orissa,

Phone : 24.

Makers of Finest Quality Pipes and Industrial Knives

Zenith Steel Pipes Ltd.

Moti Mahal, 195, Churchgate Reclamation,
BOMBAY-400 020.



Tele : 294445

Telex : 011-2548

Telegram : ZENPIPES



Works :

KHOPOLI, Dist. KOLABA, (Maharashtra)

Tele. : **21, 22, & 94**

With Best Compliments of

MIDDLE EAST CONSTRUCTION & EQUIPMENTS (P) Ltd.

6 A, S. N. Banerjee Road,
CALCUTTA-700013.

INDUSTRIES * PROJECTS * CONTRACTS
IN EASTERN INDIA.

You can depend on Us for Contacts & Negotiations.

TINKONIA BAGICHA.

CUTTACK-753001.

ORISSA.

With Best Compliments From



JOHANNES

SHELLAC



Cable : LUCIFER

Phone 22-1844

**17, Brabourne Road,
CALCUTTA 700 001**

*With the
Compliments
of*

INDIA RADIATORS LIMITED

MANUFACTURERS OF RADIATORS AND HEAT
EXCHANGES OF CARS, TRUCKS, DIESEL
LOCOMOTIVES & HEAVY VEHICLES.

In Collaboration with

**SUDDEUTSCHE KÜHLERFABRIK JULIUS FR.
BEHR, WEST GERMANY.**

Subsidiary Company

Western Thomson (India) Limited

(Manufacturers of : Water Thermostats for Engine Jacket,
Cooling System for Automobiles.)

IN COLLABORATION WITH
WESTERN THOMSON CONTROLS LIMITED, U K.

Regd Office :
"South India House"
99, Armenian Street,
Madras-1.

Office & Works :
Pozhal, Madras-66.

TAYO ROLL MEANS ECONOMIC ROLLINGS

Tata-Yodogawa Limited, promoted by Tata Steel in collaboration with Yodogawa Steel and Nissho-Iwai of Japan and with public participation, started commercial production of rolls in March, 1970.

Within the short span of its existance, it has produced rolls worth about Rs. 8.25 lacs and has thus helped the nation to conserve valuable foreign exchange and to be self-reliant.

Tayo rolls are widely used by, among, the Tatas Iron and Steel Company Limited. The Tinplate-Company of India Limited, the Steel plant of Hindustan Steel Limited at Bhilai, Rourkela Durgapur and the alloy Steel Plant, Durgapur, Indian Iron and Steel Company Limited, Burnpur and Mysore Iron and Steel Company Limited., Bhadravati.

Tayo can supply rolls of the following types :

**Chilled Cast Iron, Steel, Composite Adamite/
Steel Base Rolls, Special Highly Alloyed Steel
Rolls Including Double-Poured type, Spheroidal
Graphite Cast Iron Rolls, Rolls for Paper,
Rubber and other Industries.**

TATA-YODOGAWA LIMITED

3rd Floor, Tisco Old General Office
Building, JAMSHEDPUR.

Works : ADITYAPUR.

National Development Through National Savings

With Best Compliments and best wishes from

SIMPLEX GROUP OF INDUSTRIES

Simplex Tubular Structures Pvt. Ltd.	..	Jabalpur
Simplex Engineering Company	..	Jabalpur
Simplex Steels	..	Jabalpur
Simplex Metalica	..	Jabalpur
Simplex Pure Drinks	..	Jabalpur
Simplex Electricals	..	Jabalpur

Simplex Fastners & Galvanizers	..	Jabalpur
Simplex Auto Industries	..	Jabalpur
Simplex Udyogh	..	Bhilai
Simplex Sales Agency	..	Bhilai
Simplex Engineering & Foundry Works	..	Bhilai
Simplex Castings	..	Bhilai

We Manufacture :

**Tubular Structures, Steel Doors, Windows and Grills and Heavy Structures, Bus Body,
Truck Body and Van Body etc. Heavy Structures and Spares for
Steel Mills, Machine Parts and Castings.**

**SIMPLEX ESTATE,
JABALPUR.**

**INDUSTRIAL ESTATE,
BHILAI.**

**" A WEALTH OF CHEMICALS TO MAKE YOUR PRODUCTS
MORE CAPTIVATING "**

SYNTHETIC CAMPHOR

(Pharmaceutical and Technical Grade)

as well as

**PINE OIL, DISTILLED TURPENTINE
DIPENTENE.**

**as Solvents and thinners for Paints,
Varnishes and Printing Inks.**

**CAPINONE, GARDINONE, FENCHINOL,
ISOBORNEOL, LAFORMAL, LAMEROL,
MERACENE, TERPENE BX, TERPINEOL,
etc, etc.**

**as perfume ingredients for pleasant, refreshing
and sweet odour for soaps and cosmetics
etc.**

PINE TARs

as rubber releaiming and tackifying agents.

CAPOLYTE C P RESINS

**for improving ageing stability, reducing
phashing, promote adhesion to difficult-to-bind
surface, for Paints and Varnishes, Adhesives,
Rubber & Cements etc.**



ENQUIRIES TO :

Camphor & Allied Products Limited.

**JEHANGIR BLDG, 133,
MAHATMA GHNDHI ROAD,
BOMBAY-400 001.**

CHAMPIONS CHOICE

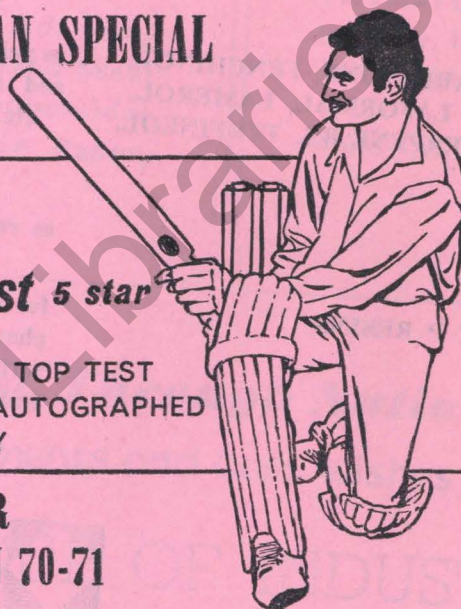
GUNN & MOORE'S
AUTOGRAPH
CANNON
NONJAR
CLUBMAN SPECIAL

AND
the playbest 5 star

AS USED BY TOP TEST
PLAYERS AND AUTOGRAPHED
BY

AJIT WADEKAR
INDIA CAPTAIN 70-71

AVAILABLE AT
LEADING SPORTS SHOPS
MANUFACTURED BY
PIONEER SPORTS WORKS P. LTD.
JULLUNDUR CITY, INDIA.



Pearl/373

With Best Compliments

from



MERCK SHARP & DOHME INDIA LIMITED

With Best Compliments from



E. S. PATANWALA,

**62, Connaught Road,
BOMBAY-27.**

With Best Compliments From



M. N. DASTUR & COMPANY (P) LTD.

Consulting Engineers



CALCUTTA BOMBAY MADRAS NEWDELHI HYDERABAD

DINERS



CLUB

OVER 1000 SELECT SHOPS
CATERING TO EVERY NEED
OVER 150 BEST HOTELS
OVER 500 FINEST RESTAURANTS
PROUDLY HONOUR THIS SIGN
ALL OVER INDIA

BECOME A MEMBER

TEL. : 291249.



DINERS CLUB
INDIA PRIVATE LIMITED

DADY HOUSE, 50 VIR NARIMAN ROAD, BOMBAY-1.

CABLE : DINCLUB.

WITH BEST COMPLIMENTS FROM :

**BHARAT SANITARY
AND
HARDWARE SUPPLIERS**

SANITARYWARE, G. I. PIPES & FITTINGS, BOX STRAPING,
BUILDING MATERIALS, HARDWARES & CONTRACTORS.

Call : 324322/327317

ISHAKBHAI

SAIFEE



70, MOHAMEDALI ROAD,

4TH FLOOR,

BOMBAY 400 003

WITH BEST COMPLIMENTS
FROM



JAYANT VITAMINS LIMITED.

SITE: INDUSTRIAL AREA,
RATLAM (M. P.)

Regd. Office : Shreeram Mansion
Near Circuit House,
Power House Road,
RATLAM (M. P.)

Bombay Office : Jehangir Bldg.,
133, Mahatma Gandhi Road,
BOMBAY 400 001.

PROPOSE TO MANUFACTURE :

Vitamins C and other Allied Products.

GOGTE

Planning and Performance.

Planning, Hardwork Integrity and your Blessings have
helped us achieve Glorious Success in Mining
and become one of the largest Producers
of Chemical and Edible Salt.

This Confidence has inspired us to launch two New Ventures.

Industry	Place	Planning	Year of Production	Estimated Capital.
1 Alloy Steels	Tarapur	1972	1974	Rs. 4 Crores.
2 a) Duplex and Triplex boards (1st. Phase)	Chandrapur District	1973	1976	Rs. 16 Crores.
b) Paper (2nd. Phase)	Chandrapur District			Will be announced shortly.

These are your Projects. Your shares in these projects
will be your Proud Possessions.

Details regarding the Name of the Companies and the
Dates of the Issue of Shares will be
announced shortly.

We enjoy the support of Maharashtra Govt.
through SICOM.

GOGTE MINERALS.
BELGAUM.

MAHARASHTRA INDUSTRIAL DEVELOPMENT CORPORATION

(A Government of Maharashtra Undertaking)

PROVIDES A BASE FOR STARTING INDUSTRIES

IN MAHARASHTRA

THE CORPORATION OFFERS TO ENTREPRENEURS—

Infrastructure facilities like land, water, power and roads in its well-planned industrial areas all over the State ;

Developed plots at reduced price or concessional rent in the developing areas such as Nagpur, Akola, Aurangabad, Jalna, Nanded, Bhir, Roha, Pophali-Chiplun, Dhulia, Jalgaon, Sholapur, Ahmednagar, Sangli-Miraj , Islampur, Satara and Kolhapur.

Built up sheds for educated unemployed persons at Poona, Dombivali, Ambernath, Taloja, Nasik, Aurangabad, Nanded, Nagapur, Akola, Kolhapur and Satara, on rental basis.

For details contact :

The Chief Executive Officer,

Maharashtra Industrial Development Corporation

Orient House, Mangalore Street, Ballard Estate,
BOMBAY 400 001 (Telephone No. 266548)

With Compliments

From :

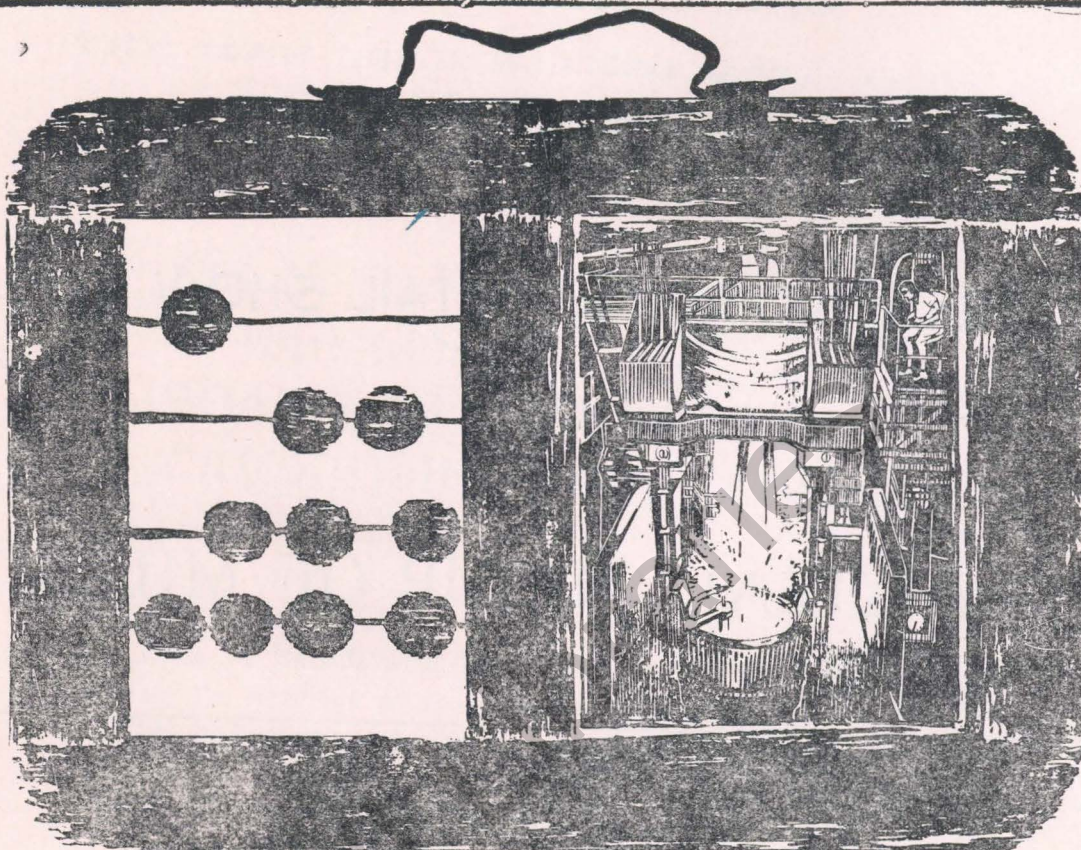


IMPHA LABORATORIES

Industrial Estate

INDOR

M. P.



**The number of ways
in which steel helps
education is
as vast and varied
as education itself.**

MUSCOSTEEL

**MAHINDRA UGINE
STEEL COMPANY LIMITED**
Worli Road No. 13, Worli,
Bombay-18.

Enquiries to:
MAHINDRA & MAHINDRA LTD.,
Bombay • Calcutta • Madras • New Delhi.

Education truly starts from the mother's lap. As it grows, so do the means of education. In one form or other alloy steel plays a vital part in all the stages without exception.

MUSCOSTEEL plays a vital role in the process of building and equipping our nation by producing a range of alloy steels for a multitude of needs.

MUSCOSTEEL—Carte d'identité for quality alloy steel.

PRESYN

GARIAHAT SOCIETY

P 11, GARIAHAT ROAD,

CALCUTTA-29 (46-7838)

FAIR PRICE APPROVED RETAIL SHOW ROOM
OF

MAFATLAL GROUP OF MILLS

T. C. F. MEDICREME

Analgesic - Rubefacient Cream for

rapid relief of painful muscles and joints.

TUBES OF 30 GM.

A PRODUCTS OF:

Teddington Chemical Factory

A Division of:

RALLIS INDIA LIMITED

21, Raveline Street,

BOMBAY 1.

**THE MAN WHO SCORED 9,131 DAYS IN
INDIAN CRICKET**

Shri N. D. Karmarkar
25 years with
BOARD OF CONTROL FOR
CRICKET IN INDIA, BOMBAY.

Bank of Baroda also felicitates Shri N. D. Karmarkar
on the occasion of the completion of 25 years of
his dedicated service in the interest of Indian Cricket.

Thou shalt be prosperous with

BANK OF BARODA

(A Government of India Undertaking)

A network of over 700 branches in India
and abroad — in U.K., East Africa,
Mauritius, Fiji Islands and Guyana.



**GREAT
FROM
ANY ANGLE**

Milton's JEANS

Any way you look at it . . . Milton's jeans
look just great! No wonder they make
such a hit abroad—with exports
all over the world.

milton's (private) limited

Mathuradas Mills Compound
Lower Parel, Bombay 400 013

*India's largest manufacturers and
exporters of readymade garments.*

