SWATHI'S

1. DENTOMAG: Tooth-powder specially recommended for smokers and chewers. 2. Medicated HAIR-OIL: Promotes rich growth of hair. Improves memory,

> IS THE HALL-MARK OF SAFETY AND PURITY SWATHI PRODUCTS LTD., MADRAS 7.

Chief Agents:
Air, Steamer and General Agencies Ltd., Madras.

VOL. LXXI. NO. 188

REG. NO. M. 97.

MADRAS, SATURDAY, AUGUST 9, 1947.

2 ANNAS

SPECIFIC FOR MALARIA MALARIDOL

AN ADICO PRODUCT

ADDISON & CO., LTD., MADRAS. DEALER AND STOCKISTS' ENQUIRIES INVITED

# CHELLRADH & CO., LTD.

"LONGVIEW", WHITEFIELD

AUTHORISED & ISSUED CAPITAL .. Rs. 5 LAKHS

BOARD OF DIRECTORS:

Arthur Thongs Keelan, Esq., M.E. (Chairman). C. Samuel Aaron, Esq. Janab A. Abdul Subban Sahib. Srimathi (Dr.) J. R. Narasiah. Mrs. Augusta Rohini Abraham. Mrs. Dhanabai Dhanarajan.

Miss (Dr.) Prema Kumarappa. Dr. Bharatan Kumarappa, M.A., Ph.D. (Lond.), Ph.D. (Edin.) T. O. Oomen Esq., B.A. Rao Saheb E. H. S. Abraham, B.A. Sri S. R. Ramakrishna, Managing Director.

#### CERTIFICATE FOR COMMENCEMENT OF BUSINESS HAS BEEN OBTAINED

Messrs. Chellradh & Co., Manufacturers of the well-known Wood Preservative and Polish "LUMINA" had been turned into a Limited Liability Company. Besides, the Company is engaged in the manufacture of Typewriter Ribbons, Carbon Papers and allied products for which there is undoubtedly a wide market.

The Directors feel they may be in a position to declare an interim dividend during the first year of the Company itself-more so since this Company took over a running concern.

The Issued Capital of Rs. 5 Lakhs is divided into 50,000 Ordinary Shares of Rs. 10 each.

A few shares are available for public subscription. Those interested can apply to the Managing Agents, The Industrial Expansion Ltd., "Industrial House", Whitefield.

"LIVES OF GREAT MEN ALL REMIND US THAT WE CAN MAKE OUR LIVES SUBLIME

With This Motto

BAIRAMKHAN Achieved Greatness

YOU WILL SEE IN

# BAIRAMKHAN

NOW IN FULL SWING AT

WELLINGTON, MADRAS

(SCREEN WORLD ENTERPRISE)

### TRADE NOTICE

TO WHOMSOEVER IT MAY CONCERN

The Board of Directors of Messrs. Vincent & Co., Ltd., Trichinopoly, hereby inform the public that Messrs. Vincent S. Subramania Iyer and Vincent J. Sundaram have relinquished their Directorship on and from 28-7-47 and also transferred their shares their shares.

The said gentlemen hence ceased to have any authority to act on behalf of Messrs. Vincent & Co., Ltd., from that date.

For Vincent & Co., Ltd., BOARD OF DIRECTORS, Trichinopoly and Branches.

## SILVER AND JAVA PACIFIC LINES

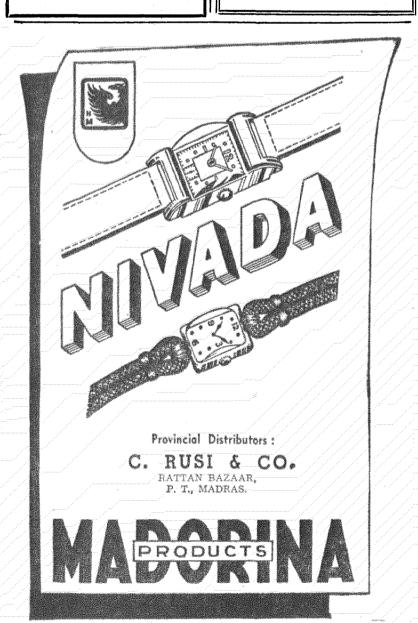
SERVING

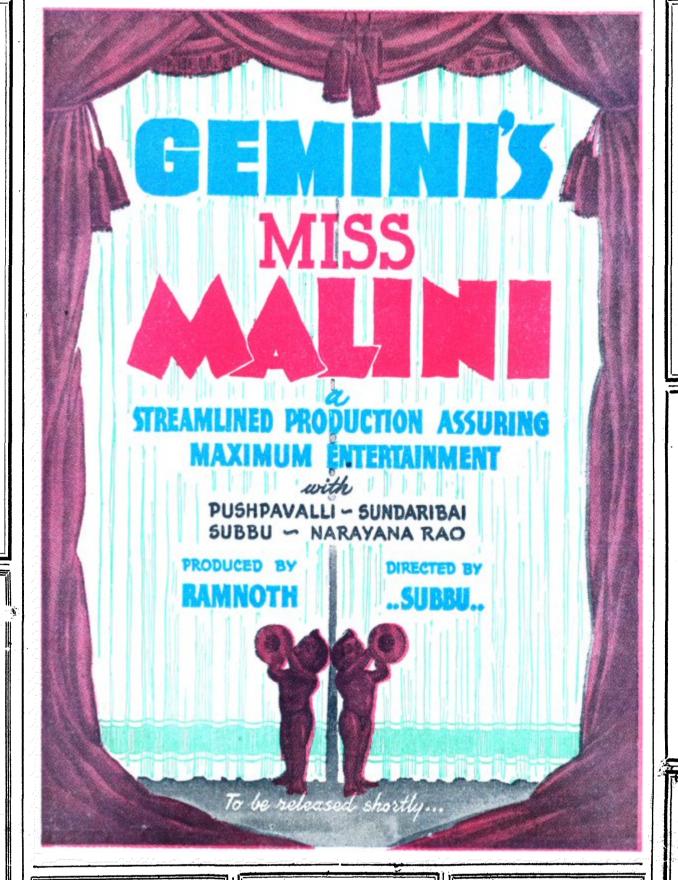
Persian Gulf, India, Ceylon, Burma, Straits Settlements, Dutch East Indies, Philippines and West Coast of U.S.A. and Canada.

AGENTS:

VOLKART BROTHERS, 15-116, Armenian St. Madras.

VOLKART BROTHERS' AGENCY, Mattancherry, Mattancherry, (Cochin State).





#### 550 RHODIA SACCHARIN POWDER

FRESH STOCK JUST ARRIVED

Limited quantity CONCESSION RATE FOR BULK PURCHASE Book your orders early

Stockists:

SHA HINDUMALL DALICHAND 29, Audiappa Naick Street, G.T., MADRAS.

WHOLESALE INQUIRIES ARE INVITED

G.E.C., INDIA, O.M.C. AND RANJAN CEILING FANS

AC/DC KHYBER ELECTRIC STORES,

Connaught Circus, NEW DELHI.

#### NATIONAL FLAGS ARE AVAILABLE BIG SIZES

12 x 18 inches 18 x 27 inches SMALL SIZES 3 x 2 inches

... Re. 0 11 0 12 x 8 inches BENGAL DRESS MANUFACTURING CO., T'NAGAR, MADRAS.

### ANNOUNCEMENT



PASSENGER — FREIGHT

ROYAL AIR MAIL SERVICES

CALCUTTA — VIZAG — MADRAS — BANGALORE

# ENQUIRY & BOOKING OFFICES

OPEN DAY & NIGHT

No. 9, MOUNT ROAD, MADRAS

FROM

10th AUGUST, 1947

'Phone: 84344 'Grams: 'AIRAID'

ALSO AT

THOMAS COOK'S SUB OFFICE, ' HOTEL CONNEMARA

Open: 8 a.m. to 8 p.m.

'Phone: 86194.

### RELIANCE BANK OF INDIA LTD.

**HEAD OFFICE:** 

13/14, SECOND LINE BEACH, MADRAS.

'Phone: 3354.

BOARD OF DIRECTORS:

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(2) Sri M. RAMACHANDRA RAO, B.A., B.L., Managing Director, Amrutanjan Ltd., Madras.
(3) Sri S. RM. CT. A. ANNAMALAI CHETTIAR, Trojan & Co.,

(3) Sri S. RM. CT. A. ANNAMALAI CHETTIAR, Trojan & Co., Madras
(4) V. EMBERUMANAR CHETTY, Hoe & Co., Madras.
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CURRENT ACCOUNTS - 1/2% SAVINGS ACCOUNT - 3%

1 YEAR — 3% BRANCHES & AGENCIES IN ALL IMPORTANT CITIES & TOWNS

ALL BANKING BUSINESS TRANSACTED.

FIXED DEPOSITS:

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Rs. 30 0 0

2 YEARS — 31/2%

# FLAGS

## INDEPENDENCE OF INDIA

MADE IN SILK

 $1\frac{1}{2}$ " x  $2\frac{1}{4}$ " One Anna each. .. Re. 0 12 0 x 27" Rs. 4 0 x 72"

10% off on orders exceeding Rs. 100

POST FREE TO ANY ADDRESS IN INDIA ON RECEIPT OF FULL VALUE IN ADVANCE.

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9, BROADWAY, MADRAS.

### The Dharmmodayam Co. TRICHUR.

(Estd. 1919 A.D.)

### **NEW MONTHLY KURI**

(Subject to the Cochin Kuries Act of 1107 and with Govt. sanction as per order No. D. Dis. 43465/22, d/30-7-1947)

### 111 Tickets — Rs. 100 per Ticket Total Capital Rs. 11,100

FIRST DRAWING: 24th SEPTEMBER, 1947 Fractions upto 1/16 of a ticket are available for subscription.

Write for prospectus and application forms

to the office at once.

Trichur, }

Dr. P. P. ANTHONY, Chairman of the Board of Directors.

#### KODAIKANAL MOTOR UNION LIMITED KODAIKANAL

We wish to announce that on and from the "INDEPENDENCE DAY" (15-8-'47) the classification of Upper and Lower class seats in Kodaikanal Buses will be abolished and one class of fare at six pies per mile on the plains and one anna per mile on the Ghat section will be collected.

> MANAGEMENT. Kodaikanal Motor Union Ltd.

### ANNOUNCEMENT

We have the pleasure in 🚁 appointing

#### M/s. K. BALAN & BROS. 247, Devaraja Mudaly Street P.T. MADRAS.

As our selling Agents for SILK & RAYON MACHINERY marufactured by M/s. Paragon Engineering Co., Ltd., Bombay, for Madras Presidency, Hyde-rabad, Mysore and Southern States.

M. COLMAN & CO., (Sole Selling Agents) HAMAM STREET, BOMBAY.

## P.S.G. ARTS COLLEGE

(Formerly announced as P. S. G. & Sons' Charities College) PEELAMEDU P.O. (COIMBATORE.)

SECOND GRADE COLLEGE SANCTIONED BY THE MADRAS UNIVERSITY.

### Opens on Monday, the 11th August, '47

AFFILIATION HAS BEEN GRANTED IN THE INTERMEDIATE

WITH THE FOLLOWING SUBJECTS: PART I English.

PART II Tamil.

PART III Mathematics, Modern History, Indian History, Elements of Commerce and Accountancy.

THE NUMBER OF STUDENTS TO BE ADMITTED IS 100.

P. S. G. GANGA NAIDU,

Managing Trustee and Correspondent