

TATA

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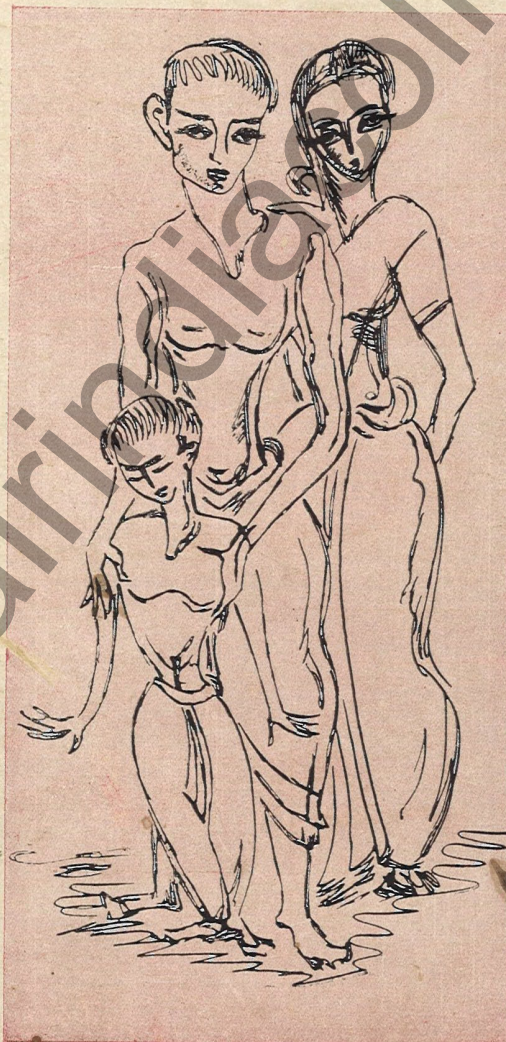
Child Guidance Clinic

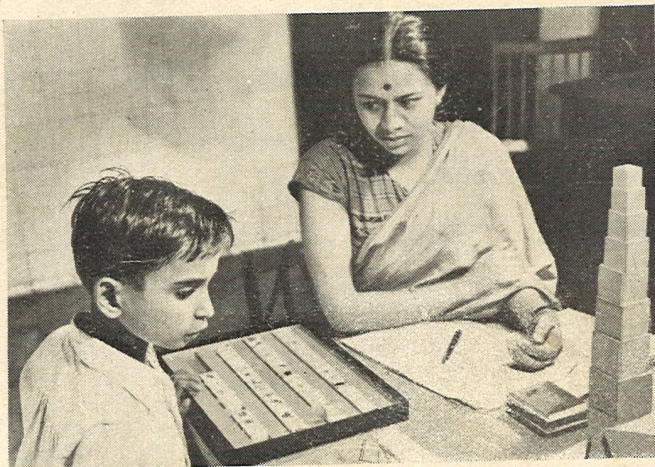
The child guidance movement was started in America about 1920 when the first clinic was established with a view to guiding parents in dealing with children who were maladjusted to their environment. Such clinics were expected to give expert help and guidance to parents in matters of growth and development of their problem children who showed symptoms of maladjustment. Gradually the clinics realised that the parents were sometimes the causative factors in the problems of their children. It was then that the concept of the parent-child relationship came into prominence and child guidance clinics emphasised the need to study both the child and its parents in their mutual relationship for the effective treatment of the behaviour and personality disorders of the child.

With the advancement of psychology and psychiatry, there has evolved the modern concept of mental health which is the foundation of good citizenship. If a child is to grow into a mentally healthy and well balanced person, he must get parental affection and care as well as enjoy the sense of security of a normal household. Failing these, children develop several symptoms of maladjustment such as jealousy, truancy, stealing, lying, destructiveness, hatred or fear. These are the signs that the children are emotionally disturbed and that their mental health is unsound.

The Child Guidance Clinic of the Tata Institute of Social Sciences, Bombay, takes the modern approach of child guidance and formulates a treatment programme to ensure the normal mental health of the child. It has a staff of specialists consisting of a psychologist, a psychiatrist, social case work consultant and a psychiatric social worker, who work in co-operation as a team for the treatment of the problem child. The Clinic treats a wide variety of ailments such as habit, behaviour and personality disorders. The habit problems usually include thumb-sucking, nail-biting, bed-wetting etc. Among the behaviour disorders may be mentioned stealing, lying, truancy and other scholastic maladjustments. The personality problems are generally evidenced by shyness, anxiety, fear, over-dependence and aggression to list only a few.

The Clinic regards each problem as only a symptom which has some cause or multiplicity of causes. It acts, therefore, as a community agency in which expert knowledge and advice of specialists are available. The psychologist studies the child by observing him at play in the playroom of the Clinic and often uses psychological tests to obtain a better picture of his mental development and personality adjustment. The psychiatrist tries to probe into the





Mental tests

child's emotional life to gain an insight into the cause underlying the child's problem or disorder. And the psychiatric social worker plays an active part in the study of the child's background, development and emotional relationship to his family.

Having studied the child independently from different scientific angles, these specialists get together to discuss the case child from their respective points of view and then plan out a well-co-ordinated treatment programme for welfare of the child. Usually the treatment consists of play therapy for the child as well as interviews with him and his parents. Sometimes it may also necessitate a change in the child's environment. During this socio-psychiatric treatment, organic factors are not overlooked. The psychiatrist who is a medical person keeps in mind the possibility of various organic factors



Training in handicrafts



affecting the child's behaviour and carries out the physical examination of the child as and when necessary. Sometimes cases are referred to the medical staff of the Bai Jerbai Wadia Hospital for Children, where the Clinic is located at present.

Children up to the age of 18 years are treated in the Clinic and the types of service it renders may be described as treatment, diagnosis and consultation. The treatment is spread over a long duration of time involving regular interviews with the child or his parents to influence the progress of the case child. Apart from the treatment service, the Clinic also offers help for the diagnosis of children's disorders and affords facilities for consultations with the specialists.

The Clinic serves only one major need of child development and mental health. Childhood is a plastic period and in the words of Dr. White "a golden age for mental hygiene". The problems of emotional and personality maladjustment must not be ignored in childhood, as it is not possible to correct the emotional difficulties in an adult caused by unpleasant childhood experiences. A mentally healthy person radiates poise and self-confidence and brightens up his personality.

Child guidance clinics can but touch only a fringe of child problems. A host of other disorders exist, such as mental retardation, physical handicaps, juvenile delinquency and destitution and there is a crying need for well-equipped and well-staffed institutions for the custodial care of such maladjusted children.

L. S. Kudchedkar.

At Hospital School

Technical Education



Sir Jehangir Ghandy

Mr. A. D. Shroff

The Western Regional Committee for Technical Education, under the Chairmanship of Mr. A. D. Shroff, met in the Board Room of Bombay House on October 13, 1952. The Committee was formed as a result of the recommendation of the All-India Council for Technical Education which had advised setting up of four such Regional offices. The Eastern Regional Committee has already come into existence and this is the second Committee to be formed in accordance with the recommendation of the A-I.C.T.E. The object of the Committee is to co-ordinate facilities for technical education and to bring about close liaison between industry and commerce on the one hand and technical institutions on the other.

The relation between industry and technical education is of vital importance to the future of industrial planning and it is essential to plan harmoniously for both. Whatever is planned in the field of education, whether liberal or technical, cannot ignore the needs of industry which as an instrument for creation of wealth plays a determining role in the progress of a nation.

The A-I.C.T.E. has also recommended the establishment of four Regional institutions on the model of M.I.T. in the United States. One such institution called The Indian Institute of Technology has already started functioning at Kharagpur and the establishment of another institution for the Western Region is under active contemplation.

The Western Regional Committee consists of the following areas: Part A States—Bombay and Madhya Pradesh; Part B States—Madhya Bharat and Saurashtra; and Part C States—Bhopal, Cutch and Vindhya Pradesh.

The Tata organisation has provided Chairmen for the two Regional Committees that have already been formed. Sir Jehangir Ghandy is the Chairman of the Eastern Regional Committee and Mr. A. D. Shroff of the Western Regional Committee.

More than any other section of the people, the industrialists are vitally interested in a planned development of technical education, because a better equipped technical personnel makes greater contribution to the

progress and improvement of technique resulting in increased production. It is hoped, therefore, that they will appreciate the importance of the role that they can play in this important task. In well-developed countries, institutions imparting technical and technological education are generally financed through corporate enterprises and less and less emphasis is placed on grants from the Governments. For instance, the M.I.T. in the United States receives substantial grants from such leading industrial enterprises as the General Motors, General Electric Company, and Dupont. In addition to giving substantial financial aid to technical institutions these firms annually undertake to train in their factories technical personnel turned out by these institutions. Facilities for such technical training at present are limited in our country and the terms offered for training are not attractive. The result is that most of the students do not go in for regular training. Indian industry should, therefore, create a suitable atmosphere and environment to enable them to give of their best. Adequate stipends for a decent living, proper lodging facilities during apprenticeship period in remote places and suitable machinery for training are some of the matters in respect of which there is considerable scope for improvement.

N. D. V.

TATALD



Mr. C. H. Lee on arrival at the air-port.

For the second time in the last five years Bombay House had the pleasure of welcoming Mr. C. H. Lee from our London Office to this country. Mr. Lee arrived in Bombay on October 27 and left India rather suddenly on November 20, 1952, due to the unfortunate illness of his wife. While over here, Mr. Lee had a crowded programme and his itinerary included visits not only to the Tata factories and works but also to the Vaitarna Dam Site, Premier Automobiles, Walchandnagar Industries and the Ravalgaon Sugar Farm.

October this year saw the 20th anniversary of Civil Aviation in India. Special supplements were brought out by almost all big newspapers, and both Air-India and Air-India International obtained excellent write-ups. Briefly given and illustrated by photographs was the history of our companies, from their small beginnings, to the extensive organization they now control, and the domestic and international routes they operate.

* * * *

A.I.I. intends introducing a cheap tourist service between Bombay and East Africa on a fortnightly basis, commencing in December 1952. These services would, of course, be in addition to the regular weekly service but would be operated by Skymaster aircraft, on which the fare would be comparable with that of the present fares for sea travel.

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Mr. S. K. Kooka, the Traffic Manager of Air-



Mr. S. K. Kooka

India announced in Madras that the Company was considering the introduction of larger and faster Viking aircraft on their Bombay/Madras / Tiruchi / Colombo route. Air-India, he stated, also intended starting a new route via Madura some time in December.

Mr. Ambalal Sarabhai chartered two Dakota aircraft from Air-India for a very special occasion. He had arranged that thirty very eminent doctors from Bombay were to be flown to Baroda to inspect the new Sarabhai Chemical Plant which has been set up there. Mr. Sarabhai in co-operation with Messrs. E. R. Squibb, New York, is producing Squibb's various pharmaceutical products at his Plant in Baroda and he had taken the doctors to look around the Plant during the day with the promise to return them to their duties the very same evening.

* * * *

Air-India International have finalised plans to extend their Bombay/London/Bombay service to include New Delhi. This service had some time previously been extended upto Calcutta and will now be operating a once weekly service from and to New Delhi. This service, for which the need has long been felt, is being inaugurated on the 2nd December 1952.

* * * *

Messrs. American Airlines of the USA, in co-operation with the American Association of University Women had organized a Travelogue to be held in San Antonio, Texas, on the 26th October 1952. All were approached through Messrs. Tata Inc., New York, with the request that travel brochures and gifts be

distributed to the members of the above Association, who would be attending this Travelogue. Air-India International forwarded a consignment of Ladies' Banaras Silk Scarves specially manufactured with the Maharaja insignia, which were to be distributed to the members of the Association together with the A.I.I. Route Maps and copies of our booklet "Foolishly Yours".

* * * *

Among the important departures during October were Mrs. Vijayalakshmi Pandit, who proceeded to Paris by our services of 2nd October as the Leader of Indian Delegation to the United Nations General Assembly. Leaving the same day for London were seventeen Delegates to the UNESCO, who were proceeding abroad on the Railway Study Operational Tour arranged by the UNESCO. Included in this Delegation were members from the Far East and India.

Other important departures were Sir Ramaswamy Mudaliar, and the Princess of Nepal who was proceeding for medical treatment in Geneva.

Arriving in Bombay were members of the Moral Re-armament Association, on the way to Colombo. Dr. Frank Buchman, the leader, and other well-known officials, including Mr. Roger Hicks and Mr. Peter Howard arrived by Air-India International, and left by chartered Dakotas of Air-India, for Colombo.



A. I. Charter to Baroda

TELCO

Recently, Telco at Jamshedpur held a competition for the cleanest Telco house. Once again this year the prize was taken away by Mrs. Audhma, wife of Applanarsiah of the Planning Office, who has thus won the first prize for the cleanest Telco quarter for two years running. Mrs. Audhma is the mother of seven children. Besides all her household duties, she also makes time to look after her little garden where she grows vegetables.

* * * *

Last month H. E. the Governor of Bihar, Mr. Ramchandra Diwakar, visited the Telco Works at Jamshedpur. He showed great interest in the visit and inspected one of the locomotives manufactured by Telco.

TATA CHEMICALS

The Children's Annual sponsored by "Shankar's Weekly" provides an outlet, in which the creative talent for drawing or writing of the young folk of all countries can find expression and demonstrate its essential unity.

When we were approached for help by way of filling up advertising space in the forthcoming 1952 Children's Annual, we had no hesitation in taking a full page again and throwing it open to the children of Mithapur, as was done last year.

To stimulate interest in art among these children and bring out their latent talent, a competition for drawings and pictures was recently held in Mithapur. We received sixty-one entries from various

competitors in two age-groups, namely thirty from Group II (8—12 years) and thirty-one from Group III (12—16 years), no entry having been received this year from Group I (5—8 years). A committee of six judges was formed, and selected the three best pictures.

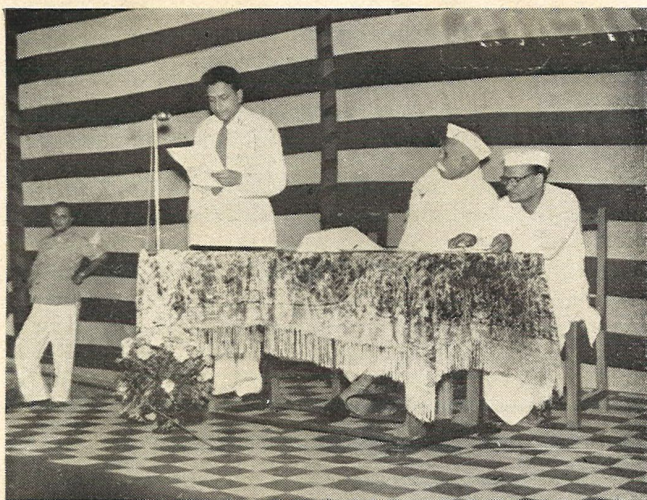
In the age group 8 to 12 years Master Harish P. Porecha for his picture 'Drummer' and Master Deepak Kumar Mullick for his picture 'Dancer' won prizes. In the second age group between 12 to 16 years, Master Ashakaran H. Pandya won the prize for his picture 'Countryside'.



For prizes, the first two artists have been awarded a children's Golden Encyclopaedia each, and the third one a box of twenty-seven colours (Windsor and Newton's) with Watman's drawing papers and brushes.

We would like to congratulate the artists, organisers and judges and look forward to an even better response next year. It is bound to be, particularly if the children are encouraged to submit original drawings and pictures. This point is worth stressing.

The drummer (see cut) will fill one page in Shankar's Children's Annual this year.



Mr. Annigeri at the Mike.

TEXTILES

The manifold activities of the Tata Mills Sports Club were further augmented by the introduction of a Library open to all the employees of the Company. The opening ceremony held on September 14, 1952, was performed by Mr. B. Rajaram, in presence of a large gathering. The Chairman of the Committee, Mr. F. S. Reporter, paid high tribute to the ready help and co-operation always given by Mr. Rajaram to the Club. Mr. Rajaram, in reply, made a special reference to Mr. M. M. Vatarwala's valuable services to the club and to his initiative and enthusiasm in introducing various welfare activities.

The Club provides books, magazines, newspapers, in English, Marathi, Hindi and Gujarati.

* * * *

The opening ceremony of the Welfare Centre for the workers of the Empress Mills was performed by the Hon'ble Pandit Ravi Shankar Shukla, the Chief Minister of Madhya Pradesh on October 17, 1952. The main object of this Centre is to encourage and foster love for indoor and outdoor sports and to afford an opportunity to the workers and their children to lead a healthy open air life.

Welcoming Pandit Ravi Shankar Shukla, Mr. Annigeri, the Chief Personnel Officer recapitulated the efforts made by the management to provide welfare amenities for the workers of the Empress Mills. He stated that the Centre would be run exclusively by a Managing Committee of ten workers, resident in that area, and that the management would give all the assistance and guidance that was necessary.

The Chief Minister, in his speech, stated that he would very much like the staff members of the mills to take an active part in the various activities to be run in the Centre along with the workers. "I say this because from my own experience I have found", said Pandit Shukla, "that such a common interest in the sport activities tends to wipe out or at least diminish

to a great extent the mutual prejudices that always keep lurking in the minds of both the workers and the supervisors in their day to day routine life at the mills".

In conclusion, Pandit Shukla suggested that, along with drama, bhajans also should be ushered in, and that musical talent among the workers should be developed along the right lines. He also expressed a hope that when he visited the site of this Welfare Centre on some future occasion, he would be given an opportunity of seeing workers' children taking keener interest in this art.

CLUB NEWS

Monday 10th November 1952 was a big day not only for Tata Sports Club but also for all those who understand and love the Iron Game. On that day the President of the Club Mr. J. R. D. Tata who is a student as well as a devotee of the Iron Game presented a new Olympic Barbell Set to the Club. Mr. Tata has thus proved that he is as much interested in the men who toss the iron as in the men who manufacture it. It was therefore, not surprising when in spite of his heavy engagements he consented to come down to the Club and present the set personally. It seemed that Mr. Tata's hands were itching to lift the set himself but something seemed to restrain him and he ultimately handed over the barbell collars to Mr. A. K. Banerjee, the Chairman of the Weight-lifting sub-committee. Many of those present would have however liked to see the Chairman handle the weights.

After the presentation the three Iron-tossers of the Club Messrs. Phenany, Warran and Daroowalla gave an exhibition of the three Olympic lifts, the Dead-lift and the Leg-press. Mr. Phenany gave an impressive exhibition of the Leg-press with 250 lbs. and 300 lbs. and even accepted Mr. Tata's challenge jokingly made and succeeded in Leg-pressing the fully loaded Barbell (330 lbs.)

After the exhibition when the members of the audience were invited to come forward and feel the weights of the Barbell, Mr. Tata confidently looked at Mr. K. M. Madan. We too shared his confidence, as we felt that if there was anybody in the audience who looked fit enough to lift the Barbell at least an inch off the ground, it was the tough looking Deputy Agent from the Steel Company.

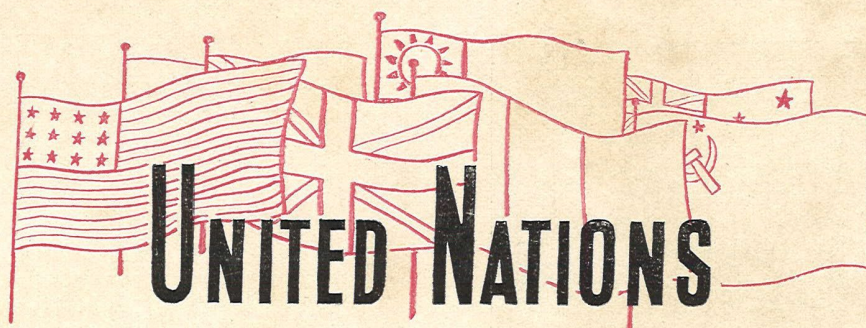
K. P. K.

TATA INDUSTRIES



Mr. Bakhle

We are glad to announce that the President of India has appointed Sir Jehangir Ghandy and Mr. K. C. Bakhle Honorary Lieut. Colonels in the Territorial Army in recognition of the services rendered by them to that Army.



Mr. M. R. Masani is back in Bombay House after attending the Fifth Session of the U. N. Sub-Commission on Discrimination and Minorities of which he was Chairman for the past two years. He declined a third term as Chairman on the grounds that democratic practice demanded rotation in office. Decisions were taken during this Session to have studies made of discriminatory practices in the fields of education, employment and occupation, political and religious rights, residence and movement, migration and travel. Mr. Masani was appointed Special Rapporteur to conduct the first of these studies in the field of education with the co-operation of the U. N. Secretariat and UNESCO.

While in the States, Mr. Masani was honoured with an invitation to deliver the Convocation Address at the Mount Holyoke College in Massachusetts on October 3. His talk on the 'Universality of Human Values' evoked warm response and immediately after the Convocation, the Senior Class, in looking about for a Commencement speaker, graded him as their number one choice. The "Saturday Review," one of the leading literary journals in the States, reproduced this address as a guest editorial under the heading "U. S. Refrigerators vs. U.S. Ideas."

Mr. Masani also spoke at the 1952 Far Eastern Conference of the Far East-America Council of Commerce and Industry and made a contribution which was described officially as "one of the highlights of the two-day meeting" on the 'Role of Free Enterprise in India' on October 24. In the context of the historical background, Mr. Masani pointed out how Tatas and other units of free enterprise had given India the industrial structure she today possesses. "The name of J. N. Tata", he said "stands out as an example of a great pioneer who blazed the trail—whether in the field of iron and steel, hydro-electric power or textile manufacture. Even today, despite the all around development that has taken place, the share of the House of Tata in the total production of India is over sixty-five per cent in pig iron, about sixty per cent in soda ash, over fifty-five per cent in steel, about thirty per cent in radio sets, over twenty per cent in electric power, about twenty per cent in soap and between fifteen and twenty per cent in caustic soda." The guest speaker at lunch that day was India's new Ambassador, Mr. G. L. Mehta.

(The following is a summary of the speech delivered by Mr. A. K. Banerjee, Employers delegate, at a Plenary Session of the Chemical Industries Committee, I. L. O. on September 11, 1952).



Mr. Banerjee

The employers in the chemical industries of India attached the greatest importance to the work of the Chemical Industries Committee, and had been actively associated with its work from its inception. They appreciated profoundly the valuable, well-documented and analytical reports compiled by the international Labour Office, and circulated in good time for careful study.

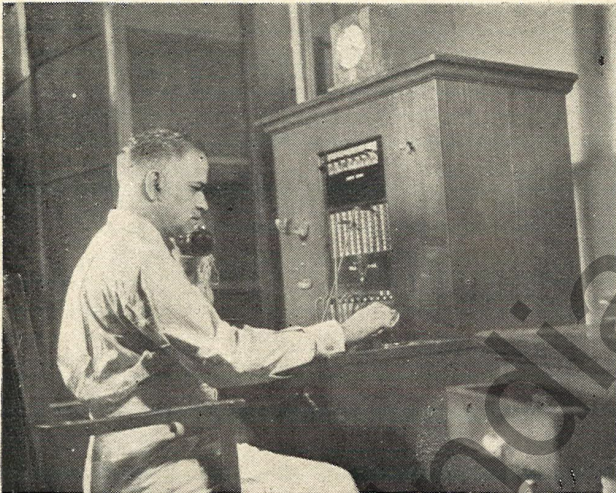
The chemical industry in India was comparatively young, and had to struggle against great internal and external odds. It had, however, made notable progress in the postwar years and had even attained self-sufficiency in many fields, but it was still a reflection of the underdeveloped economy of India and its potential was unlimited. India would welcome the co-operation and assistance of the more industrially advanced countries in promoting mutual prosperity and the fulfilment of mutual needs.

The problem of working and living conditions for workers in the chemical industry in India concerned not only the employers but the State as well. Side by side with the progressive extension of statutory benefits for the well-being and security of the workers, the responsibility of the employees, not only during working hours but also outside, was receiving increasing emphasis and application. The employers were increasingly aware that management consisted not merely in promoting efficiency but must also be designed to make the worker feel contented so that he did not wish to change his job. Increased prosperity could, however, only be achieved by greater production and increased productivity, by lower labour costs per ton and higher output per man-hour, in the competitive market. It should be the constant endeavour of both management and workers to strive together for this objective. The employers welcomed any development of the trade union movement on sound and constructive lines. If both management and workers in India today were faced with an unprecedented challenge they also had, along with the continued and active sympathy of the Government, an opportunity greater than ever before to make a joint and lasting contribution to industrial peace and national progress.

AT THE SWITCHBOARD



Mr. F. B. Gonsalves



Mr. V. Varel



Mr. R. E. Garda

I wonder how many of us when we book or receive a telephone call give a thought to those young men behind the scene who work so hard and assiduously to make this possible. The telephone operator's job is at all times an arduous one. It needs promptness, courtesy, quick reaction and agile hands to make a successful telephone operator.

Talking to Frank Gonsalves, the seniormost of our telephone operators in Bombay House, about his job brought a reminiscent gleam in his eye. "It was so long ago, yet it seems but yesterday", he said, "when in May 1932 I joined Tatas. Forty-one extensions and six main lines were all we had at that time".

"We had such remarkable personalities in those days, not that we have not got them now", he added. "There was Sir Nowroji Saklatvala, Mr. T. G. Mackenzie of Hydros, Sir Sorab Saklatvala and Sir Ardeshir Dalal, all of them kind gentlemen and considerate bosses." "There were some troublesome people too, people who were never satisfied with anything that you did", said Mr. Gonsalves. "They never took the trouble of dialing the number themselves, but expected the operator to get all the connections. One such person in one of our Companies would give a list of names of about ten or twelve people and expected to be connected to them one after another within a matter of seconds. If a party could not be had his displeasure would be vented on the operator, and mind you", he continued, "none of those calls pertained to office work." I was curious to know who this person was, but Frank's reply was, "Let us leave it at that."

"What is the present number of extensions", I asked Frank and was told that today there were eighty-nine extensions and ten main lines for incoming traffic, twelve for outgoing traffic and nineteen direct lines as there were not more extensions available on the board. The average number of calls received in Bombay House were between six to seven hundred daily and the average number for outgoing calls for a month came to about seventeen thousand, not including about a hundred trunk calls. I asked Gonsalves whether this was enough to cope up with our traffic in Bombay House and was informed that it was not so and that by 1953, we hoped to have a new switchboard with two hundred extensions and twenty main lines.

"When were you given help to cope up with such heavy traffic", was the next question. "I was joined by Mr. Garda in April 1939 and in July 1944 Mr. V. Varel joined us. That makes three operators in all who work in shifts. Formerly", went on Frank, "we had very few privileges but since our services were transferred from the Associated Building Company to Tata Sons Limited, we enjoy the same facilities and privileges as the other staff."

"We have not forgotten Mr. R. D. Lam who was always there with his fatherly advice and help whenever we were in trouble. It was he who was responsible for stopping our Sunday duties".

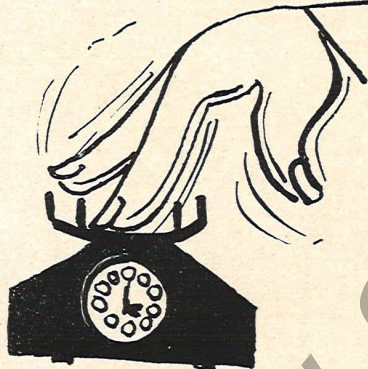
"You seem to be having quite a few troubles of your own", I told him, to which he stated that if people in Bombay House only followed a few important hints, these would be reduced by half. I did not ask him what they were because I had a sneaking feeling that I myself might be one of those who might not be following them. So in this case it was I who said, "Let's leave it at that".

J. B. L.

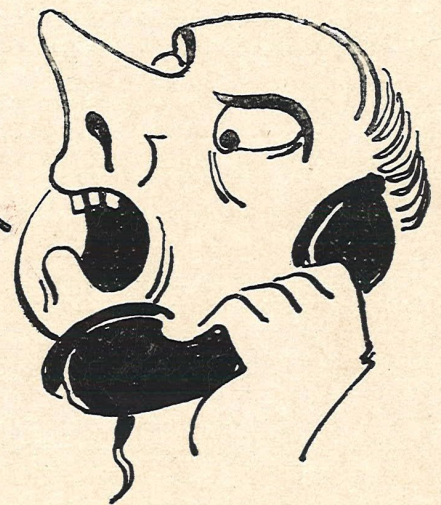
Hints from the Operator



Do not use the telephone for private calls during the busy hours, that is, from 11-30 a.m. to 1 p.m. and from 3-30 p.m. to 5-30 p.m., as you are depriving those who have to make official calls.



Never tap the receiver rest before dialling out as you will not get the correct number and at the same time you are putting the local exchange connectors out of adjustment. Put your receiver down and after two seconds dial out again.



**HE-LL-000 00
BAJARE TEJI
KE MANDI ?**



Always remember to dial '0' before the required number. If you forget, it means inconveniencing an extension which may belong to a director or an officer. Also inform any visitor if you should see him using the telephone.





LONDON LETTER

Soon after the issue of this Bulletin is in your hands, you will have Christmas upon you. We, therefore, take the opportunity of wishing each and every member of Tata's the happiest of times, and during the coming year all they can desire—within reason. Good luck to you all.

Last month we briefly touched upon Mr. J. D. Choksi. This time we have to report his activities on the Continent where—it is reported—he visited three power stations and three factories. We understand his pedometer registered a distance of something like ten miles tramping, after the six establishments had been inspected. We trust he gets a thorough rest on his journey from Geneva to Bombay and arrives back refreshed. Incidentally, we would remind you that Mr. Choksi is a Director of Tata Sons, but let us hasten to add, this is not the only odd thing about him. During his trip he was variously introduced as (a) Director of Tata Sons (b) Financial Adviser Tata Sons and (c) Managing Director Tata Sons. A man of many parts.

Mr. Moolgaokar has paid us a welcome visit in search of diagnosis. He found it, was reassured, and went away in good company and spirits to Munich—

and thence by devious ways to Bombay. Of course, he did not stay long enough here not because he does not like London, but because Telco is a demanding mistress. (We hope we haven't said anything wrong!)

Another member of Tata Chemicals is in our news. He have Mr. D. R. K. Rao on our hands—or had until a few days ago. He arrived from the States full of vigour and enthusiasm, but after seeing our formidable arrangements for his trips here and on the Continent, he has begun to lose his sunny appearance. When he started his tour his expression was somewhat pensive. All told, there are twenty-seven firms to call upon in this country and six on the Continent, all compressed into the small space of two and a half months. Perhaps it is a good idea that when Mr. Rao returns to India, he should be accompanied by Dr. Thacker, just to render what assistance he can.

We shall certainly miss the quiet and gracious friendliness of the K. M. Antias, who left us early in November. The last visit we had from Mr. Antia is so far back in the dim beyond that we have lost sight of it. Do please send them again—soon.

Big Ben.



NEW YORK LETTER

We weren't fast enough to catch the November issue of the Bulletin in reporting the top news item for this office—the announcement that our Vice-President and Mrs. Sundaram were blessed with a daughter, Uma Haimavathi, on October 3rd. Cigars and candy to celebrate the occasion were passed around by the proud father, as was the young lady's picture a few days later.

As you may have heard—we have had an election. The pre-election pollsters were all wrong again. Everyone predicted a tight race. It was not even close. Over sixty-one million people went to the polls which was fifteen million more than in 1948. These fifteen million must have been largely made up of "white collar" workers and indignant housewives. Anyway, Ike received nearly 34,000,000 votes which is six million more than Roosevelt ever received at his best. The press and the majority of the politicians are agreed that this overwhelming landslide was not a vote against Stevenson but a very marked anti-Truman uprising.

Kish Naoroji arrived in the middle of this activity, slowly enough to be sure—and he has been going full steam ahead ever since. He seems intent on cramming as much activity as is possible during his brief stay here and this, for a popular man like Kish, means more than half-dozen "dates" a day. We certainly are all glad to see him again.

One of our two other visitors is Ajaib Singh of the Indian Steel and Wire Products Company, who arrived unexpectedly in the States on a business trip.

Tisco's J. B. Desai, after picking the brains of the purchasing officers throughout Europe arrived in the States early in October and was accompanied by Antizzo to the U. S. Steel Corporation head office in Pittsburgh, and the Blaw-Knox Company. He then went to Chicago and Cleveland and is expected back in New York where he will utilize the remainder of his visit so that upon his return he should be an authority on purchasing methods as now practised on the Continent and in the U. S. A.

A Fast Buck.

Lt. Colonel Bakhle

It has been remarked more than once that Bombay House is a recruiting centre for ministers and members of Government. Sir Homi Mody started the ball rolling during World War II when he joined the Government as Member for Supply. He was soon followed by the late Sir Ardeshir Dalal who became the Planning and Development Member during Lord Wavell's regime. It was then Dr. Matthai's turn, closely followed by Mr. Minoo Masani and then it was once again Sir Homi Mody who wound up the proceedings. In between, in 1948, our Services came into the picture when Mr. J. R. D. Tata was granted a Honorary Commission in the Indian Air Force with the rank of Group Captain.

As already announced elsewhere, Sir Jehangir Gandhi and Mr. K. C. Bakhle have been appointed Honorary Lieutenant Colonels in the Territorial Army. Mr. Bakhle has been granted this signal honour in recognition of his services to the Territorial Army which has an interesting background.

The story starts in 1924 when Mr. Bakhle joined the G. I. P. Rly. and found that because of his nationality he was precluded from joining the G. I. P. Rly. Regiment, which was a part of the Auxiliary Force (India), reserved for the Enrolment of Europeans and Anglo-Indians only. The small number of Indian Officers then on that Railway got together and representations were made to the Government of India requesting either a change in the AFI rules or the formation of a Territorial Army wing of the Railway Regiment which Indians could join. The representations were acknowledged but the Government of the

The services rendered by Mr. Bakhle have now been recognised and the President of India has been pleased to appoint Mr. Bakhle an Honorary Lieutenant Colonel in the Territorial Army.

Rs. 100 Your's for the Naming

It seems that there are several Mithapurs in this country. One such Mithapur is where our Tata Chemical Works are located. Several places with the same name, however, have caused inconvenience and dislocation in correspondence. It has, therefore, been suggested that the name "Mithapur" be changed into something else. Since the choice of the name lies with us, we would naturally like to have a name which would have an association with the word 'Tata'.

We therefore, invite our readers to co-operate in suggesting such a name. Since it will involve for many of you the burning of midnight oil, we are prepared to give you a prize of Rs. 100/- for your suggestion if it is acceptable.

So if you want to earn easy money—this may sound contradictory in view of our previous statement—let us have your suggestion. Let it be attractive and let it be associated with the word 'Tata'.

One word more—the names 'Tatagram' and 'Tata Mithapur' have already been suggested, so we would like something fresher and more original.

How To Enter for This Competition.

Entry Form

Serial No. 18

Name _____

1 _____

2 _____

3 _____

Name _____
(in block letters)

Name of the Company _____

Department _____

Entry Form

Serial No. 18

Name _____

1 _____

2 _____

3 _____

Name _____
(in block letters)

Name of the Company _____

Department _____



Resurrection?

*Dear Tata Patter,
Your inconsequential chatter,
Was delightful, amusing and gay,
But now that you're cross
The Bulletin's a dead loss
So come back soon to the fray.*