

Eve's Weekly

Complimentary
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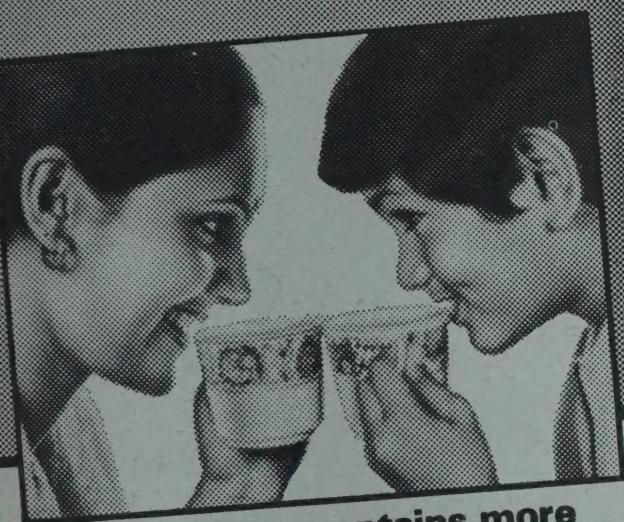
FESTIVAL SPECIAL:

WALI
ELICACIES

ESTIVE
ECORATIONS



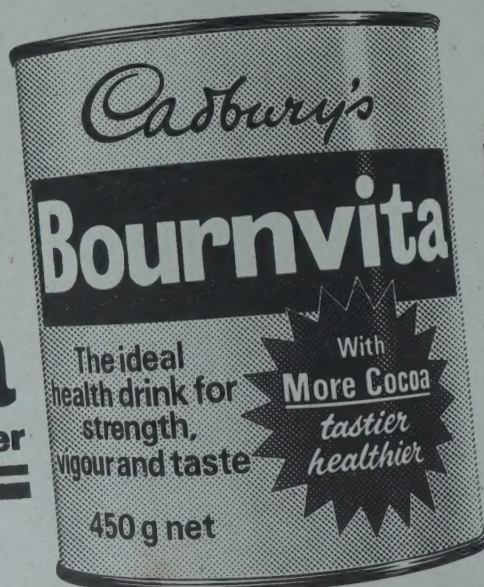
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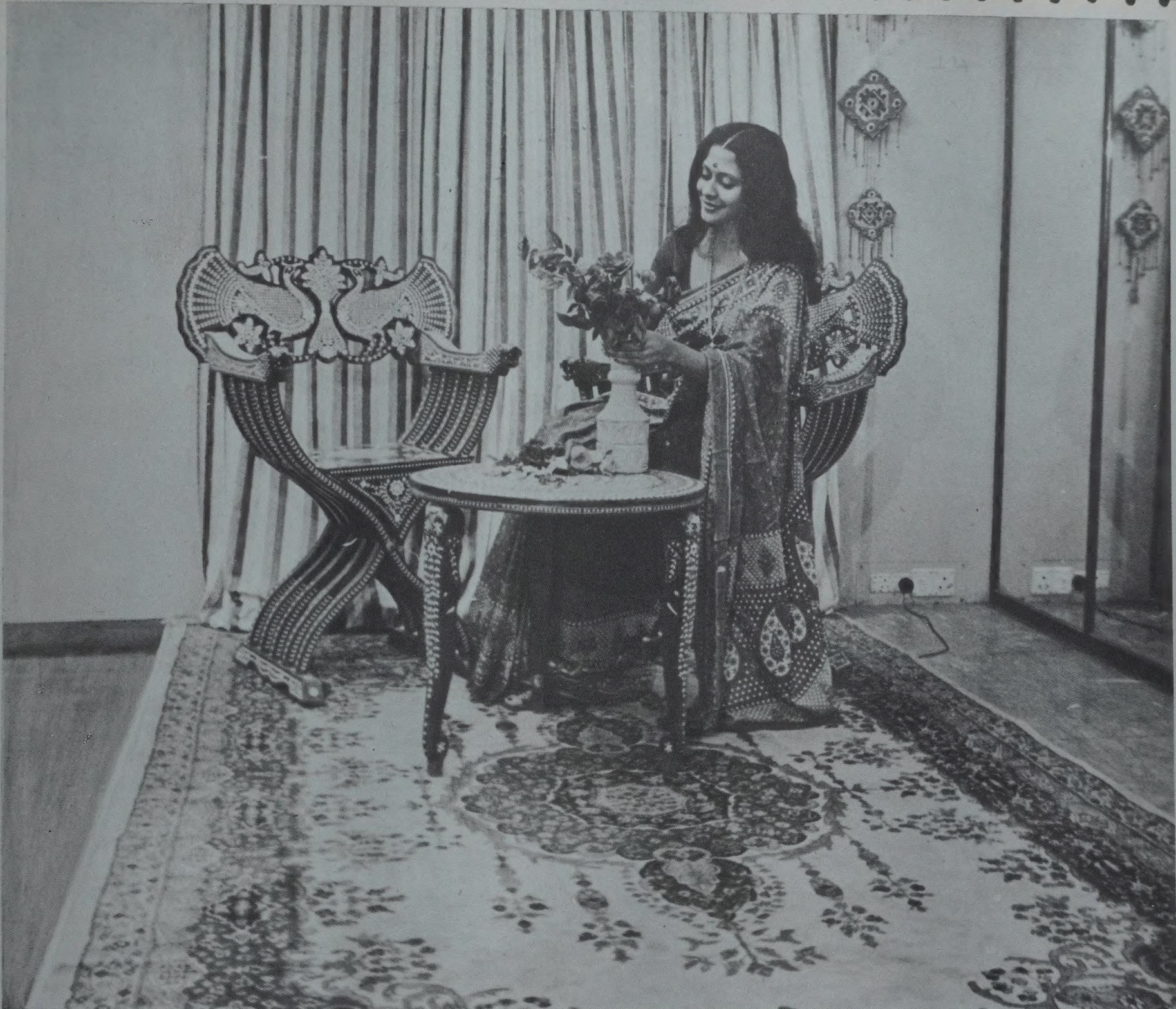


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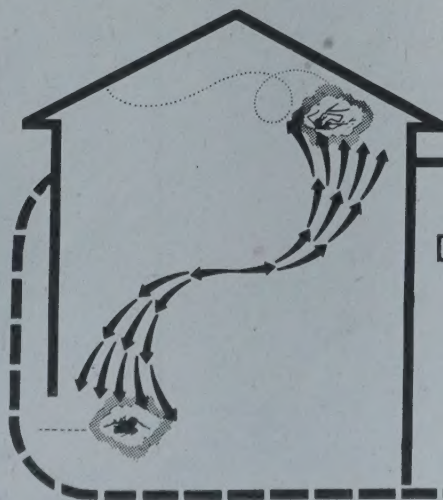
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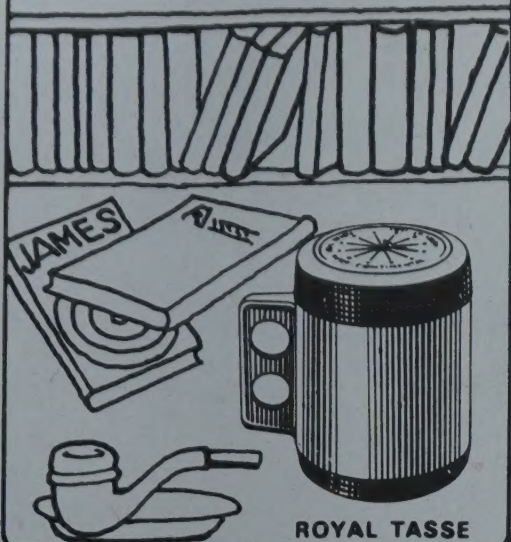
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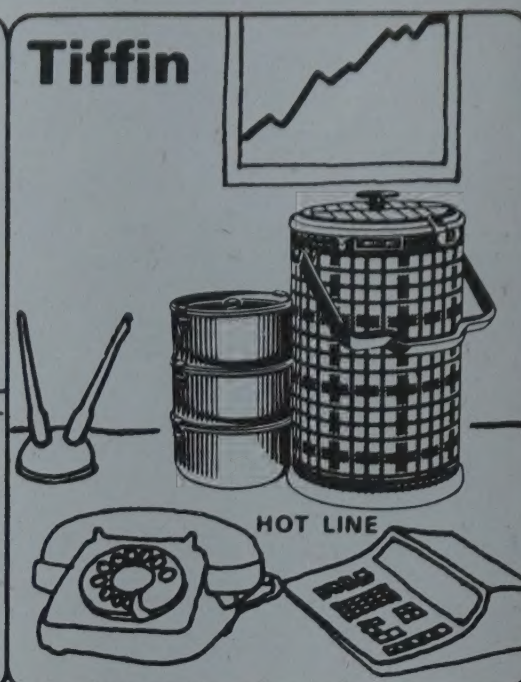
ROYAL TASSE

Picnic



CAMPER

Tiffin



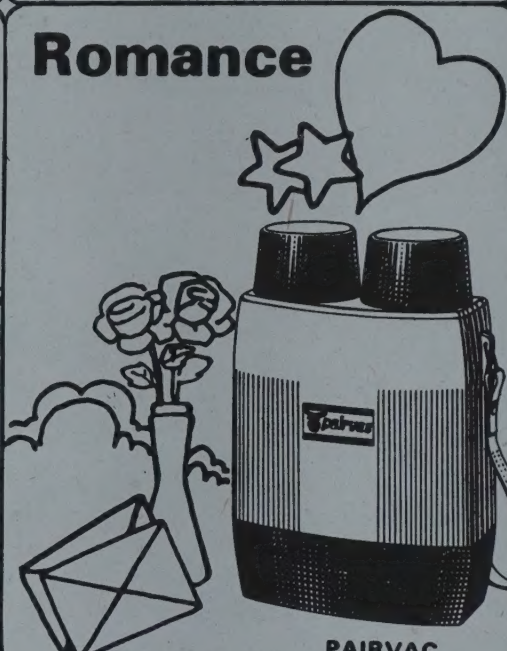
HOT LINE

Entertain



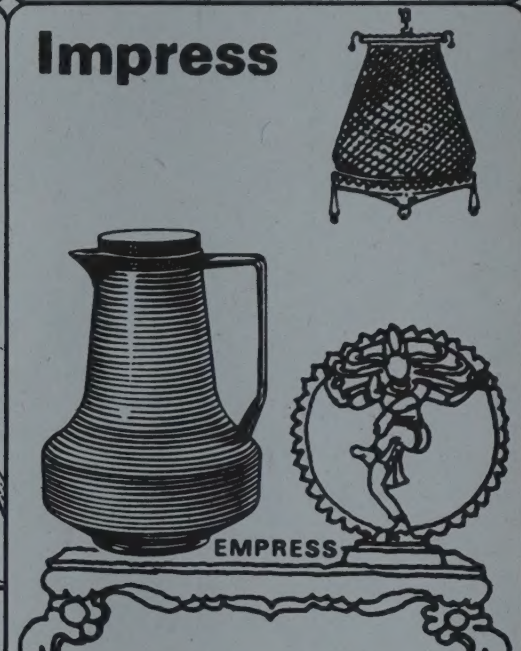
IGLOO

Romance



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EMPRESS

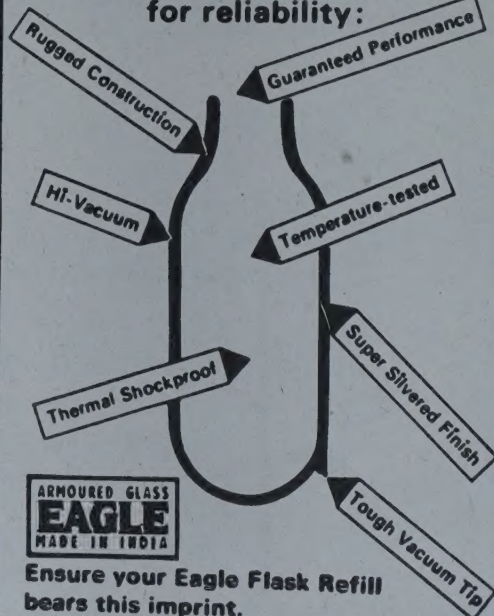
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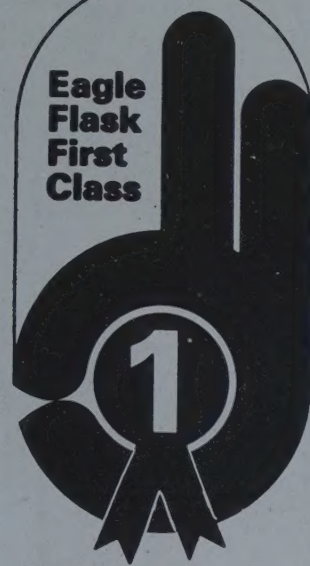
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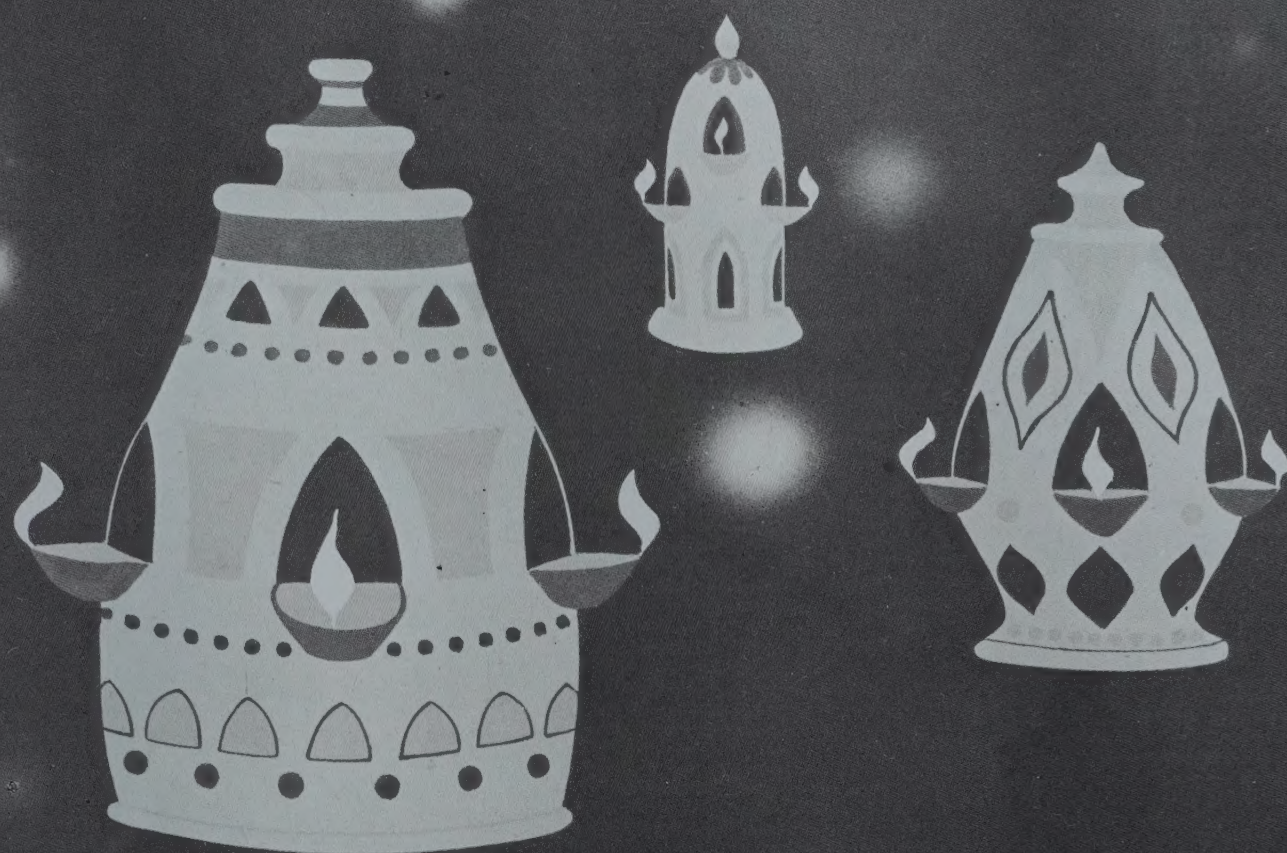
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SUDHA NAIK

An aura of warmth surrounds this vivacious young lady. Full of joie de vivre, Sudha enjoys being involved in varied activities — from learning Bharata Natyam to taking up modelling assignments, listening to music, watching films and going on long mo-bike rides! Having graduated from Sophia College, Sudha has worked as a model coordinator in an advertising agency and as a hostess in Oberoi Sheraton's popular "Samar-kand".

Travelling fascinates her and she hopes to join the airlines and fulfil her ambition to see the world and meet a lot of people — a job for which Sudha, with her friendly disposition, is eminently suited.

Although she's bent on pursuing a career, Sudha intends to get married and set up a home of her own, but that doesn't mean she's going to stop working!

Photograph:
Anand Mahajan

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**A SERIOUS
MATTER**

The girl who stood first in the S.S.C. examination has recently confessed in a popular women's magazine that "although she scored over 90 per cent in the English paper, she cannot follow spoken English with the result that she sits through lectures at College like a dummy unable to comprehend a single word uttered by the professor." If this is not a telling comment on the state of education in our country, I do not know what is! But falling standards, erratic evaluations and confused goals — understandable though not forgivable in a vast, multi-lingual country like ours — are not the only ills affecting this vital aspect of national life. What possible excuse can we advance for the disgraceful, deplorable practice of levying Capitation fees? If students agitate against it, can any right-minded citizen blame them for it? Again, Certificates of Domicile demanded by the States strike at the very foundation of National Integration, an idea shouted from political housetops at every conceivable opportunity. To cap it all, it looks as if the hornet's nest of language will be stirred up once again.

Education is too serious a matter to be left in the hands of politicians. It is time it was handled by those qualified to do so — experienced and mature educationists.

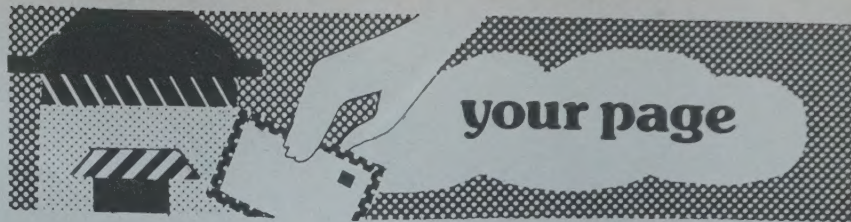
Leela Ramaswamy, Bangalore

The chaotic state of education today is the direct result of governmental bungling. We have heard so many hair-raising tales of schools and colleges and text books and examiners, that the story of the dumb 90 per cent-er seems like a benign fairy tale. If there's anything that needs rescuing today, it's Education.



**AMATEUR
PARENTS**

This may come as a "stunner" or, rather, a rude shock. And yet Alvin Toffler advocates this step... one leap ahead in the progressive world of today, in his book "Future Shock". He firmly believes that raising children requires skills that are by no means universal. While we do not



allow the incompetent to perform challenging jobs like surgery, teaching, engineering, why do we allow virtually anyone, without assessing his or her emotional stability and moral values, to take up the complex task of parenthood? Why does raising young human beings remain the single preserve of an amateur? If today society is rampant with juvenile delinquents, chaotic universities and broken homes, it is because of the lack of proper child-parent relationship. So he puts forth this challenging idea: why not have biological parents and professional parents? The professional parents would be "family units" comprising of men and women paid for rearing children. They would be mentally and intellectually equipped with the psychology of child rearing. The real or bio-parents could fill in the role presently played by god-parents i.e. friendly and helpful outsiders. This step would be an act of love rather than that of rejection, or so Toffler states, as it is in the interest of the child. While it seems logical it is by far a harsh decision to accept. Any takers?

**Miss Neeraja Ramakrishnan,
Madras**

You are right—the idea does make a lot of sense, but can we implement it? Parenthood is something so personal, so emotional... can we reduce it to such mechanical fragmentation?



**MATES FOR
OLDIES**

All the world loves a lover, but all the world loves them young! Recently, a man well past his prime, married a girl young enough to be his daughter and laid himself open to ridicule. There were snide remarks and insinuations. They said the girl must be waiting for him to kick the bucket, and must have married him for his money. With tongue in cheek and a laugh up their sleeves, they laid bets that she was sure to cuckold him, with a younger man.

A December and June marriage may not be everyone's idea of an ideal marriage and though men (the devils that they are) will always jump at the chance to play around with a much younger thing (men, that is, who are past the heyday of youth), they will still think twice before marrying one. But it is also

true that love is a many-splendoured thing, with many facets, too, with many tricks, many quirks and many a surprising twist.

So, if a young girl really loves a much older man and if they get married, should the rest of us try to queer their pitch, or raise a laugh at their expense?

Hyma Bal, Tellicherry

More and more old men today are looking for younger women and if they (the men) happen to be unattached, then marriage usually follows. And why laugh at such alliances? Each is fulfilling a need: the man gets an ego-boost, a rejuvenation; the woman (usually) gets security with an added bonus of tenderness which she is not likely to get from a younger companion.

THE STEP-MOTHER

At the mere mention of the word 'step-mother', one generally conjures up visions of a cruel woman who ill-treats the children of her husband's earlier marriage. And, accustomed as we are to hearing and reading about the cruelty of step-mothers, we tend to regard all of them in this unfavourable light. But I, for one, had a step-mother who was an outstanding exception.

My mother died when I was hardly three years old and it was my step-mother who brought me up, along with my three brothers. She never bore any children, yet she treated us like her very own. The love and affection she lavished on us were genuinely maternal and sprang from her heartfelt desire to mother the four helpless kids entrusted to her care.

We were then too young to realise that she was our step-mother; and, on her part, not once did she let us feel, by word or deed, that we were not her own children. And even when we were old enough to understand the truth, it made no difference to us. For to us she was—and would always be—"Mummy" who had immeasurably endeared herself to us as only a true mother could.

George N. Netto, Kerala

The general conception of a step-mother is a witch a she-devil, a cruel monster. But this is not always the case. Would other readers like to write to us about their step-mothers? Is she/was she good and loving or bad and hateful? How did she affect your growing years. The best letters (under 250 words) will be published. Closing date: November 25.



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This year, Mysore University honoured M. L. V. with a doctorate for her contribution to Carnatic Music, especially for her rendering and research on the compositions of Purandaradasa, the Kannada composer of the 16th Century. This brings a prestigious honour, not merely for M. L. V., but for the whole of Tamil Nadu. Though a Tamilian by birth, her dedication to the Kannada composer and her lifelong pursuit in popularising his compositions prove that the melody and rhythm of music can surpass even the impregnable barriers of language, province and culture.

M. L. V. has been at the top of her profession for the last thirty-five years and, compared to her, most of the present day singers are only whimpering falsettos. Very few singers can pay tributes to their Gurus the way M. L. V. has immortalised her Guru, G. N. B. Her devotion and fervour to **Sampradaya** makes music her religion. Added to it is the dint of hard work and talent.

M. L. V.'s mother, Tanjore Lalithangi, was a courtesan whose mellifluous voice and stage personality are remembered even today by her living admirers. No wonder Ayyaswami Iyer, an excellent connoisseur of music, was attracted to her and their only offspring, Vasanthakumari, inherited the melody and expertise of her parents. M. L. V.'s unforeseen musical **arrangetram** took place in 1940 in Bangalore, when the twelve-year-old daughter substituted for her asthmatic mother before a large audience. Since then she has performed over five thousand **kacheris**. Her **raga alapanas** in **thodi**, **kambodi** and **keeravani** are acclaimed as unparalleled by music critics. Her unique skill lies in singing **Nadaswaram** notes in vocal music.

M. L. V. was awarded the Padma Bhushan in 1967 by Sri Radhakrishnan, one of her great admirers. In 1970, the Sangeet Natak Academy honoured her with the "Musician of the Year" award. She is often acclaimed "Sangeeta Vani" or the goddess of music. In 1973, she visited Nepal on an invitation from the King and Queen to "honour them with the exhilarating experience of her singing." Recently M. L. V. toured U.S.A. and European countries and wherever she performed she was rewarded by a standing ovation.

M. L. V. has contributed a sizable amount of her income to charitable causes. The famous Thiruppavai records, played in every house during the early morning hours of the Tamil month of **Markhazhi**, was completely dedicated to the renovation of Pattinam Perumal temple. A big chunk from the earnings from her tour to Malaysia and Singapore was also donated to charitable causes. Her thirty stage performance in Sri Lanka helped the Sri Lanka University set up a Tamil Chair. No wonder, then, that M. L. V. lives in a sparsely furnished flat overlooking poor hutments in an unassuming, middle class colony. During the rainy season, one has to remember high school long jump lessons to cross over the cesspool of slushy water in order to reach her gate.

Though M. L. V.'s forte is Carnatic music, she has sung over three hundred songs for films between 1948 and 1956. Some of her songs are regularly broadcast by A.I.R. on request from listeners. Her "Konjum purave" is an all time hit. M.L.V. gradually and gracefully tapered off from the world of film music when the composers' choice fell on jazzy, Western tunes. Unlike most classical singers,

eve today



M. L. Vasanthakumari

SUPERB MUSICAL TALENT

A combination of talent,
training and
dedication has carried
M. L. Vasanthakumari to
the top in Carnatic music

who view film music with scorn, M.L.V. respects film music and musicians. "I admire M. S. Viswanathan for his versatile talent," she admits. "After all, the seven **swaras** are the basis of music and all that is melodious to the ear, whether sung in the classical style or the modern style, should be appreciated. The younger set has the energy and the urge to break from the old traditions and create something new and I think we should appreciate their venture. After all, every generation tries to do something different from the previous one. Classical music is the foundation on which the different designs of light music styles are built. Classical music is the root, the main stream, the soul enhancing **Pranava Geetam**, it is eternal, it can never die. Film music or any other form of light variation can never be a threat to this unchallenged **Jeevanadhi**. Of course, seasonal tributaries appear and disappear. They only enrich the **Jeevanadhi** and add to its vastness."

M.L.V. is not egocentric, she has never wished to monopolise the field. She has promoted young talents and her ardent student, Charumathi Ramachandran (who looks more like a dancer than like a singer), is already going up the ladder of fame. Violinist Kanyakumari speaks volumes for M.L.V.'s broadmindedness. "But promotion and hard work alone cannot make a musician," M.L.V. says. "Musicians are born with that special instinct

which makes a child prodigy. No amount of hard work can create this. Of course, moderation in life, regular habits and luck are necessary. All artistes are sensitive beings. This sensitivity helps them to be creative, but it is the same sensitivity which often distracts them from their goals."

M.L.V. is on the Advisory Board of the Central College of Music. "The ulterior motive of **Gurukulavasa** is personal contact and the subsequent knowledge that comes of hearing and following. In the absence of **Gurukulavasa**, the music schools and colleges have bridged a very big gap in the **Guru Shishya** relationship." M.L.V. is all praise for T. M. Thiagarajan and violinist T. N. Krishnan for their contribution in making the Central College of Carnatic Music an ideal institution.

M.L.V. remembers her Guru, Sangeetha Kalanidhi, G. N. Balasubramanian, with moisture-filled eyes. "He paved my way to stardom. I owe my doctorate to this great genius, my inimitable Gurudeva." She also recalls her close association with violin maestro Rajamanickam Pillai, and the **Nadaswara Vidwan**, Rajaratnam Pillai.

M.L.V. married mimographer Sri Krishnamurthi in 1952. Their son is employed in an engineering firm and their daughter, Srividya, is an up-and-coming film actress. I asked M.L.V. why she did not extend the music tradition and instead made an actress of her daughter. "I certainly did not make Vidya an actress. As a matter of fact, because of the stigma attached to a movie career, both my husband and myself were against her entering the films. But Vidya ruled out our initial fears. 'With moderation and regard for moral values one can take up any profession without social fear. Character depends on strong will-power and I cannot be lured easily by glamour,' she said." She convinced me Vidya is a good dancer, tutored by K. N. Dandayuthapani Pillai, and that it was through dancing that she entered films. Vidya also sings and has given a stage performance of light music with Kamalahasan, the present craze of Malayalam and Tamil screen.

"Though I would have very much liked her to follow in my footsteps, she is a mature individual and could choose her own career."

When M.L.V. walked with me to the door to see me off, I was suddenly taken aback by her imposing personality. As in singing, while talking also, she holds her audience to her magnetic eyes, and sweet voice.

Usha Subramanian

The photographs on pages 18
and 19 of our issue of October
22 were by Mr. Pankaj Shah.

A Cheese Variety Show -courtesy Amul!

Snappy treats and meal thrills:

Spinach 'N' Amul Cheese Meal

500 gm fresh green spinach
2 cloves ground garlic
1 small onion, cut fine
3 cm piece fresh ginger, ground
1 tbsp salad oil • 8 bread slices
2 dstspn tomato ketchup
150 gm Amul Cheese Powder
100 gm butter • 2 cups milk
1 tsp sugar • 1 tsp salt
 $\frac{1}{2}$ tsp Cayene pepper
1 tsp black pepper
A dash of mustard powder
2 tbsps flour • 1 egg, well-beaten
2 tbsps bread crumbs

Pick and wash spinach; cut fine. Heat one tablespoon salad oil in a pan and add ground garlic, ginger and onion to it and lightly fry. Add spinach and cook till all water is absorbed, take off the fire and keep aside.

In saucepan melt a tablespoon of butter, add flour and mix well together. Add milk, keep on stirring. Add sugar, salt, cayene and black pepper. When sauce reaches boiling point, add Cheese Powder (keep aside a tablespoon of Cheese.) Cook till Cheese melts, pour the sauce over spinach, add tomato ketchup and fold in beaten egg.

Grease a rectangular ovenproof dish. Cut off the hard edges of bread slices; butter the slices. Arrange four slices of bread in the dish, buttered sides up. Pour half of the mixture on the slices, put another layer of bread slices and pour the remaining mixture. Dab a little butter on it and sprinkle a fine layer of bread crumbs. Top with remaining Cheese Powder. Bake in a hot oven (150°C) for 25 minutes, or till golden brown. Serve hot.

Amul Cheese 'N' Tomato Souffle

1 cup flour • 1 cup butter
 $\frac{1}{2}$ cup hot milk
 $1\frac{1}{2}$ cups grated Amul Cheese
 $\frac{1}{2}$ tsp dry mustard
4 egg yolks • 4 egg whites
 $\frac{1}{2}$ cup condensed, canned tomato soup or tomato puree.

Melt butter, add flour, cook until frothy. Then add milk and cook until well thickened. Stir in soup and Cheese and heat until Cheese melts. Remove from fire, add

mustard and yolk, adding one yolk at a time, and heating thoroughly after adding each yolk. Beat egg whites until stiff but not dry, and fold them into the mixture. Pour into a well-greased dish and bake in a moderate oven (135°C) for 50-60 minutes. Put the dish in a pan of hot water while baking.

Amul Cheesettes

1 egg • Bread loaf (unsliced)
200 gm Amul Cheese Powder
1 tbsp butter, melted

Cut fresh bread in 3 cm cubes. Beat egg, add tablespoon of melted butter. Dip cubes in egg mixture, roll in grated Cheese. Place on greased baking sheet. Bake in moderately hot oven (135°C) for 15 minutes. Serve hot. Can be served with soup or salad.

Amul Cheese Salad

1 cup grated Amul Cheese
1 tsp minced green pepper (capsicum) • Lettuce
French dressing • Paprika • Salt

Mix Cheese with minced green pepper (capsicum) and serve 'ettuce or other salad greens with French dressing. Garnish with paprika.

Variations

Serve above Cheese mixture with: sliced pineapple; halves of pear or peach; as stuffing for prunes or apricots; as stuffing for whole tomato; or to accompany any fruit salad.

Amul Cheesy Bacon Omelette

6 slices bacon • 4 eggs • Ghee
 $\frac{1}{2}$ cup milk • $\frac{1}{2}$ tsp pepper
1 cup grated Amul Cheese

Cut bacon in small pieces and fry in pan until crisp. Drain, reserving 2 tablespoons ghee. Wipe with a paper towel and put fat back in pan. Blend eggs, milk and pepper and pour into the hot pan. Lift edges of omelette as it cooks, letting runny part of omelette go underneath to cook. When eggs are beginning to set sprinkle with bacon pieces and then, Cheese. Cover the pan just until Cheese melts, fold half the omelette over. Serve hot.

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No doubt
festivals inject
colour into
the otherwise
dreary lives of
many, but
they pose a serious
monetary problem

Maya C. Malani

Every year the cost of living rises and the purchasing power of the rupee diminishes. It is impossible to cut down on the necessities of life. The only way we can make both ends meet is by curbing expenditure on the luxuries of life. Before doing so it is important to distinguish between necessities and luxuries. In the case of physical goods, the distinction is simple. But when it comes to classifying intangible expenses, it is not so easy. For example, in which category would you put the expenditure on festivals — necessary or dispensable? To simplify the issue, let us concentrate on the two major festivals that are celebrated in Maharashtra, Diwali and Ganesh Chaturti.

Are these celebrations necessary?

There was unanimous accord among the seven interviewees, who were from different communities and different income levels, that these occasions should be celebrated. However, the reasons put forward were entirely different.

Ganesh Chaturti is looked upon as a religious festival, whereas Diwali is regarded as a social event. Only two of the seven interviewees accorded primary importance to the Lakshmi puja which is performed at this time. These were from middle and low income groups.

Ganesh Chaturti is the most important religious festival," according to S. S. Sardesai, an accounts clerk in a private firm.

Ganesh, besides being the god of wisdom, is also the chief deity above Shankar or any other deity. In fact, we start everything by invoking his name. In letters and wedding cards

begin with his name," he says. "Ganesh Chaturti is not only a regional festival. It is celebrated all over S.E. Asia."

This is true. Even in India, it is celebrated by non-Maharashtrians too. Bela Pandit, a Gujarati girl who works in a bank, feels that by participating in this festival people of other communities get to know the religious customs of the Maharashtrians. More than adults, kids enjoy Ganpati very much and look forward to it every year. It also provides an opportunity to meet friends and make new ones. Her family celebra-

tes it though it is not compulsory.

Naina Jayaram, a North Kanarese housewife whose Keralite husband is a captain in the Merchant Navy, feels that it is compulsion that makes her attend the Ganpati puja at her parents' place. She feels many people do so because they are afraid that "that the gods will be come angry and vengeful."

However, this view is not widely held. Among the lower income groups, Ganesh Chaturti is regarded as the highlight of the year. Tara Satamkar, a housemaid in Santa Cruz, looks forward to the "jagran" (dancing and rejoicing at night). She also enjoys the virtual holiday from work in her own house. Her only regret is that she can get only half-day leave from her employers during the five days of the festival. "It is a boon for married women as they can visit their parents with their husbands'/in-laws' permission. They have to perform the Gauri puja on the third day."

Similarly, Diwali is a special occasion. According to Sardesai, it is the biggest national festival in the year. Bela also endorses this view. "Diwali comes once a year. It provides an opportunity, especially for working people, to meet relatives whom they did not meet throughout the year." Nevertheless, she admits that "the religious aspect of it, i.e. Ram returning from banwas after fourteen years, is totally forgotten."



तमसो मा ज्योतिर्गमय ॥२॥

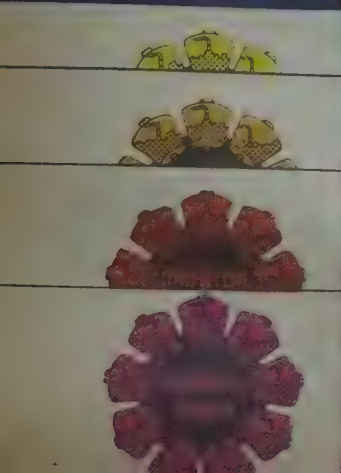
Sun Time

Day and night.
Seasons in transit.
Solstice
and equinox.
Zenith
and meridian.
Continuity divisible
To make
chronological sense
out of chaos,
orientation.
The Sun.



MAFATLAL
Suits, Shirts, Saris,
Dress Materials
and Denims.

Forever a classic is



Diwali celebrations are necessary mostly for children, not adults." This is the opinion of Simran Singh. She is a housewife. Her husband is a personnel officer in an engineering company.

Patanjali Sethi, training officer of "The Times of India" agrees with Bela's view of Diwali. "It provides a change from the usual routine. Life would be dull without celebrating Diwali and meeting friends on this occasion," he says. Naina feels that "it could be done away with among the higher income groups, as we have other social events to look forward to. This festival assumes greater importance among the weaker sections of society."

This may be true. But in view of the rising cost of living, is it economically feasible to do so?



However, unlike her family, he restricts his expenditure. He spends only Rs. 120 on clothes for six people as against the exorbitant amount of Rs. 200 on four people in Tara's family. Besides, he saves throughout the year. His attitude is that of a small businessman — save and invest. Tara's family sways under social pressure. This is the root cause of the evil of overspending and borrowing.

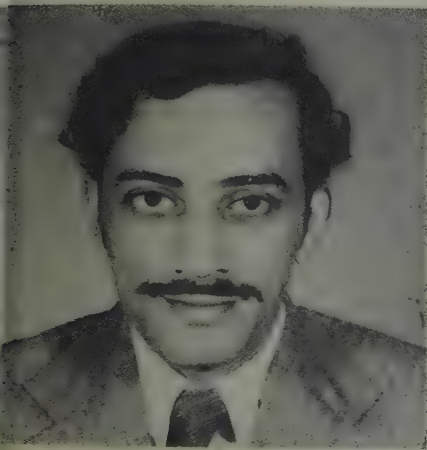
The middle income group tends to spend discreetly. Sardesai's family expenditure on Ganpati is only 10-15 per cent of the total monthly income (including his wife's). This is in spite of the fact that he keeps an idol at home. He restricts his expenses to the idol, decorations and the sweetmeats which are offered as prasad to the invitees, who are their closest relatives.

for the former are washed and worn again during Diwali.

Even during Diwali, lavishness differs from family to family. In Tara's family nearly 50 per cent of the monthly income is spent. Most of this is used for buying presents for her brother on "bhau beej." The rest is spent on decorations, crackers, lights, and sweets.

The cobbler on A Road spends only 10 per cent of his income at this time. About Rs. 25 is spent on Lakshmi puja. The sweets are made by his wife. He does not buy crackers for his children.

It is the middle income and higher income groups that splurge during Diwali. They spend on clothes and jewellery. Two out of the three in the middle income group, blow their money on crackers. "Diwali



S. S. Sardesai



Bela Pandit



Naina Jayaram

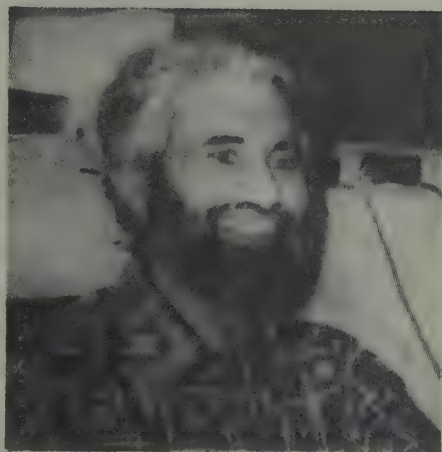


Tara Satamkar

A sample survey revealed that the middle class can afford these festivals. They spend only 10-15 per cent of their monthly income on Ganesh Chaturti celebrations. On Diwali they spend nearly 50 per cent of their monthly income. But they manage this out of the Diwali bonus.

However, the lower income groups spend more on Ganesh Chaturti (nearly 50-100 per cent) of the total family income and less on Diwali (10-50 per cent). During Ganesh Chaturti they are forced to borrow from usurers at exorbitant interest rates, such as 6.25 per cent per month. This amounts to nearly 5 per cent per annum!

Take the case of Tara Satamkar's family. She earns Rs. 100. Her father brings home Rs. 150 every month. They have two dependants — her mother and her younger sister, who is in school. They celebrate Ganesh Chaturti with far too much enthusiasm. They spend the most on clothes and bangles (nearly Rs. 200). The painting of the house costs Rs. 50. Their expenditure on Haldi puja is Rs. 20. Towards the Sarvajani Ganpati they contribute only Rs. 5. Within a fortnight their entire income is depleted and they are forced to borrow. This is not an isolated sample. It happens to nearly



Patanjali Sethi



Y. S. Karande

five out of ten families in the lower income bracket.

What is the solution to this dilemma? Should they stop celebrating festivals?

There is no need for such drastic action. To find a reasonable solution, let us see how the other half celebrates this occasion. Take the case of Y. S. Karande, the cobbler who sits opposite Jaihind College on A Road, Churchgate. He is also a Maharashtrian. His monthly income is Rs. 300. He has five dependants — his wife and four kids, two of whom go to school. He lives in a jopad-patti off Teen Bungla, Khar. Like Tara's family, he contributes Rs. 5 towards the Sarvajani Ganpati.

Bela's family contributes Rs. 11 to the Sarvajani Ganpati and the expenses of the Haldi-Kumkum ceremony for the ladies held on the fourth day are minimal. There are 50 other families which contribute to this. They have the maximum merriment at a minimum cost.

Among the upper middle classes, the amount spent forms only a nominal percentage of the monthly income. They can well afford it.

It must be noted that during Diwali the lower income groups spend more wisely. This is probably due to the high expenditure on Ganpati. As Diwali shortly follows Ganesh Chaturti, the new clothes bought

wouldn't be the same without crackers,' is Bela's opinion. As against this, Simran thinks that expenditure on celebrations, especially crackers, is a 'pukka' waste.

Should the expenditure be curbed?

There is a difference of opinion on this issue. Four of the seven interviewees feel that it need not be curbed. Two hold the view that it cannot be curbed.

This is an entirely subjective judgement. It depends on the importance attached to the festival and the income level of the individual. It is when social pressures dictate the amount of expenditure that these festivals become luxuries we can ill afford. It is then that the grip of the usurers hangs like a Damocles sword over the poor merry-maker.

It would be much better to curb expenses on these festivals than to borrow and be indebted for life. If Diwali is to mean "diwala" and Ganpati, "ghotala" to the weaker sections of society, then these festivals are not worth celebrating.

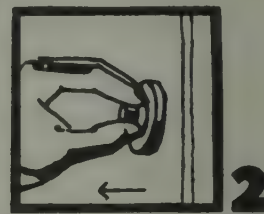
As of today,
all other fridges
stand out-dated!

Today only the **ZENITH 165** gives you



1 Press Defrost button—water flows down sunken end of tray, through pipe laid between fridge body, into bowl above compressor. This cools the compressor till water evaporates. Leads to longer compressor life.

**2-way
automatic
defrost
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2 Just pushed the defrost button, and unexpected guests arrived? Don't worry, You can restart fridge immediately! Just pull-out button and the fridge starts freezing at once.

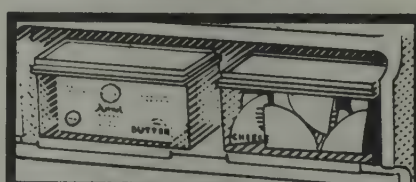
If that was not enough, Zenith 165 gives you many other exclusive features:



Biggest deep-freeze among 165-litre refrigerators.



Built-in voltage stabilizer (optional)



Specially-designed containers for butter and cheese - free.



A fridge that carries the ISI mark.

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**GIVES YOU WHAT NO OTHER FRIDGE DOES.
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HYDERABAD: 6-3-885/2, Punja Gutta, Raj Bhawan Road, Hyderabad-4. Phone: 32634.

Sunanda Sinha, Sales Manager of Oberoi chain of hotels, Delhi, started her career rather differently. After graduating from Delhi University, she studied Art and Literature at Shantiniketan and then travelled extensively in India and abroad. She branched on her modelling career when she was commissioned by a leading fashion magazine to do their monsoon supplement and a Diwali number. This was followed in quick succession by modelling contracts for leading international companies and advertising agencies. This, she thinks, was the start of her training in "Public Relations."

Sunanda came in contact with the Oberoi chain when she organised fashion shows for them under the auspices of the Ministry of Tourism, on the occasion of the world convention of travel agents. With her personal charm and ability to get along with people she was the ideal choice for Sales Executive for the Oberoi hotels.

Sunanda Sinha feels that every major industry in the world is male-dominated, but she believes that the hotel industry is one that is giving high level

SUNANDA SINHA:

MODEL TURNED MANAGER



posts to women executives. This she feels is a tailor-made career for women who have a major contribution to make to this profession. In this razzle-dazzle world your male colleagues accept you more readily.

"After all, no woman worth her name can feel out of place in this glittering atmosphere and no man, however chauvinistic, is likely to resent her presence in such a natural setting."

A de-luxe hotel is a glamorous world but few realise how much training, skill and proficiency goes into creating this gracious atmosphere of "smile, style and splendour." Behind the scenes highly professional and skilled men and women are working round the clock, under enormous stress and tension, all the time dealing with this highly sensitive and explosive commodity — "a human being."

Sunanda has to handle human problems — egos and vanities — and this, besides her routine duties, demands infinite tact, patience and understanding. "In a hospitality industry you give a guest a 'home away from home.' A woman by nature is a dispen-

ser of hospitality and, given the right training, she could bring that extra something to her job, and is likely to reach the top and be more readily accepted by her male colleagues."

"It is in the home front that a woman feels the full impact of male dominance. No matter how broad minded, understanding and wonderful the man you marry is, he expects you to function as efficiently as any other housewife, not considering your long working hours. But your reward is that you do win his grudging respect."

Sunanda feels she would like to spend more time with her two lovely girls but she has always been afraid of over protecting them — so she feels a little healthy neglect is better than overmothering. The greatest joy of being a working woman is the economic freedom that it gives one. "We talk of all types of freedom but no freedom can have any true meaning or relevance to a woman unless it is backed by economic freedom, the freedom to be yourself!"

Pushpa Hans



NEED TO BE UPSET

I have three sisters but no brother. The youngest is only five. My mother is six months pregnant. This makes me feel ashamed, more because the coming child will be 19 years younger than me—fit to be my child! My friends laugh at me when they hear this.

A few days ago my father has had a boy for me. I am so upset that I have stopped eating and propose to carry this on till my brother undergoes tubectomy operation. I have tried all means to make both my parents understand the need to stop having children, but to no avail. Please solve my problem.

As far as your parents are concerned, it is their life and as long as they are carrying out their responsibilities, you should not interfere. This pregnancy may be accidental. Now that it is in an advanced stage, your mother has to go through it, and you should not act obstinate.

Don't be so upset and overworked and get married if you find a suitable boy. Time will wash everything and things will be forgotten, including the moments of your friends, which at the moment you need to only

CONFIDE YOUR PERSONAL PROBLEMS TO

DR. MABEL FONSECA
C/O EVE'S WEEKLY.

DR. FONSECA
IS A LEADING MARRIAGE
COUNSELLOR AND WILL
ANSWER YOUR QUERIES
EVERY FORTNIGHT

HE IS MAMA'S BOY

Ignore, if they are not mature enough to understand the inevitable which can happen at any time in any family.

So, for your own sake and the family, be pleasant and congenial, and you will feel much better. Do not be a problem adolescent to your parents at this stage, and add to their strain. Be helpful and all will look up to you.

TOO TIMID

I have a sister who is a graduate. Sometime back she got engaged to a boy belonging to our caste. Now after seeing my sister, his mother has changed her mind and wants to break off the engagement. She does not approve of her. The girl's plight is awful as ours is an orthodox Hindu family. Can we file a suit aga-

inst the boy for breach of promise and ask for compensation for the same? My sister, despite being a law graduate, is afraid to take legal action.

If the boy and girl approve of each other, and he is willing to stand by her and be firm, then they could go ahead with the marriage in spite of the mother's attitude. But then after the marriage, they will have to live on their own and not with his mother or she will create trouble.

It appears that the boy is too timid and wants to obey his mother's wishes. If such is the case, is it worth pressurising the boy to marry your sister only for

your fear of social ostracism?

It may not be worthwhile for her to marry a man who has no independent views. How can she be happy with a boy who cannot decide for himself on the major issues of life?

It is better that the engagement breaks on genuine grounds than to go for a marriage of lifelong misery. Your sister is educated and capable of finding a partner on her own. Times are changing and breaking an engagement will not affect her adversely.

You can proceed separately for a suit for compensation from the mother and son, but legal action takes a lot of time and energy, and the compensation may

be negligible compared to the trouble invested in fighting the case in the court. But if you are set on this, you could consult a legal expert, discuss the pros and cons and see whether it is worthwhile.

Besides, your sister needs to get settled, and this case must not go against her interests as often people do not like legal proceedings, etc. and then marriage proposals may not come forward. So take a decision how to go about it after considering the several factors mentioned.

DESPERATE YOUNG WIFE

I am a young educated girl of 20. I am badly treated by my stepmother and forced to marry a man double my age. I had read that there is a house for distressed woman named Bapnu Ghar run by the All-India Women's Conference in New Delhi. Kindly let me know its full address. Please save me, otherwise there is no way out except committing suicide.

You can get in touch with the Association of Social Health in India at 4, Deen Dayal Upadhyaya Marg (formerly Rouse Avenue), New Delhi 2. The social worker at this centre will guide and help you out of this disturbing situation. Or you can visit the All-India Women's Conference office and tell them your difficulty and they will come to your aid immediately.

Take courage and act fast and don't do anything desperate.



THE PIRAMAL LOOK



Foresight/PM-2 /77



Piramal Mills
Maheshwari Mills

THE JANATA GOVERNMENT: will it fall apart?

Bharat Savur

The shadow between the promise and performance of the Janata party is lengthening and the criticism of its priorities, which seem so unrelated to the needs of the nation, is growing

After six months of will-they-might-they-arrest-Indira Gandhi suspense ended on October 11, 1977 when, in one dramatic move, Indira Gandhi, along with one of her emergency hatchet men and two industrialists were swept in by the C.B.I. dragnet. Yet the fiasco that followed the next day, leading to a new upsurge in the popularity of Mrs. Gandhi, is a typical case of how much popu- ground the Janata party has lost in its first six months of governing our country.



Mr. R. K. Karanjia, Editor, "Blitz".

Explaining the foul-up, R. K. Karanjia, Editor of the weekly tabloid, "Blitz," said, "A very powerful fifth column, probably hidden, is queering the pitch for well-meaning people like Charan Singh who, believe me, is not waging a political vendetta. Mr. Singh may not be in RAW, but he is still a very powerful force. In the C.B.I., too, there may be people like that. Mrs. Gandhi is sitting on crores of rupees and has in her possession many old files—there's a state within a state and it will be very difficult to dislodge her."

Mr. Karanjia doubts the ability of the Janata to hold together until the next elections. "I want them to last, as the very survival of India depends on their ability to stay together. In the last thirty years we have exhausted all other alternatives. If they fail... well... there may be other solutions, but they will all be undemocratic."



Mrs. Ahilya Rangnekar, Member of Parliament.

Ahilya Rangnekar, M. P., is also of the opinion that Indira Gandhi's arrest was deliberately fudged up by a "committed bureaucracy."

Explaining the apparent tardiness of the Government to amend and repeal the black laws of the emergency, she said, "The last parliamentary session was extended by three days for the 42nd amendment, but nothing happened. The Congress initially agreed

to the repeal but later said they will consider it during the next session. Morarji Desai has said that he is personally committed to repealing both this amendment and MISA."

Here she smiled, "But even if the Janata party does not, I will personally fight for the repeal. A promise made to the people must be kept. I don't agree with the Janata Government's sense of priorities. I definitely think that unemployment and rising prices should be given priority over prohibition and the Hindi question.



Fading martyrdom.

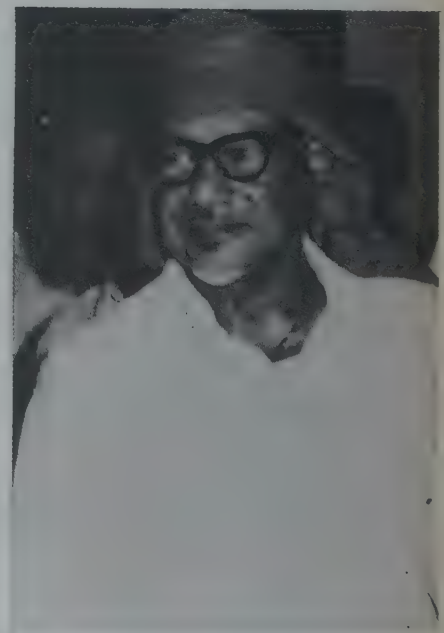
I have told Mohan Dharia that our people are tired of slogans and want results."

If ever there were a people's Parliamentarian, it must be Mrs. Rangnekar. As straight as she is simple, she often receives her first visitor at 6 a.m. and sometimes has her morning cuppa at a time most people have finished lunch. We detected a certain amount of anguish expressed. "Where there is power madness, party walls collapse." But don't give up the fight, Mrs. Rangnekar. We, the people, need you.

It is the duty of every red-blooded Indian to make sure that the dark chapter called "the Emergency" never repeats itself in Indian history. In my opinion, even at this moment, there are forces that will not hesitate to usurp and use power unscrupulously. Witness Mrs. Gandhi's machina-



The Dalai Lama calls on Mr. Charan Singh.



Mr. Raj Narain

Mr. Morarji Desai conferring with State Prohibition Ministers.





I'm glad
we started him on Farex

Our doctor said:
"Baby's tender digestion
needs Farex first -
before any other solid food."

better able to move to "grown up" food
later on—and to chew and digest it properly.

When should you start him on
"grown up" foods?

When he takes his first toddling step.
That's when he begins to accept "grown
up" food. You can then give him fruit,
vegetables, dal, eggs. But don't stop Farex.
Your baby still needs its special goodness.
So, till your baby is 3 years old, mix
Farex, with a little imagination and a lot
of love, into baby's meals.

Doctors say: Farex first! Why?

From the time your baby is 3 months old,
he begins to need solid food. This is partly
because he needs more nourishment as
he grows—nourishment that milk alone
cannot provide—and partly because he
needs to develop his chewing habit. But
just any solid food won't do—not even
soft ones like mashed potatoes. At
3 months, baby's digestion is still very
tender. That's why he needs a specially
prepared food—pre-cooked to suit his
tender digestion—like Farex.

How else does Farex fit baby's needs?

Farex fits your baby's special needs in
many other ways. For example, your baby
needs protein for the growth of his brain
and body: Farex provides the right blend of
easy-to-digest protein. Your baby needs
energy: Farex provides carbohydrate to
give your baby a reserve supply of energy.

Did you know that, when you brought
your baby into this world, you gave him
an important gift? Yes, you gave him a
3-month supply of iron for his blood.
But it also means that when your baby is
3 months old, he will have exhausted his
iron supply. And Farex contains
enough iron to fully supply your baby's
needs and keep his blood healthy. Another
thing: Farex has enough calcium,
phosphorus and vitamin D₂ to help your
baby grow sturdy bones and strong teeth.

Why 3 months on?

When your baby is 3 months old,
he needs help to develop his
chewing habit. Otherwise, you may
find him swallowing the solid food you
give him later. That would cause him
tummy-ache—and also affect his growth.
If you give him Farex now, he will be



Baby's first solid food for rapid all-round growth.

capture the Congress
 agency at any cost. Today
 Congress. Tomorrow the coun-
 Power does not grow only
 of the barrel of a gun, it also
 upon people's apathy. Vigi-
 is what Democracy is all
 t, as Madhu Mehta, active
 cian turned articulate social
 er, who founded the Hindu-
 Movement to create and char-
 ge public opinion, says. "For
 en's sake," he appeals, "Come
 of your drawing rooms, your
 ooms, your cocktail parties —
 out, unite and express your
 arity. Public opinion, which
 ry important in this country,
 gone to sleep. Now, after
 ing such a bitter lesson, if
 don't awaken, then when

am speaking as a friend of
 Janata Government, and not
 s critic," he says. "The Jana-
 party's history demands that
 comes out with an amendment
 ly repealing the 42nd Amend-
 t. If it does not, it will be to-
 failing in its duty, and his-
 will never forgive them. .
 Janata party also has to
 e up its mind finally as far
 efection is concerned. For ex-
 le, in Gujarat, it is quite pos-
 e that they will admit even
 ananbhai Patel — the former
 of Minister and Mr. Corrup-
 of Gujarat.

THE JANATA GOVERNMENT: will it fall apart?

Morarji Desai himself, who be-
 gan his first term as Prime Mini-
 ster so capably, now has more
 pronouncements on prohibition
 and urine therapy than on prices
 and unemployment. A literal dilu-
 tion of national effort.

the middle-man alone. We are
 anxiously awaiting Mohan Dha-
 ria's public distribution scheme.
 The import of edible oils was also
 a good idea, but lack of coordina-
 tion between different Govern-
 ment agencies caused delays,



Mr. Atal Behari Vajpayee with the P.M.



Mohan Dharla with Dr. Anton Vratusa of Yugoslavia.

Also, isn't it ironical that in
 Morarji Desai's own constitu-
 y, in Surat, when a bootlegger
 n his 'khopdi' crosses the tra-
 get, the policemen stop the tra-
 ?"

ailed last March as the savi-
 of India, and described by the
 eign press as "the socialist buf-
 n," today Raj Narain is a clo-
 ing personification of the Jana-
 Government's inability to match
 mise with performance. The
 on Health Minister's passion
 ot Health but Hindi. His big-
 t obsession is not how to con-
 the teeming population, but
 y to control Mrs. Gandhi. All
 can say is: Get your priorities
 t, Mr. Narain. History and the
 ple have a strange habit of
 ing the last word in.



Mrs. Leela
 Jog, founde-
 s e c r e t a r y .
 C o n s u m e r
 Guidance So-
 ciety.

Leela Jog, founder-secretary of
 the Consumer Guidance Society,
 Bombay, defines consumerism as
 not just prices but a quality of
 life. Commending the Govern-
 ment for banning the export of
 vegetables, she said, "This is the
 time of year when prices are
 higher always. So we have not
 got the benefit as yet. But it will
 definitely help.

"Our stand is that the producer
 should also get some returns, not

which could have easily been
 avoided if the Government had
 done its homework."

The one field in which the Ja-
 nata party has exceeded all ex-
 pectations, is the field of foreign
 affairs. S. Krishnamurthy, News
 Editor of the Indian Express,
 Bombay, holds that this is large-
 ly due to India's External Mini-
 ster, Atal Behari Vajpayee, who
 has brought a rare finesse to the
 job. It is largely due to his efforts,
 he says, that India continues to
 maintain good relations with the
 Soviet Union and the Arab world
 while, at the same time improv-
 ing our relations with Western
 Europe and, in particular, the
 U. S. A, which had at one time
 almost reached breaking point.
 Mr. Krishnamurthy also foresees
 better relations with China. All

thanks to the genuine non-align-
 ment policy of the Janata Gov-
 ernment. "But," Mr. Krishna-
 murthy also warned, "the obsession
 with socialism impedes India's
 march towards progress. If soci-
 alism hasn't worked in thirty
 years, it is time we tried some-
 thing else. Wealth has to be produc-
 ed before it can be shared."



Mrs. Bhuva-
 na Krishna-
 murthy, Sen-
 ior Econom-
 ist, T.E.C.S.

A sound economic programme
 is imperative if the Janata wave
 that swept India is not to dry up
 in the winds of inflation and the
 desolate sands of unemployment.
 "The emphasis on agriculture and
 agro-industries is the correct one,
 because India is basically an agri-
 cultural country," says Mrs.
 B. Krishnamurthy, Senior
 Economist of the Tata Eco-
 nomic Consultancy Ser-
 vices, Bombay. "I also feel that
 the Rolling Plan is a very good
 idea. For the first five years they
 are going to formulate a Five-
 Year Plan. Stock will be taken
 every year to study available re-
 sources, and to re-allocate them
 to meet a fixed target. For it to
 succeed, however, information
 should immediately flow from the
 village level to the Planning Com-
 mission and vice versa. But the
 Janata Government's idea to fa-
 vour the cottage and small scale
 industries ignores the economies
 of large-scale production. The
 Government should also spell out
 its stand on Multinationals," she
 added.

Considering the high passions,
 ringing rhetoric and great expec-
 tations that ushered in the new
 government, a certain amount of
 disillusionment is inevitable. This
 is so in any democracy. Govern-
 ing a country like India, with its
 manifold problems, is no easy
 job. It is high time, however, the
 Government forgot its internal
 differences, chose sensible prior-
 ities, set concrete plans of action
 and got on with the task of na-
 tion building.

Mr. George Fernandes with Dr. Klaus Willerding of the D.G.R.





*All your
pet theories
about grey hair
and hair dyes,
Godrej dismisses
with ease.*

It's only natural to have grey hair

Of course it is. But it's un-natural to leave grey hair grey when Godrej makes hair dyeing as natural as shampooing your hair. And almost as easy.

Grey hair makes one look 'distinguished'!

Grey hair might add that 'distinguished' look. But it also adds those years to your look. Ask your friend.

Who wants to go through the
bother of dyeing one's hair?

No one does. That's why Godrej gives you a hair dye that's self-spreading. Which means that instead of going through a painful 'parting-and-painting' routine, all you do now is apply the dye, work into a lather, wait a while, and then, just wash it off. It's actually as easy as that.

Doesn't hair dyeing damage the hair?

Some old fashioned hair dyes definitely might. That is why Godrej is differently formulated.

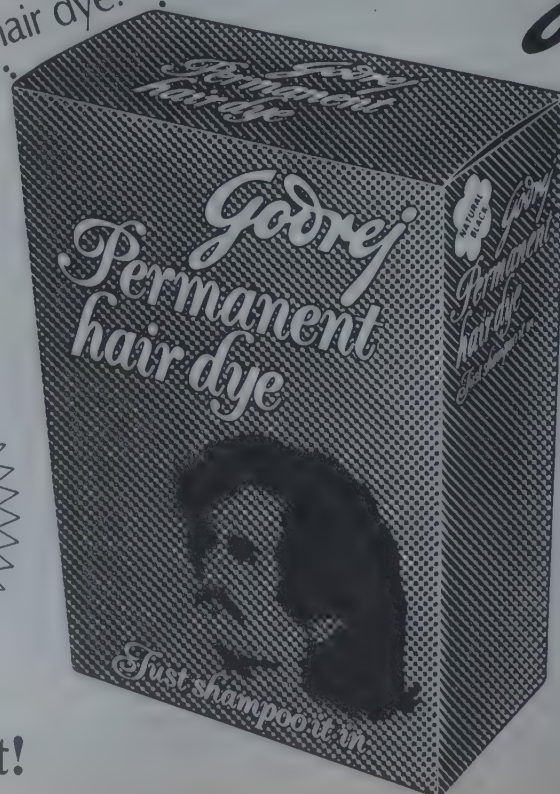
It has a built-in hair conditioner that adds youthful body and bounce to your hair.

India's
first
self-spreading
hair dye!

Godrej

Permanent Hair Dye

—takes the trouble
out of hair dyeing;
so you can take the
years off your look.



Special
Discount Offer*
Re.1/- off

***Hurry! Offer open till stocks last!**

For him. And her.
2 shades: Natural Black.
Dark Brown.

THE PERFORMANCE GAP: women speak

Shalan Savur

"If all our Ministers were like George Fernandes, the new Government would have been of the Janata, by the Janata and for the Janata!" says Pratibha Shetty of the Vijaya Bank. "We were fed up of the Emergency," she continues. "We did not want a hereditary rule set up in India."

Asked about the Janata Government's performance so far, she shook her head, "Maybe we expected too much. But surely democracy means more than a letter to the editor. Now we can give way to our discontent, but will something be done about it? It's 6 months now since elections were held, and all the new Government has done is hold discussions, enquiry commissions and meetings with the press. Let them settle once and for all this controversy and uncertainty over the 10+2+3 system." She cited the example of Dr. Chunder, the Education Minister, advocating it on an all India basis, only to have Morarji blast it. "There seems to be no unity even between themselves," she lamented, "Even when they are choosing Ministers, they announce that four have been taken from the Jana Sangh, one from the BLD and so on. Why this discrimination? Why can't they function as one party?"

A winder in the Hindoostan Spinning & Weaving Mills, Ltd. for the last 22 years and wife of a bus conductor, Gyarsibai Churaman radiates a quiet dignity. "The Emergency taking away our bonus really hit us hard!" she says. "I am happy the new Government has restored it. The C. D. S. did not help us in any way either. What is the use of saving up for the future when our present is so miserable? If the Government really has the interests of the poor at heart, they should also ban 'matka' and illicit liquor immediately." Gyarsibai also looks forward to the day when she will be able to buy vegetables, oil and grains at reasonable prices.

While Indira Gandhi and her Emergency are much to blame for this seething labour unrest pervading all over our country due to the unhealthy repression of the workers, the Janata Government and the industrialists are feeling the furious back-lash of their over-reaction.

Kumudini Gama-Roy is a director of "Shetty Chemicals and Engineering Works Ltd". "We have always paid bonus, provident fund, pension, etc. to our workers, and have given in to their demands. But there are trouble makers who belong to political parties and who don't really have the workers' welfare at heart. Strikes are declared for petty reasons. For example, they said that we should provide them each with a glass of milk, which we immediately did. Squabbles arose because the trouble-makers said that they were getting only 3/4 of a glass. During the Emergency, though they were not allowed to strike, they employed 'Go-Slow' tactics. We

Anandibai Kuvare, a gardener's wife, is still keeping her fingers crossed for better days to come. "Under the old Government we heard a lot of slogans being shouted—'Garibi Hatao' — but all they did was 'hatao' the 'garib'." Her plump, dusky face drawn up in a scowl, she stated vehemently, "We are not asking for big buildings to live in. Nor are we asking for charity. All we ask is for simple little things — things which affect our everyday lives — such as the lowering of prices of essential commodities. We hope the new Government does something very soon, for we are no better off, we are still suffering..."



Devi

Remember Rekha's "Chill in the stomach" during a short holiday in Hong Kong? These days the Bachchans and many of Rekha's lovers and friends get cold feet when Rekha jokes about being India's first unwed star mother. All the more because with Rekha many a true thing is said in jest.

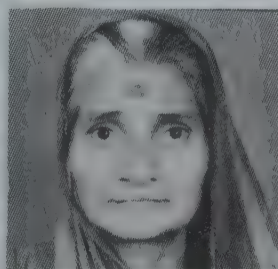
If you ask me, the lovers should relax, for if Rekha's joke

REKHA

RAISES B.P. OF MALE FRIENDS



Pratibha Shetty



Gyarsibai Churaman



Kumudini Gama-Roy



Sita Mudbidri



Anandibai Kuvare



Ameeta Kelekar

repeatedly asked the workers concerned to meet our Labour Officer and thrash out their problems. But not once did they show up. So we had no option but to sack them. These people have now begun to harass our loyal workers. Just a few days back, there was a big brawl between these two sections with a lot of stone throwing, with the result that our entire roofing is smashed."

Mrs. Sita Mudbidri, contributed her bit in peacefully overthrowing the Congress. She voted for change and is happy with the performance of the new Government. Speaking of inflation, she says, "Though the prices of pulses, cereals and vegetables have not come down, I expect them to go down in the near future. I seldom hear the obnoxious phrase, 'Black Market' now and have noticed that the cereals, etc. which were adulterated with dirt and small stones are now much cleaner. Retail prices are exhibited in most of the shops with the figures of stocks held by them." She feels that instead of merely criticising the new Government, the public should propose constructive measures.

While our housewives came out of their kitchens, students whose blood was up and expectations high, forsook their books for the battle of the ballot. Ameeta Kelekar, now in her final M. Sc., toured the various constituencies of Bombay to canvass votes for the Janata Party. Asked whether the Janata Government had matched promise with performance, Ameeta said, "Look, Rome wasn't built in a day. God knows I'm not an authority on politics, but it's plain common sense that a revolution isn't a miracle, it doesn't happen overnight, it takes time. If people would stop expecting so much from it, they'd realise that a lot of changes have taken place. If we were confident enough to manoeuvre a total revolution by overthrowing the long reigning Congress, we've got to maintain that confidence and wait and watch and cooperate with the new Government. I mean, it's not a little competition game that the Government is playing — trying to prove that it's better than the Congress was. It's dealing with a large and over-populated country."

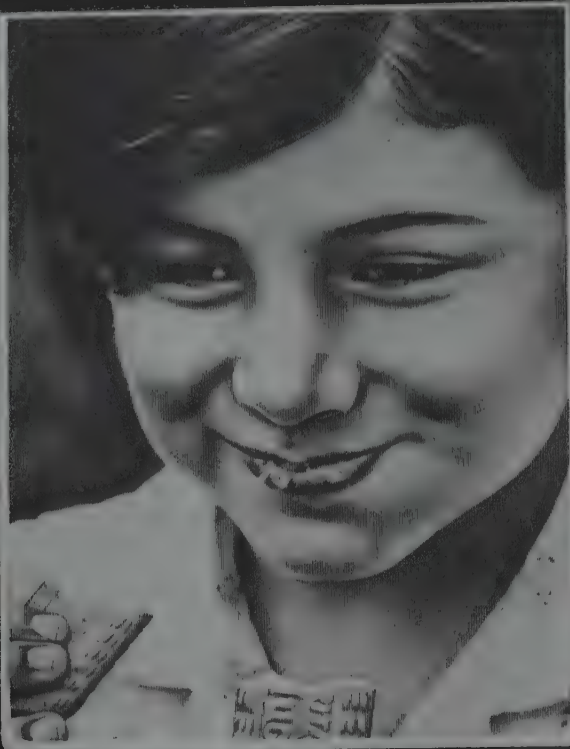
turns to be a fact it will not be for love but for the sensation. And poor Hema, another Southern belle who, also likes to shock people, will never forgive Rekha for the bold step, as Hema has been walking hand in hand with Dharam for centuries now. With all this, I. S. Johar is busy selling "Nasbandi" to all the current heroes, especially Rekha's co-stars.

Any one can churn out one box-office hit after another, but the Juhu Khan's battle against ill luck deserves praise. Far from being rendered bankrupt by "Chandi Sona" Sanjay has announced a more ambitious project "Abdullah". He has Raj Kapoor and Zee-na for stars. For screenplay Sanjay has done the wisest thing; he has gone in for imported stuff. He has hired George Marzbetuny ("Anastasia"). So much better than hiring locals who combine four phoren screenplays, spoil them a little to look like home-baked cake and then serve them as original.

And that leads me to "Satyam Shivam Sundaram." When I see beauty salons in town littered with socialites, I know Raj's sneak preview season is on.

And Neeta Mehta is haunting the shops for pappad flat chappals. She has grown one inch taller in the last year. That means she is five feet eight inches. Not only has she to order the carpenter to lengthen her bed but this means an end to her tall ambition of becoming short, fat Sanjeev's wife.

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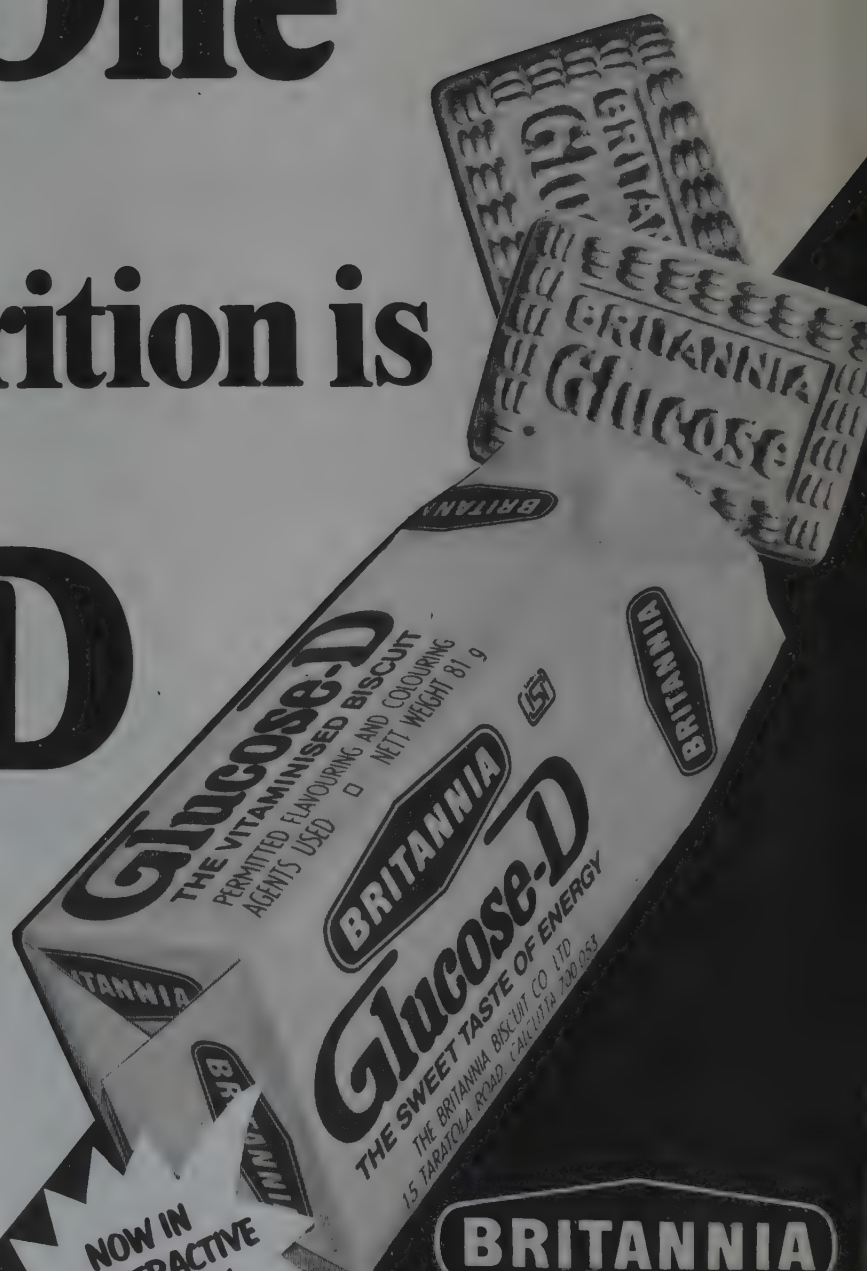
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"Papa, are you growing taller all the time?"

"No, my child. Why do you ask?"

"Because the top of your head is poking up through your hair."

Mother (who is teaching her child the alphabet): "Now dear, what comes after 'g'?"

The Child: "whiz!"

The nurse had been giving the twins a bath. Later, hearing the twins laughing in bed, she said, "What are you children laughing about?"

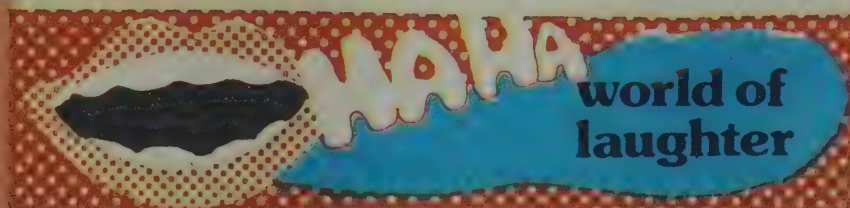
"Oh nothing," replied Edna, "only you've given Edith two baths, and haven't given me any."

Small Boy: "Why don't you come to my church?"

Other Small Boy: "Because I belong to another abomination."

There was an earthquake recently which frightened inhabitants of a certain town. One couple sent their little boy to stay with an uncle in another district, explaining the reason for the nephew's visit.

A day or two later the parents received this telegram, "Am returning your boy - send the earthquake."



Two little boys were talking. One said to the other, "Aren't ants funny little things? They work, and work, and never play."

"Oh, I don't know about that," replied the other. "Everytime I go on a picnic they're always there."

It was Frankie's first visit to the zoo.

"What do you think of the animals?" inquired Uncle Horace.



After a critical inspection of the exhibits the boy replied, "I think the kangaroo and the elephant should change tails."

Small Boy: "Dad, the barometer has fallen."

Father: "Very much?"

Small boy (with guilty look): "About five feet - it's broken."

A little girl was describing her first experience in an elevator. "We got into a little room," she said, "and the upstairs came down."

"Jimmie," said his mother severely, "there were two pieces of cake in the pantry this morning and now there is only one. How is that?"

"I don't know," replied Jimmie. "It must have been so dark I didn't see the other piece."

The ardent young suitor drew his girl's young brother aside.

"Jimmie," he said, "how

would you like to earn some pocket money for yourself?"

"Love to," came from the youth. "What do you want me to do?"

"Well," said the lover, lowering his voice, "I'll give you a quarter if you get me a lock of your sister's hair."

"Easy," replied Jimmy. "And if you gimme a dollar I'll get you the whole wig."

Johnny: "It's funny, ain't it, that everybody in our family's some kind of animal?"

Father: "What do you mean?"

Johnny: "Well, mother's a dear, and baby is a little lamb, and I'm the kid and you're the grumpy old bear."

"Tell me, Jimmie, do you ever peep through the keyhole when your sister and I are sitting here on the davenport alone?"

"Sometimes, when mother or sister Jane isn't looking."

A lady removing her scanties Heard them crackle electrical chanties;

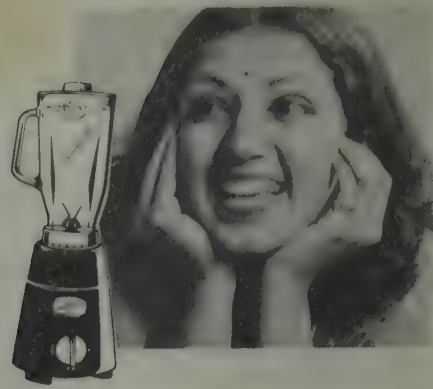
Said her husband, "My dear, I very much fear

You suffer from amps in your panties."

Compiled by George Fegradoc

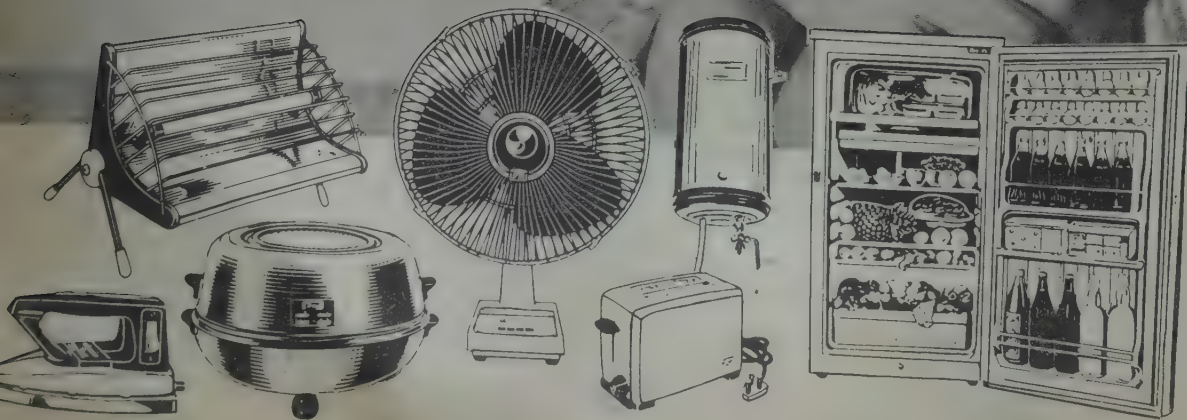
'He's like a baby
when it comes
to milk shakes.'

'Funny how we love
eating out of
the same plate.'



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AN INTERNATIONAL CAMP FOR CHILDREN

Some time in the future she would see the world, ten-year-old Vidya Vencatesan had promised herself some years back. In August 1977 her hope was realised as she zoomed to Stockholm, one of four Indians to participate in the Children's International Summer Villages Camp.

Children around the age of eleven years from 12 countries — Austria, Denmark, France, Great Britain, Greece, Hungary, India, Italy, Kenya, Portugal, Sweden and the U.S.A. — lived at Kappala Skolan for thirty days. The purpose of the Camp, which is held annually in different countries, is to enable the young to appreciate the diverse cultures of various nations, to understand each other and, in the process, to eradicate prejudices.

For instance, Vidya was biased against Africans "because they are so dark." At the Camp she mixed freely with them and overcame that prejudice and chided herself for her superior attitude.

The four Indian delegates, accompanied by

a teacher from a local school as leader, took with them colourful Indian costumes. Anega Dandekar and Vidya gave Bharata Natyam performances which were well received; Udayan Bhatt played the bongos; and Rajneesh Mago sang a qawali for the foreign audience. The group gave their friends a taste of In-



dian cooking during one of the International Evenings. On the menu were **puri-bhaji**—a favourite with Bombayites — and **kheer**.

Needless to say, the kids "had a ball." Vidya thought she would feel homesick, but she didn't miss her people at all. And even though she is a strict vegetarian and had to survive on fruit juice, ice cream and yoghurt, she loved every moment of that fleeting month.

Language classes were held as all the child-

ren weren't able to converse in English. Imaginative games and pillow fights, however, scarcely require articulate speech. And they made themselves understood through gestures.

Not only did the children learn to understand each other but they developed affection for each other. "A boy from Portugal used to make one girl from each country cry every day! But when we all parted he cried the most — so friendly had we all become!" recalled Vidya.

The trip cost the Vencatesans approximately Rs. 8500. An expensive means of attaining international understanding, no doubt, but Vidya's mother feels it was worth it. Vidya, already articulate and confident, has become more self-reliant and independent since she returned. Friendly by nature, she joined her friends at Auxilium Convent and enchanted them with exciting accounts of her sightseeing trips and adventures in Stockholm.

R. K.

REGINA MISQUITH:

GIFTED PIANIST



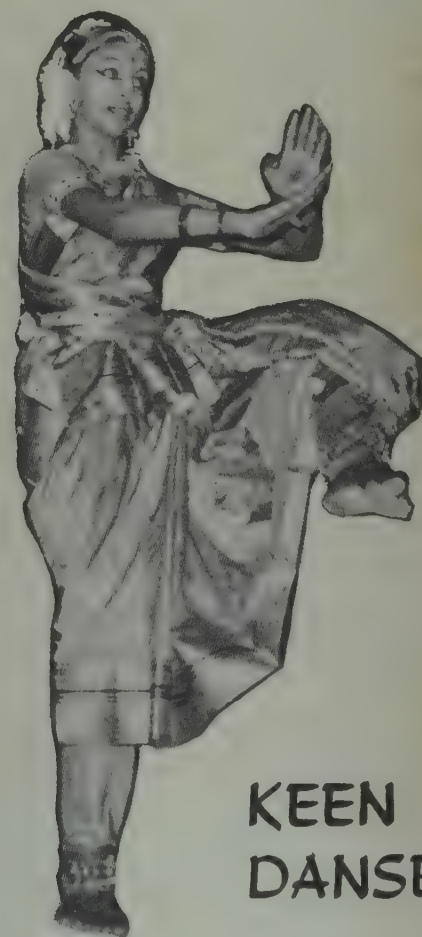
Music, and in particular playing the piano is a passion with Regina Misquith of Bangalore. A student of the Mount Carmel College, Regina, who has just finished the B.A. examination, wants to make music a career. She intends leaving shortly for the U. S. A. where she plans to specialise in music, in addition to teaching music and giving performances.

"I love teaching music. Here, I already have a few students. Our friends assure me that I can make a living, even with private music tuitions, in the U. S. A. I also plan to give T. V. shows. There are lots of things I can do in this sphere," says Regina, confident about her musical talent.

Well-trained, Regina has taken the ATCL examinations of the Trinity College of Music, London. She has received prizes for both vocal and instrumental music, which include the Best Instrumentalist Prize at the Mardi Gras '75 Festival conducted by the IIT, Madras, the Spring Festival prize for music, Bangalore, in 1974 and 1975, the Hi Youth Club's Prize in 1974-75, and the Bangalore Students Cultural Association's Talent Prize in 1974-75.

She has always been a bright student in school and college, but feels that taking up music as a profession will give her all the happiness and satisfaction she wishes for. "I want to entertain people and make them relax with my music. I will strive to achieve this goal of communicating happiness through music," declares Regina, with a sincerity surprising in one so young.

Shakuntala Balu



KEEN DANSEUSE

Fourteen-year-old Bina Patel has just completed her arangetram at the Dinesh Hall in Ahmedabad. She has been dancing since the age of nine.

A product of the famous Darpana Academy of Dances, run by Mrs. Mrinalini Sarabhai in Ahmedabad, she was tutored by the famous dance master Chatunni Panickker.

Bina earned applause from the large audience and some of her numbers were performed with complete accuracy.

A student of the Shri Vidya Nagar High School, Ahmedabad, Bina is a Road Safety Patrol cadet and can sketch well. She has received prizes for Garba dances and for sprints. She is also interested in shooting.

Prasanna Radhakrishnan

NOVEL IDEAS



The art of Ikebana has spiralled into prominence in recent years. New materials and forms are being used to give the art enough flexibility to adapt itself to different moods and occasions. Indra Nanavati and Surita Seth, talented and imaginative housewives from Bombay, have come up with novel ideas. They combine artificial flowers, which look real, with fresh leaves and other items for balance and colour, and use unusual containers in their compositions. These are long-lasting since the flowers are washable and reusable. Some of their creations are featured on these pages.

Both self-taught artistes, they have been experimenting with this interesting medium for the past ten years. They follow the modern method in Ikebana and have already had two successful shows in the city. Indra and Surita will now be presenting their third exhibition-cum-sale at Bombay's Aakar Art Gallery on November 7, 8 and 9. On display will be a variety of floral arrangements for home and office, containers and vases in attractive shapes and colours, driftwood pieces, rockery and other material used in Ikebana.



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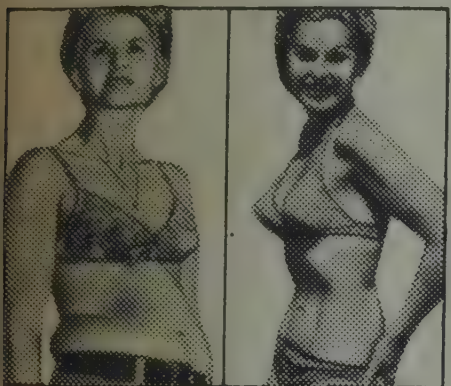
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Waist... is as easy as A,B,C.



- A Perform the two simple exercises with Sauna System for 10 minutes a day.
- B Keep the Sauna System after exercising for 20 minutes so while you relax, read, listen to music etc.
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Yes, now you can cut your waist down to size—swiftly and easily. All it takes is simple exercises with the SAUNA SYSTEM. Lose as much as 7 cms. excess flab around your waist in just 5 days—if you don't achieve positive results—which you can actually see in your mirror and measure with a tape, we'll give you your money back, no questions asked. That's how confident we are that the SAUNA SYSTEM really works. On both, men and women.

LOOK AND FEEL A WHOLE LOT HEALTHIER:

After using the SAUNA SYSTEM for a few weeks you'll find your waist slimmer...firmer...You'll begin to stand erect with your chest out, back held straight. Your silhouette will look more attractive. You'll feel a whole lot younger, be more dynamic and poised.

Say goodbye to that "sack of potatoes" look, beginning today. And remember the SAUNA SYSTEM works equally well on both men and women.

THE SAUNA SYSTEM is the most effective and the fastest way of doing it. Just five thrilling days of SAUNA COURSE can cut down your waist from 2 to 7 cms. without dieting, calorie counting, strenuous exercises or drugs!

The STEP BY STEP SAUNA COURSE works directly on excess fatty tissues, quickly melting away unwanted cms. It is the easiest and the quickest method and takes only a few minutes a day in the privacy of your own home, to develop a beautifully proportioned, firm waist. In an unbelievably short span of time you will see amazing results. Regardless of your age, height, sex and present measurements, this scientific system will work wonders. We unconditionally guarantee it!

Read what these delighted users have written:

Miss J.G.

"Waist measurement before: 68 cms; waist measurement after using the Sauna System 56 cms. I am absolutely delighted!"

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Mrs. R.G.

"I relax listening to music while wearing my Sauna System and have lost 8cms in ten days."

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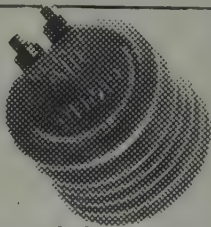
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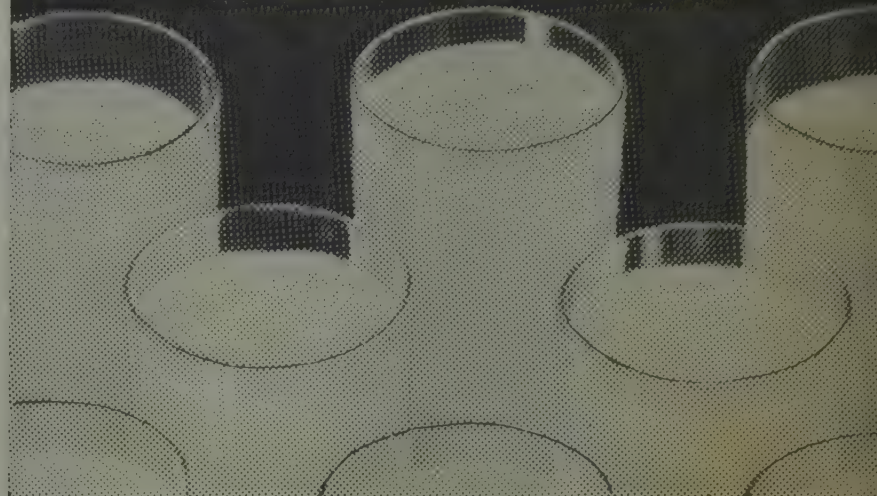
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Put 2½ heaped tablespoons of Amul Milk Powder into a ½ litre tumbler. S into a smooth paste with a little warm water. Add hot water up to top and s Your child's glass of milk is ready. (For detailed instructions see tin).

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Make milk as above and set for curds the usual way, as you would in the case of fresh milk.

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At a recent discussion on India's health problems, a public health authority burst out indignantly, "It's absolutely idiotic that whereas in developed countries people are dying of diseases about which almost nothing can be done, in countries like ours, the biggest killers are the communicable diseases, of which we know so much more, and which can be totally wiped out by simple measures like immunisation, and providing basic amenities like clean drinking water!"

According to a recent World Health Organisation estimate, every year about six million children — 97 per cent of whom live in developing countries — are killed by these easily preventable diseases. This, in India, the mortality rate for children below 4 years is 40 per thousand, while it is about 6 per thousand in the developed countries. The mortality rate for children below 1 year is still higher — a shocking 110 to 130 per thousand, while in Europe and North America, it is 15 and 1. The six infant killers, to which these figures can be traced, are — poliomyelitis, tetanus, whooping cough, diphtheria, measles and tuberculosis.

Ignorance, poverty, malnutrition, lack of basic amenities and inadequate maternal and child health services form only part



of the spectrum of reasons responsible for this appalling state of affairs. Perhaps the most alarming feature is the lack of public awareness, coupled with a failure on the part of parents to immunize their children according to schedule. This has made a large segment of our child population vulnerable to these diseases.

WAR AGAINST THE SIX INFANT KILLERS

Vaccinate and protect your child. For the first time, a large-scale, comprehensive vaccination programme is under way in Bombay, aiming at immunising every child below five years

Shivanand Karkal

In Bombay, for instance, it has been estimated that as many as 14,000 children die every year before they celebrate their first birthday — mainly because they have not been immunized against the **Six Killers**. Only about one-third of the susceptible population has been

fully immunized. Realising the seriousness of the problem, the Bombay Municipal Corporation launched a "Vaccinate and protect your child" programme on the 8th of October this year. The aim of the mass immunization drive is to vaccinate every new-born child and all children below five years.

The programme coincided with the hundredth anniversary of the first vaccination project undertaken by the Bombay Municipal Corporation. That was in 1877, when the BMC launched a large-scale compulsory vaccination drive against small-pox. Now, thankfully, small-pox has been almost wiped off the face of the earth (in countries like India, it has been totally eradicated) and the lessons learnt by health authorities in fighting it are proving invaluable in the crusade against other communicable diseases.

Continued on page 35



What exactly does vaccination do for the human body? To answer this question, we need to go into the way the body reacts to disease-causing germs. All of us possess cells called "plasma cells" which are part of an intricate "immune system." It is this immune system that normally repels the marauding germs and prevents infection in the body. How is this achieved? As soon as the disease-causing organisms (pathogens) enter the body, the plasma cells referred to above manufacture what are called "antibodies" against them. The germs act as "antigens" to which the "antibodies" correspond in a mirror image fashion. Thus, just as a key fits into a lock, an

WHAT IS VACCINATION?

antibody fits into an antigen. But the similarity ends there: the function of the antibodies is to engulf and destroy the antigens.

Only those who have read Isaac Asimov's "Fantastic Voyage" will appreciate what the antigen-antibody reaction must be like. In the book all the characters are "miniaturised" to an extremely minute size, and injected into the bloodstream of a patient to clear away a blood clot in a brain vessel that cannot be operatively removed. One of the characters encounters antibodies in the blood. Her experience makes rather gruesome reading.

To get back to vaccination — normally the body manufactures antibodies only after it is exposed to the disease. And, depending on the virulence and number of the pathogenic organisms, as well as the effectiveness and quickness of antibody formation, the body will either succumb to the infection or successfully repel it.

But the body can be stimulated to produce antibodies even before exposure to the disease. This can be done by

introducing killed forms of the organisms into the body. This throws the idling gears of the body's immune system into frenzied activity, and the large amount of antibodies then produced will vanquish the disease forces if they effect an entry at a future date. Another point to note is that antibodies are specific, i.e. antibodies against germs causing tetanus will kill only those germs.

These are the principles involved in immunisation — injecting killed forms of the disease-causing organisms into the body to switch on antibody manufacture — and this kind of immunisation is called "active immunisation."

"Passive immunisation" consists of administering antibodies themselves to the patient. These antibodies are obtained from the blood of human patients who have suffered from the disease, or from animals in whom the disease is produced by injecting the pathogenic organisms.

The blood got from such sources is cleared of cells, and the resulting fluid is used for immunisation. Human or

animal "antisera" can thus be used. Human immunoglobulins (or gamma globulins) can also be used. Persons with a high level (titre) of antibodies in their blood are chosen and their blood is pooled. This pooled blood yields a product, after undergoing certain procedures, called gamma globulin, a type of blood protein which acts as a general antibody.

Active immunisation programmes are carried out in two phases: primary and secondary immunisation.

Primary immunisation is usually employed to confer immunity on children. Often a mixture of vaccines is used (combined immunisation). For instance, the TABC is a combined typhoid-paratyphoid A and B-cholera vaccine and the DPT (Triple) is a diphtheria-pertussis (whooping cough)-tetanus vaccine. Combined immunisation offers many advantages — it is more convenient, cheaper and has less side effects on the patient.

Secondary immunisation is necessary to add to the antibody level achieved by primary immunisation. "Booster dose" at certain specific intervals for specific vaccines are given for the purpose.

S. K.

DO IT YOURSELF

DIWALI DECORATIONS

*Make something different
for your home this Diwali.
All it takes is a little
time and imagination to
make up these decorations*

Nargis Chawla



A DIWALI LANTERN

You will need :

One sheet of Box Board, Red, Blue, Yellow, Green, Cellophane paper, a ruler and pencil, one tube of Fevicol, a sharp blade, string or cord.

Enlarge the diagram by drawing $\frac{1}{2}$ " squares over it to 12" x 8" leaving $\frac{1}{2}$ " border on either side for over lapp-

ing. Make three such 12" x 8" drawings. Cut out the spaces for the coloured paper, as shown in the diagram. Stick the paper on all sides on the wrong side of the cut-out. Paste the three sides together to form a triangle. Punch holes in alternate points, and put string for hanging.

Photographs : Farokh Reporter

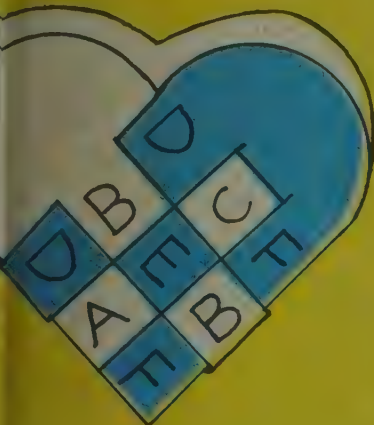
DIAGRAM I



SWEET BASKET



DIAGRAM II



FLAME



SWEET BASKET

You will need :

Box Board, bright coloured paper (sightly thick), coloured ribbon, sweets and nuts.

Cut out and fold two pieces of paper and make two slits in each (see diagram 1). To guide you, mark each strip as A, B, C, D, E, and F, as in diagram.

To achieve woven effect, push C through D, E through C, C through F, then through B, B through F, F through B. Lastly, A through D, E through A, A through F (see diagram II). This is a little tricky, but with patience you will master it. Paste the flames of the Diya, in the center of the heart shape. Cut out a piece of ribbon and stick on the inside to secure two pieces together. Place sweets or nuts, and make a gift basket.

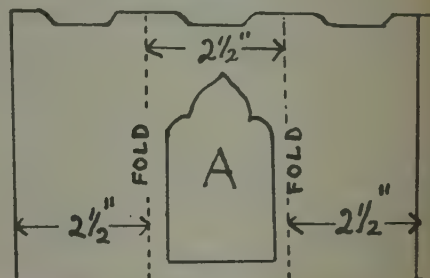
DIYA STANDS

You will need :

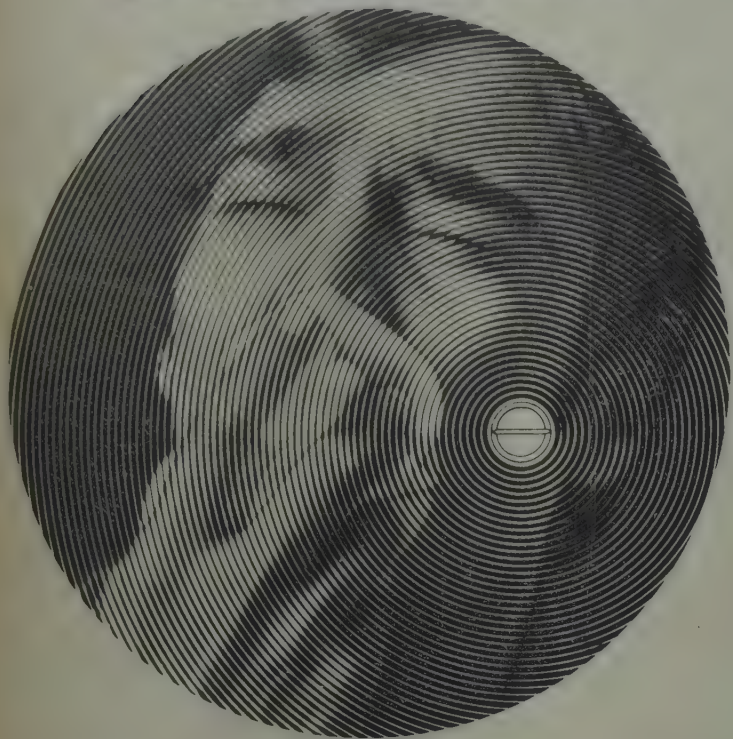
Box Board, Silver paper, Coloured paper, Fevicol.

Make a strip 8" x 5" height; and divide it into three parts of 2½", leaving ½" extra for overlapping. Cut out the top as shown in the diagram. Paste silver paper on one side and coloured paper on the other side, and cut out as marked "A" in diagram below.

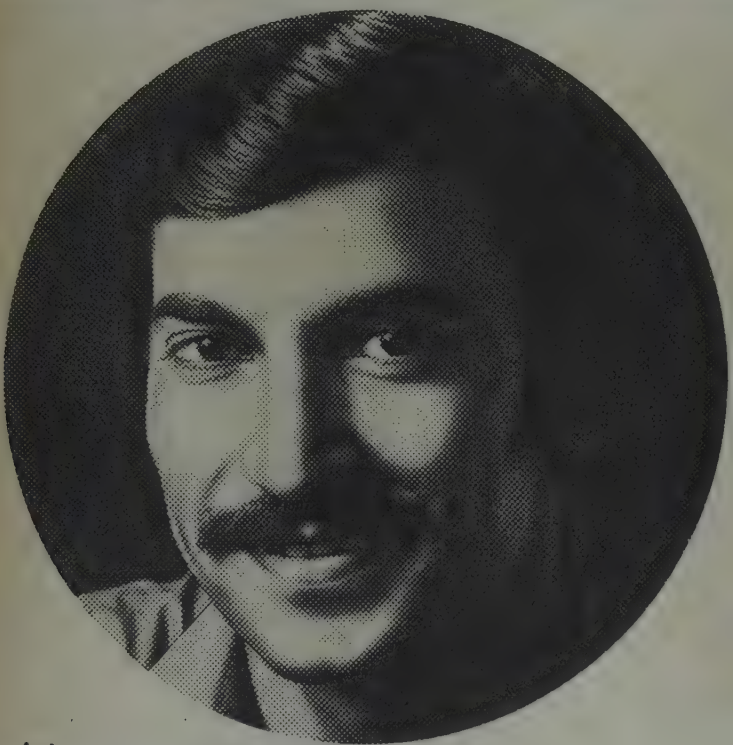
Crease the lines for each side, bend and paste the ends together to form a triangle. You can vary the heights of the stands. Place these in the centre of a rangoli design for your doorstep or make a table decoration. Add a few flowers and place lighted diya's on the stand.



Colds bring misery, suffering, weakness



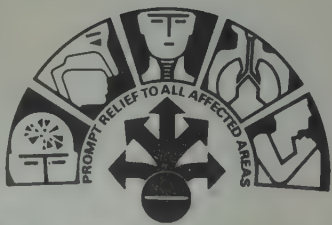
Bounce back to normal with specially formulated Coldarin



Coldarin brings prompt relief to all affected areas because it contains:

- A decongestant to clear runny nose and sinus
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At the first sign of a cold, take one Coldarin, preferably after meals.



COLDARIN

with Vitamin C THE SPECIAL COLD TABLET



Let beauty go to your head. Get Poise hairspray



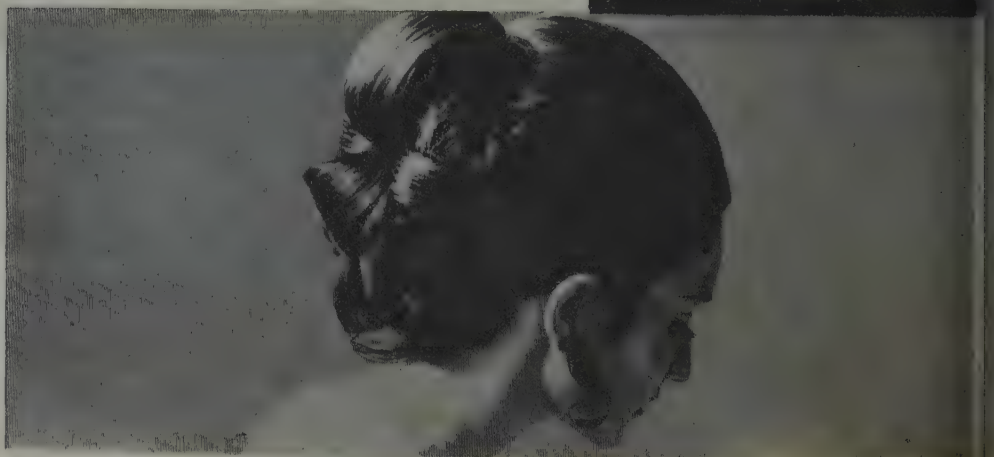
Poise holds your hair softly, surely—shows up its gleaming natural highlights. Helps it cope with hot and humid days as no other hairspray can.

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poise

Marketed by Rallis India Ltd.



WAR AGAINST THE SIX INFANT KILLERS

Continued from page 31

The importance of immunization as a weapon against these diseases cannot be over-emphasised. To bring home the point, Bombay's mayor, Mr. Murli Deora, while inaugurating the vaccination drive at the Seth G. S. Medical College, narrated the following incident: "Some years ago, I met an army friend who had been stationed, with his wife and child, in NEFA. Unfortunately, their only child — the apple of their eye, naturally — was a cripple, paralysed by polio. I asked the father whether the child had been vaccinated against polio, and was shocked by his 'no.' It was not that they couldn't avail themselves of any medical services — they did come down occasionally to cities like Gauhati for parties and so on, but it was just that the father had neglected to have his child vaccinated. The result: a young life ruined by paralysis. . ."

Ignorance, neglect and, saddest of all, indifference, still continue to be some of the greatest hurdles faced by our public health authorities. The lack of communication between health authorities and the common man is another stumbling block. To overcome all these factors as well as to stimulate public awareness, the mayor announced that the BMC had planned a massive publicity campaign to be conducted with the help of the Advertising Club of Bombay, together with other voluntary agencies like the Jaycees, Giants, Lions Clubs, Rotary Clubs, etc. Mass media utilisation — newspapers, radio, TV, "quickie" film ads in cinema theatres, etc — would also help

in the campaign. Incidentally, such a concerted and large-scale vaccination programme, with such an ambitious objective, is being conducted for the first time in any Indian city.

The campaign is being conducted in three spaced-out phases, each of one week's duration — a week in October and one each

in the subsequent months. In addition to the vast network of hospitals, mobile clinics, dispensaries, etc. at the command of the Bombay Municipal Corporation, 200 special centres have been started for vaccination purposes. The entire city is treated on a ward to ward basis. The programme involves the active participation of the pre-

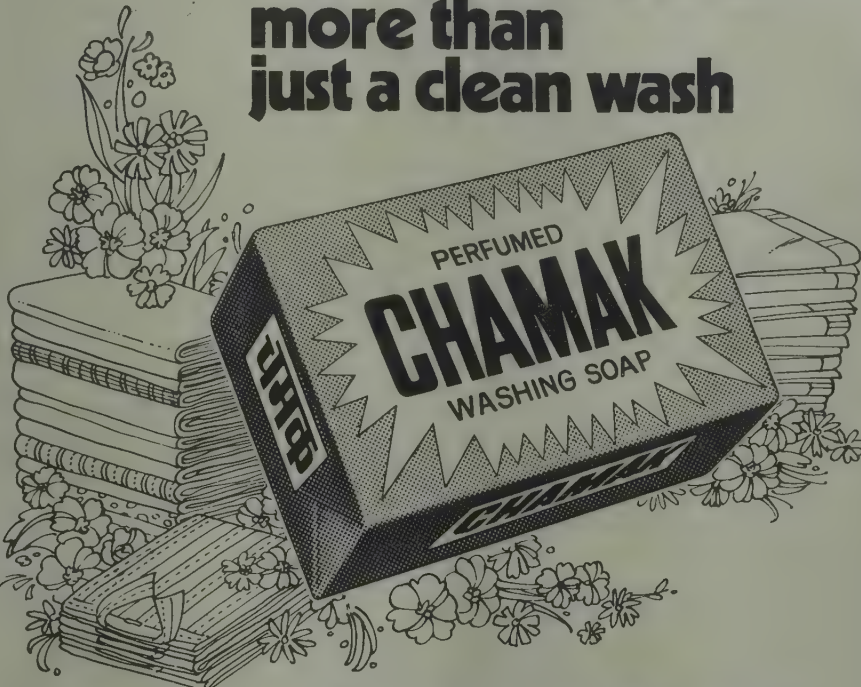
ventive and social departments of the city's three major municipal hospitals: the King Edward Memorial Hospital, the B. Y. L. Nair Charitable Hospital and the Lokmanya Tilak (Sion) Hospital.

In addition to public health officials, interns and senior medical students also play an active role. Voluntary organisations like the NSS help in conducting the programme. House to house visits are also undertaken. All in all, Bombayman will be convinced of the need to vaccinate his child. The army of over 1500 health personnel, backed with the mass media's help, should ensure that.

A special "vaccinate and protect your child" card (reminiscent of the WHO's motto 'or April 7, 1977 — World Health Day — "Immunise and protect your child") has been designed. It will serve the purposes of a record and will provide the health authorities with every child's "vaccination history" for future reference. These cards will be important for follow-up work, booster dose administration, etc. The municipal authorities have announced that these cards can be handed in at any of the city's 12 municipal hospitals, 28 maternity hospitals and 115 municipal dispensaries.

The authorities hope that the three one-week sessions in October, November and December will provide every child below five years in Bombay with an adequate "immunity umbrella." More than seven to eight lakh children will be vaccinated in this "total immunization" drive. A significant public health exercise is in the offing — a decisive salvo will be fired at those ubiquitous micro-organisms responsible for the Six Killer diseases.

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Grant.2.77

1. Which University was the first to throw open all degrees to women?
2. Marja Sklodowska became a famous woman scientist under a different name. What was that name?
3. A person who makes out a will is either a testator or a testatrix. What is the difference?
4. What is wrong in this statement: "Tipu Sultan owned a bronze mine in Kolar."?
5. From which disease do Salk and Sabin's vaccines protect us?
6. Which countries use the following currencies?
1) Yen 2) Yuan 3) Rand
7. What is the sacred relic guarded at a temple in Kandy, Sri Lanka?

QUIZ

'HEGMAN'

8. What is batik?
9. Prakrit was a simpler and more popular form of which language?
10. Who is the ex-officio chairman of the Rajya Sabha?
11. Who designed New Delhi?
12. True or false? The world's most widely spoken language is English.
13. The authoress Nayantra Sahgal has an equally famous mother. Who is she?
14. What is removed from sea water after it is desalinated?
15. Who stays at 1, Safdarjung, New Delhi?
16. What could be the possible connection between Adam and Sir Isaac Newton?
17. Which Indian Emperor had the first name Jalal-ud-din Mohammed?
18. Who said, "We are not amused"?

ANSWERS

1. Lord Buddha's tooth.
2. Wax painting on material followed by dyeing.
3. Sanskrit.
4. The Vice-President.
5. Sir Edward Lutyens.
6. False. It is Mandarin Chinese spoken by 493 million people. English is spoken by 291 million people.
7. Mrs. Vijaylaxmi Pandit.
8. Salt.
9. The Prime Minister, Mr. Morarji Desai.
10. An apple.
11. Akbar.
12. Queen Victoria.

The wolf in winter

...wears sheep's clothing

ESSMA

Worsted Wool
Polyester / Wool

**Suitings
And Tweeds**



PERMANENT
FINISH

ESSMA

WOOLLEN MILLS, PUTLICHAN, AMRITSAR

It was Deepavali eve. I was feeling happy and elated with pleasant expectations. My mother had promised to give me five rupees for purchasing crackers, sparklers, flower pots, rockets, etcetera. Of course, nowadays five rupees is nothing when you think of the high price of everything. But what more could the son of a poor maid servant expect? Even to get that paltry amount sanctioned, I had to beg and cajole my mother. When I had asked her, "Amma, when are you giving me money for buying crackers?" she had pursed her lips and grumbled, "There's not enough money even for buying food. Why waste hard-earned cash on crackers? It's enough if you watch others fire them. Maybe the master's son will give you some."

The very mention of Ramesh, the twelve-year-old spoilt son of the master, evoked unpleasant emotions within me. He's just two years older than me, but he behaves as though I'm his slave. He would tease and bully me and often boast about his riches. Why, only yesterday he was proudly telling me that he had purchased 150 rupees worth of crackers and other items. When he has no one else to play with him, he would order me to play cricket with him. While he went on batting, I'd have to do the dirty work of fielding and bowling. His crude and selfish behaviour didn't endear him to me.

So I told my mother, "Amma, you know how mean Ramesh is. How do you expect him to give me anything?"

"Kanna," my mother pulled me

up, "you shouldn't talk ill of Ramesh. He's the master's son and you're after all the son of their maid servant."

I swallowed the rebuke and pleaded with her, "But amma, I want to buy something of my own. Last year we didn't have Deepavali because patti died. At least this year you should give me something. Please..."

"All right," she finally yielded. "I'll give you three rupees... But that will be available only when amma (that's how she always refers to Ramesh's mother) gives me the Deepavali advance I have asked. And she'll be giving it only on the day before Deepavali."

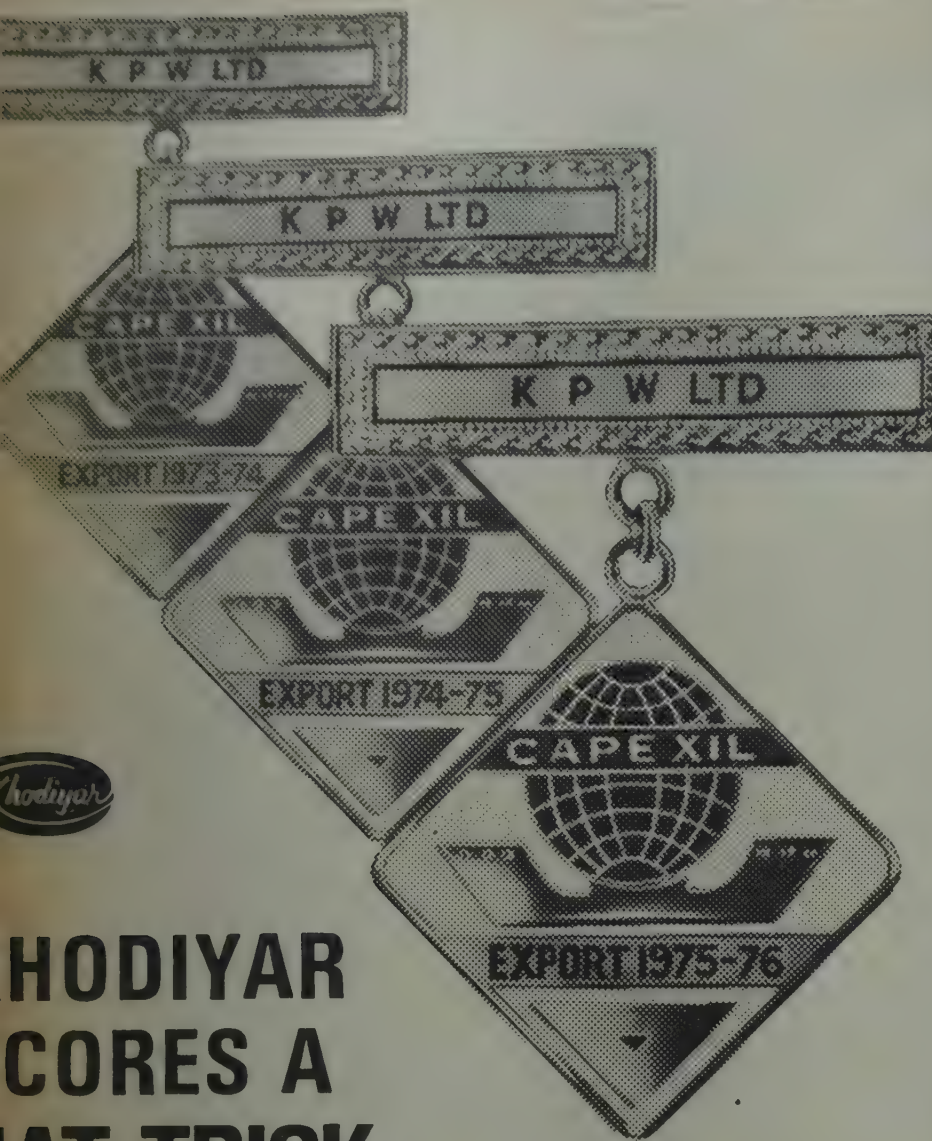
"Only three rupees?" I grumbled. "What can I buy with that?"

*Even if he has
not enough to eat,
every boy
longs to let off
crackers and
sparklers during
Diwali, but
Kannan's father
had other ideas*

THE STARS ARE THE SPARKLERS

C. Raghunathan



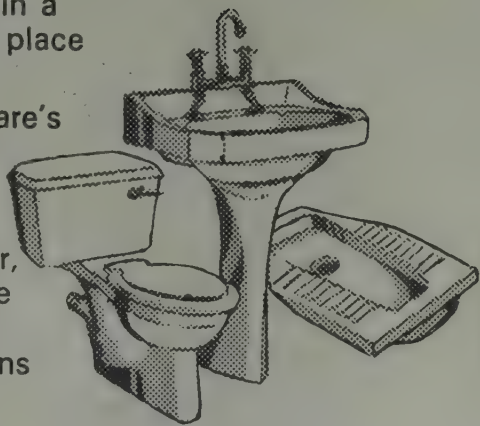


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The secret of Khodiyar Sanitaryware's export success is beauty. Every curve contains an element of sophistication which comes from French collaboration. Porcher, a leading House of Sanitaryware in France have seen to it that Khodiyar shapes, sizes, designs and pastel hues make a striking statement of elegance.

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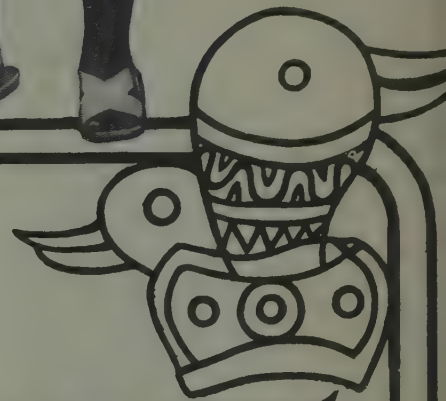
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"Amma, please," I begged her, "at least make it five rupees."

Only then did she agree to part with that amount. Though she appears to be unkind, I know that my mother is affectionate and considerate towards me. Beneath her dark and forbidding exterior, there lies a heart of gold.

Only last week I had completed 10 years. Of course there was no birthday celebration. That made me think of Ramesh's birthday which was celebrated last month on a grand scale. As we're living in the servants' quarters inside the compound of the big bungalow of the master, I could observe the people coming in and going out on that day. I was able to count at least 25 cars that had brought the visitors. I heard them mechanically wishing "Many happy returns to you" to Ramesh and singing "Happy birthday to you" while cutting the cake. It was a huge cake and it was delivered by a van from the bakery. After the celebrations were over, Ramesh's mother was kind enough to give us a few pieces of that cake. Oh, how delicious it was! And how I wished I had had more of it!

On my birthday I asked my mother, "Amma, can't you do something special for my birthday?"

"What's special about it?" she grunted. "We poor people should only mourn the day we were born in this wretched world." She then gave me a 25 paise coin and asked me to buy some sweets with it. And that's how I had celebrated my 10th birthday!

During the last Deepavali, I was dejectedly watching Ramesh and his seven-year-old sister, Deepa, firing the crackers and lighting the sparklers, flower pots and the ground *chakkarams*. Ramesh's mother took pity on me and told Ramesh, "Give some crackers and sparklers to Kannan." While Ramesh pretended not to have heard her, Deepa came to me and asked, "Kanna, haven't you bought anything for Deepavali?" "No," I replied, "due to my patti's death there's no Deepavali for us. . ."

There was a look of sympathy in her large dark eyes. I've a great liking for Deepa, for she's a chubby little angel. Unlike Ramesh, she's not conscious of economic and social barriers. She quietly went in and brought a handful of crackers and sparklers and said, "Kanna, will you please fire them for me. I'd like to watch. . ." I silently thanked her with my moist eyes.

One day, when I was having my bath near the well in the garden, Deepa came that way. Observing my bare chest, she asked me, "Kanna, why are you so lean? I think I can count your ribs." I felt ashamed and tried to smile away my embarrassment. How could I tell her that

THE STARS ARE THE SPARKLERS

I hardly had a square meal a day?

Once I heard Ramesh's mother loudly scolding him for refusing to drink his milk. She always insisted on her children having their cup of milk before going to bed. "Here's Ramesh refusing his milk," I told myself and smiled sadly. "And here I'm sitting alone and craving for such milk so that I needn't feel ashamed to bare my chest before Deepa!"

Whenever I felt an emptiness in my heart, I'd pour out my anguish to my mother. "Amma," I once wailed, "why is it we're suffering like this? We're always poor and hungry."

She looked at me pathetically and replied, "Kanna, it's all due to our past karma. . . It's decreed that we should suffer like this because of the sins committed by us in our previous birth."

"But Amma," I asked, "what are the sins we're supposed to have committed?"

"God only knows," she replied, pointing her hand to the sky.

Her reply didn't satisfy me. "Amma," I protested, "under man-made laws, a criminal knows what he's being punished for. But under God's laws, we don't even know why we're being tormented like this. Don't you think this is very unfair?"

My reply made her beam with pride. "Kanna," she replied, "you're very intelligent and I don't know how to answer you. I can only tell you what I've learnt from my elders. But, instead of questioning God's wisdom, you better concentrate on your studies. That's the only way to come up in life. Otherwise, you'll also suffer like me when you grow up."

Mother is confident that I will pass the S.S.L.C. examination. If I succeed, I'd be the first in my family to achieve that distinction; such is the level of education among our kith and kin!

Ramesh is having regular tuition at home in addition to all other advantages. And I don't

even have all the necessary books. While he's studying in a Convent, I've to be satisfied with a Corporation school. Most of the poor parents send their children to the Corporation schools because they give us free mid-day meals. The food served there is atrocious and the milk is very watery. Yet, we dare not complain because it's free. My friend Balan tells me that the headmaster and some of the masters are selling the milk powder they are getting as a donation from a foreign country. And a municipal councillor is also supposed to be involved in this racket. What type of education am I supposed to get under such circumstances? Yet my mother is hopeful that I will get through S.S.L.C.

My father seldom takes any interest in me. In a way I'm happy about it because every time he takes interest in me, it's only to beat me in order to find an outlet to his vile temper. He's working as a casual worker in a factory. Apart from the job being irregular, he also absents himself regularly. He spends most of his spare time drinking illicit liquor. They say there's prohibition in our state. But it would appear that there's prohibition only on paper. People like my father drink as they please and return home to beat their wives and children.

My father has a grouse against my mother. He is suspicious of the Malayali cook in Ramesh's house. One day I heard him warning my mother, "The next time I see you chit chatting with that Nair fellow, I will break your neck." Mother wept and pleaded her innocence. She told him that she couldn't avoid the cook as both of them were working in the same house. I felt sorry for her but there was very little I could do about it. I believe in my mother's innocence. It's that Malayali fellow who's after her. I was angry with father for not having the guts to take up the matter with that fellow. I was also angry with that Malayali cook for getting my mother into trouble. I felt like scolding him with all the bad words at my command—and I have a good stock of them. That's the only advantage of studying in a Corporation school!

The Malayali cook used to give to my mother some of the delicious dishes prepared by him. Mother would share them with me and I enjoyed them. After my father's warning, mother stopped chit chatting with the cook. As a result, the delicacies stopped arriving at our place.

Mother was able to get the money only late in the evening of the day before Deepavali. I was eager to get my five rupees and go shopping then itself. But she refused me permission to visit the shops at that late hour. "What's the hurry?" she asked me. "You can go in the morning."

She then hid the money in a pot and placed it in a corner.

That day father returned home at around midnight and immediately created a scene. He was short of cash and was dying to taste the special Deepavali liquor that was supposed to have extra kick in it. He therefore demanded money from mother. But she flatly denied having any cash with her. That further infuriated him and he started rummaging the whole house. All the while, I was holding my breath and pretending to be asleep. Finally, he spotted the pot and took out the money. After pocketing it, he viciously slapped my mother and pushed her down. At the same time he bawled out at her, "You liar! You dirty bitch!" I was trembling with fear and watching the whole proceedings with half-opened eyes.

"Please leave at least five rupees," my mother begged. "I've promised to give that amount to Kannan for buying crackers. . ." I couldn't contain myself any more. I sat up abruptly and begged, "Yes, Appa. . . please leave me five rupees."

That only made him leave mother and turn his attention towards me. "You dirty son of a dirty bitch," he yelled at me. "So you were only pretending to be asleep. And you want five rupees so that you can burn it into ashes!" He then kicked me on the chest. "Ayyo, Amma," I cried and fell flat on my back. Mother was helplessly wringing her hands. Father then left the place in a hurry, taking away all the money with him. And with that went all my hopes of buying crackers and sparklers.

Mother came to me and gently wiped away my tears. "Kanna," she called out in anguish, "it's all my fault. I should have allowed you to buy the crackers in the evening itself." Her affectionate fondling only heightened my grief. I burrowed myself into her softness and wept bitterly.

That night I couldn't sleep at all. Through the open door, I gazed vacantly at the moonless sky. I could see a few twinkling stars through the gaps between the dark, rain-bearing clouds that were racing across the sky. Suddenly, there was a flash of lightning. I involuntarily closed my eyes and waited for the inevitable thunder. It came with a deafening sound. And with that came the rains. A cold breeze hit me and made me shiver. All these enhanced my gloominess and once again tears started rolling down my cheeks. "Yes," I mumbled to myself between my sobs, "for poor children like me, the stars are the sparklers and the lightning and thunder are the electric crackers."

DIWALI DELICACIES

Premila Lal

Sweets, a traditional speciality of every Indian household, are served in abundance during the festival of lights. Illuminate your home with diyas, adorn your table with delectable delicacies and welcome your relatives and well-wishers with the season's choicest halwas and malpuras. Make this festive occasion a sweet one!

BANANA WALNUT BREAD

- 1½ cups flour
- 1½ tsp. baking powder
- ½ tsp. baking soda
- ½ tsp. salt
- 1/3 cup shortening
- 2/3 cup sugar
- 2 eggs
- ½ cup chopped walnuts
- 1 cup fully ripe banana pulp

Sift the flour, baking powder, soda, and salt three times. Cream the sugar and the shortening till light and fluffy. Add one egg to the sugar-shortening mixture and beat till smooth and light. Add the other egg and follow the same process. Add the walnuts and blend. Mix the flour mixture alternately with the banana pulp, about half of each at one time. Mix till blended. Add this to the shortening mixture and pour into



a greased pan. Bake until nicely brown. Turn out onto a rack and cool.

POLI

- 1 cup besan
- 1½ cups sugar
- 2 cups water
- 1 cupful atta (wheat flour)
- 10 cardamoms
- 1 plantain leaf
- 100 gms ghee

Boil 2 cups water. Wash the besan and cook it well in the water. When the water dries up add 1½ cups sugar and stir it well till the water in the sugar dries up and you get jeera strings from it. Grind the above into a fine paste. Add cardamom powder to the paste and mix well. Next knead the atta till the dough becomes soft. Make a small ball out of this and spread it over the plantain leaf (smeared with ghee) into a tiny puri. Now place a tiny besan mixture ball in the centre and wrap it well with the puri. Flatten the ball with the fingers to make a round poli.

Next heat a tava and place the poli over the tava with the leaf. Remove the leaf gently. Fry the poli on both sides with ghee till it turns golden brown. Serve hot.

COCONUT-RICE BALLS

- 1 coconut
- 2 medium size onions
- 1 bunch of coriander leaves
- 3 green chillis
- 1 cup of raw rice flour
- A pinch of soda
- Salt to taste
- Oil for frying

First scrape the coconut and keep aside. Add to the scraped coconut finely chopped onions, chillis, coriander leaves, a pinch of soda, salt to taste and the cup of rice flour and mix well; then shape into lemon size balls and deep fry in oil or ghee until golden brown.

MALPURAS

- 250 grams superfine flour
- 375 grams sugar
- 250 grams semolina
- 6 cardamoms, powdered
- A pinch of saffron colour
- 1½ pints of diluted butter milk or curds
- Ghee
- 2 tbsps. semolina
- A pinch of baking soda

Mix the ingredients except for the baking soda and 2 tablespoons semolina in a large saucepan overnight making it into a paste of medium thick consistency.

Next day, add 2 tablespoons of semolina and a pinch of baking soda. Heat ghee in a frying pan and drop 1 tablespoon at a time of this mixture into the ghee and fry on both sides till the edges turn brown and crisp while the centre stays soft.

KULKULS

- 4 cups semolina
- 2 coconuts
- 6 eggs
- A pinch of salt
- Sugar

Grate the coconuts and grind to obtain 2 cups of thick milk. Make a dough of the semolina, eggs and

coconut milk. Add salt and knead well to a soft dough. Use a little of the dough at a time and roll into marbles. Flatten each ball against the back of a fork and roll gently off the fork to form a curl. When all the dough has been used up, deep fry the kulkuls to a biscuit brown. Keep in an airtight tin for a day before frosting. For frosting, weigh the kulkuls and use a quarter of the weight for the sugar. Mix a little water with the sugar and cook until a thick syrup forms. Add kulkuls to this and simmer, stirring constantly. As the syrup starts to crystalize, remove from heat, cover the pan and shake well for several minutes. Allow

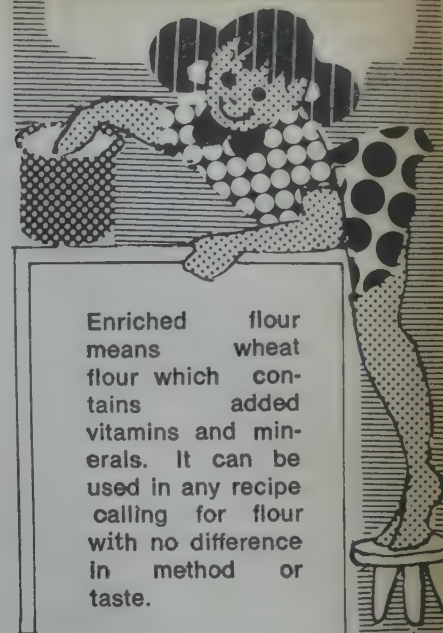
to cool in a flat dish.

MYSORE HALWA

- 2 cups gram flour
- 4 cups sugar
- 4 cups ghee
- ½ tsp. cardamom powder
- 1 tbsps. almonds, blanched and sliced fine
- Silver paper

Put the sugar in a pan with a cup of water and cook gently until a syrup of thin thread consistency is obtained. Add half the ghee and a little of the flour at a time, stirring constantly. After five minutes add the remaining ghee and the cardamom powder. Keep stirring until the mixture becomes a solid mass. Pour into a greased

cuckoo lal



tray and gently shape into square with a knife. Press the almonds onto the surface and cover with the silver.

KARACHI HALWA

- 1 kg. sugar
- 2 pints water
- 250 grams cornflour
- Red or yellow colouring
- 250 grams almonds
- 125 grams pistachios
- 60 grams green cardamoms
- 8 tbsps. ghee
- ½ pint milk

Dissolve the sugar in half the water and let it boil for 5 minutes. Add milk and leave to boil for another 5 minutes. Remove from heat and strain through a muslin cloth.

Dissolve cornflour in the remaining water and add to the syrup. Cook on medium heat and when it starts turning into lumps, add the colouring previously soaked in lemon juice. Stir continuously, adding a little ghee every time the mixture starts sticking to the bottom of the pan. When mixture leaves the sides of the pan and forms one whole lump, add the crushed cardamoms and finely sliced almonds and pistachios, keeping aside a few nuts for garnishing.

Put the halwa on a greased thali and flatten it out; then decorate it with the remaining almonds and pistachios. When cooled cut into desired shapes and sizes.

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ATTENTION COOKERY CONTESTANTS!

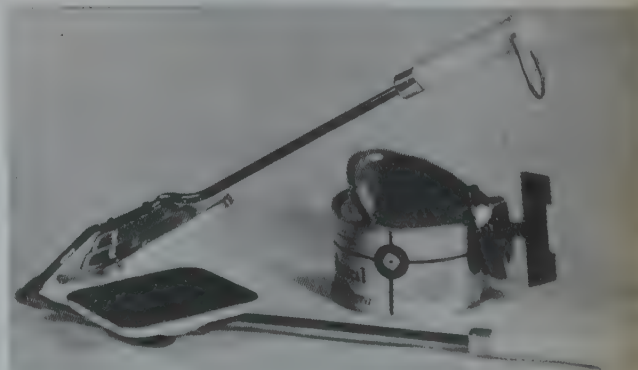
SPECIAL PRIZES

FOR WEEKLY WINNERS AND COOKERY QUEEN OF THE MONTH

The Cookery Queen of the month will receive in addition to Rs. 100.00, a saucepot (Nov.); a 315 mm Tava (Dec.) and a Saucepot (Jan. 1978.)

All the above mentioned items are from TRUPTI INDUSTRIES, BOMBAY, famous for their Sapp-hire non-stick, scratch resistant kitchen ware.

So, send in your best vegetarian or non-vegetarian recipe accompanied with photograph to the Cookery Editor, Eve's Weekly, Apollo Street, Bombay.



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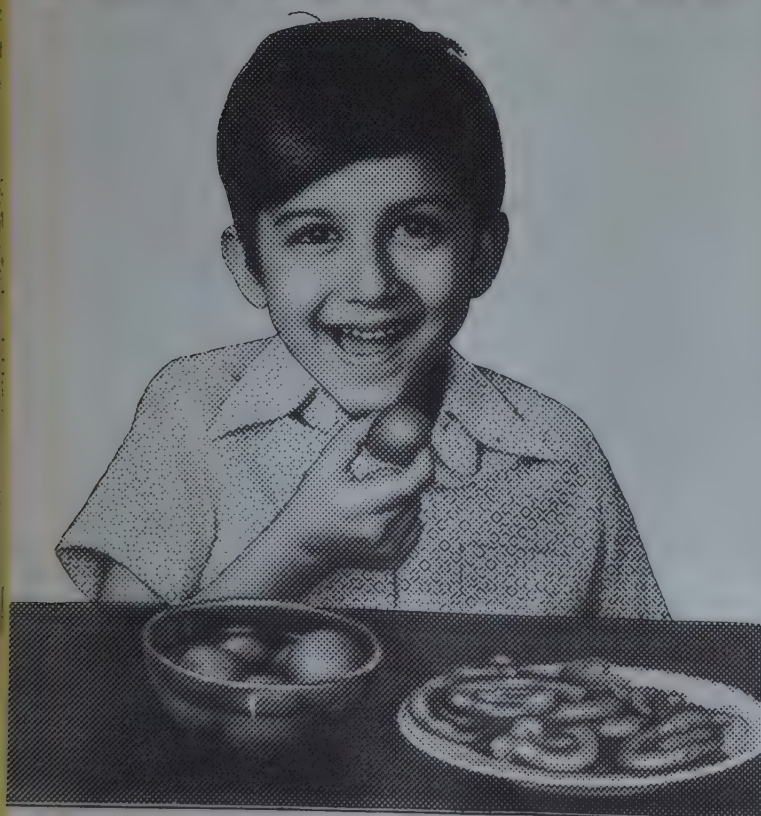
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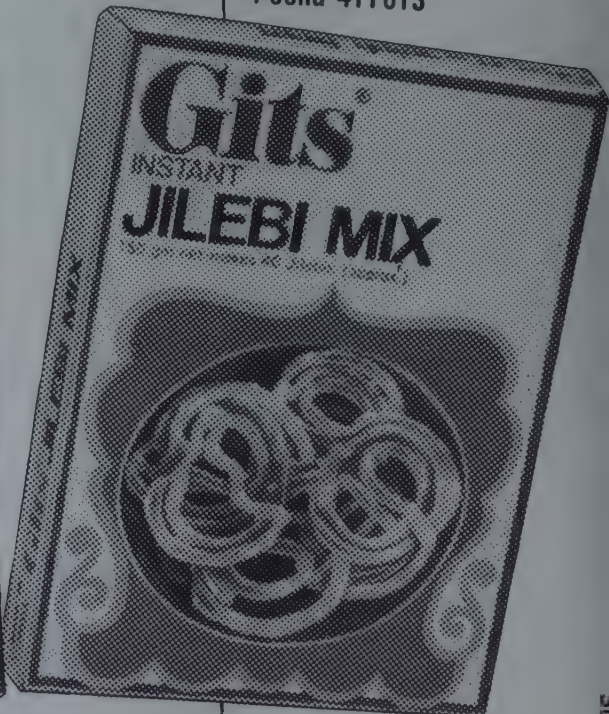
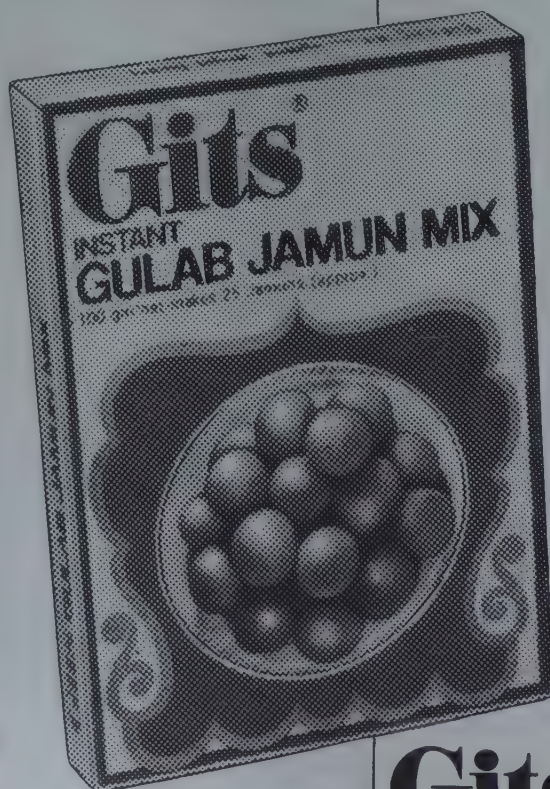
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recipes from our readers



Mrs. Vanaja Rajan, Bangalore

CARROT CUTLETS

- 1 kg. carrots
- 1 kg. ash gourd
- 1 kg. potatoes
- 50 grams onions
- A pinch of asafoetida
- 4 cups breadcrumbs
- 8-10 green chillis
- Salt to taste
- 2 tbsps. ghee

Peel carrots and ash gourd. Grate them finely; chop onions and green chillis well. Heat ghee in a pan and fry onions and green chillis well. Add grated carrots, ash gourd and salt and cook till tender (adding very little water). Boil potatoes, remove skin, mash them, add to the cooked vegetables and blend well. Make into small balls, flatten into rounds and dip them in breadcrumbs and shallow fry in a frying pan, adding a little ghee on both the sides. Serve hot with tomato sauce.



Vijaya Ramaswamy,
Madurai

JACKFRUIT LEAF CAKE

- 16 whole pieces ripe jackfruit
- 250 grams jaggery
- 1 coconut grated fine
- 2 tbsps. ghee
- 10 cardamoms peeled and powdered

FOR THE OUTER COVERING:

- 200 grams raw-rice (to be soaked and ground)

Banana Leaves To Mould The Cakes

FOR THE FILLING:

Cut the jackfruit pieces finely and boil in enough water to cover them. Set aside. Heat the jaggery, diluting in a little water. Strain and remove the dirt. Replace it on the stove in a thick pan, add the grated coconut, powdered cardamoms and cook on a low heat till all the water is absorbed. Add the ghee so that the mixture does not stick to the pan. Remove and let it cool.

FOR THE OUTER COVERING:

Soak the raw rice 2 hours before. Grind the rice finely as for dosai. Batter must not be too watery. It must be medium thick. Spread the batter on a square piece of banana leaf with a ladle (taking one ladleful at a time), as you would for a dosai on a tawa. Arrange 2 tablespoonsful of the filling evenly on one half of the spread batter. Now fold the leaf in the middle with the other half of the spread covering the filling. Now the cake is ready for steaming. Arrange the cakes (prepared as above) on an idli stand and steam. You can steam as many cakes at a time as your idli stand holds. When the cake separates from the leaf (i.e. when it is well cooked), remove. Serve the cakes along with the leaves on a plate. Peeling the leaf is the eater's job.



Mrs. Uma Jothilingam,
Secunderabad

TOMATO KURMA

- 1 kg. tomatoes
- 1 large onion
- 10 cloves garlic, chopped
- 4 green chillis
- 1 tsp. chilli powder
- 1 tsp. turmeric
- Salt to taste
- 1 tbsp. coconut
- 1 tbsp. khushkhush
- 2 sticks cinnamon
- 2 cloves
- 1 tsp. cumminseed
- 2 cardamoms
- A few coriander leaves
- 2 tbsps. oil

Boil the tomatoes in 1½ cups of water. Remove the skin, squeeze and extract juice, adding sufficient amount of water. Add salt, turmeric and chilli powder to the juice. Grind the coconut and khushkhush into a fine paste. Heat oil in a dekchi. Add cumminseed, cardamoms, cloves, cinnamon and fry till they splutter. Add chopped onion, green chillis, garlic, and fry till golden brown. Add tomato juice, cover, and boil for 5 minutes. Add ground coconut paste and coriander leaves and again allow to boil for 5 minutes. Serve hot with idli, dosa or chappati.



Mrs. Ganga Murthy,
Indore.

WOOD APPLE JUICE

(Raveet or Kaitha)

- 2 ripe wood apples
 - 250-300 grams jaggery
 - 4 cardamoms
- (Makes 4 to 6 glasses of juice)

Break the shells and remove the pulp from the wood apples. Add two glasses of water and keep it aside for half an hour.

Powder the jaggery and dissolve in 2 to 3 glasses of water. Mash the pulp in water thoroughly and strain it. Add jaggery water to it. Add powdered cardamoms and keep the juice in a refrigerator. Do not add ice cubes as it dilutes the juice and makes it less tastier. If the juice is sour, add some more jaggery.



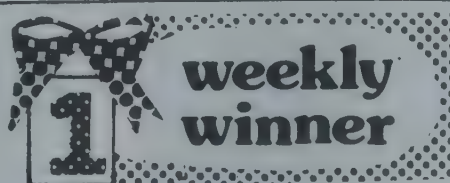
Mrs. Vinod Prakash,
Ahmedabad

STUFFED LOAF

- Medium sized unsliced bread
- 50 grams boiled potatoes
- 25 grams chopped onions
- 50 grams (boiled) green peas
- 50 grams cottage cheese
- 20 grams butter
- 3 green chillis
- Some coriander leaves
- A small piece of ginger
- 1 tsp. garam masala powder
- 2 tbsps. ghee
- Salt to taste

Heat ghee, fry onions till light brown, add all ingredients and fry. Scoop out the centre of loaf creating a hollow.

Spread butter inside the loaf nicely, fill with the stuffing and bake for an hour. Serve it hot.



Miss Nilam Narain of Bihar wins Rs. 50 and a non-stick coated Sandwich toaster and a Tin-O-Matt from Trupti Industries, Bombay.

CHINESE VEGETABLE FRIED RICE

- 1 kg. raw rice

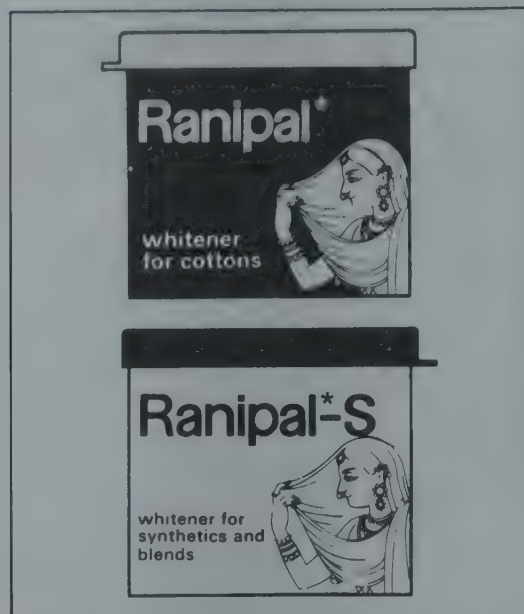
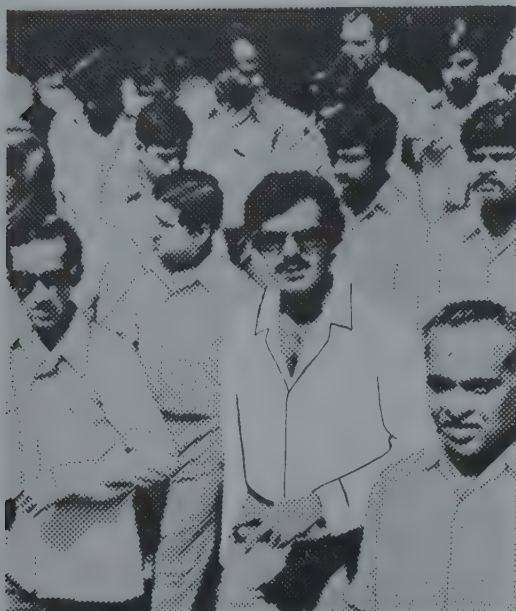
VEGETABLES:

- 1 small cauliflower
- 4 carrots
- 100 grams beans
- 100 grams green peas
- 2 spring onions
- 2 onions
- 1 tsp. pepper
- 2 tbsps. soyabean saute
- A pinch of sugar
- Soyabean or refined oil for frying
- Salt to taste
- 1 tsp. ajinomoto
- A few capsicums

Boil the rice till half cooked. Strain and keep it covered. Cut all the vegetables in small pieces. Boil the vegetables till half done and keep aside. Heat the soyabean or refined oil in a dekchi. Fry the sliced onions till golden brown and mix with all the vegetables and rice. Add pepper, salt, sugar and soyabean sauce. Fry for about five minutes. Then add ajinomoto. Toss lightly and decorate with chopped capsicums. Serve hot.

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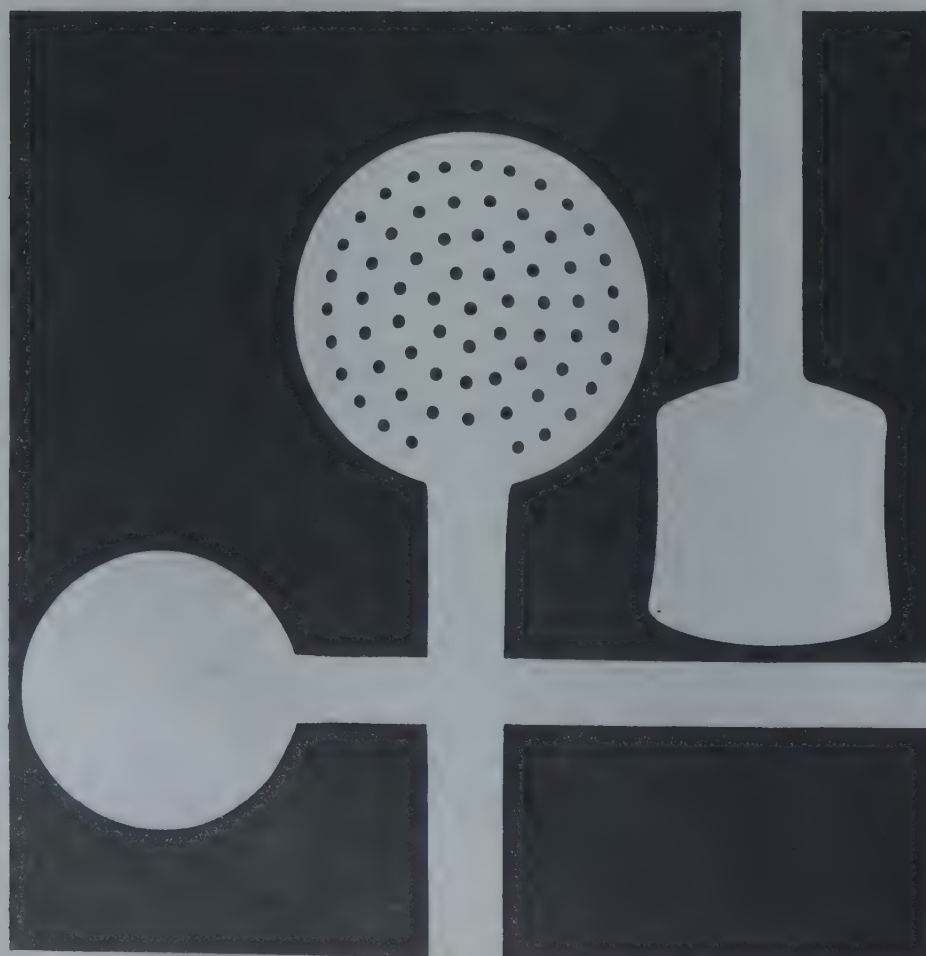
Postman, the purest refined groundnut oil. And so healthy because it has low fat content, is easily digestible. Postman has no taste or odour, so it brings alive the natural flavour of your cooking. Postman is non-solidifying and it doesn't smoke, which means less wastage, less trouble. And because Postman is reusable, you get even greater economy. With Postman in the house you don't need ghee, vanaspati or any other cooking oil. That's why more housewives trust Postman as their only cooking medium.

Postman—from the house that knows cooking mediums best.

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POSTMAN

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The exit of Coca Cola, the world's largest selling drink, from India, has sparked off a minor soft drink revolution in the country. All the major bottlers are vying with each other to grab part of the Coke market with their new soft options of Cola and other flavours. The much-bruited beverage, 77, which has been waiting in the wings to take the place of the mighty Coke, is getting ready for its launch early next year.

Will any one drink ever be able to replace Coke, which was introduced in America in 1886 and has almost a 100-year-old history of research and development behind it? It's highly improbable, Coca-Cola is being bottled and sold in 139 countries. Even Soviet Russia, which considers it a symbol of imperialism, guzzles it with delight in large quantities, so also other East European countries like Hungary, Bulgaria, Czechoslovakia and Yugoslavia.

At the 1980 Olympic Games in Moscow, the only soft drink that will be sold will be Coke. They have bought the rights.

Although, of Coca-Cola's total world sales, India accounted for only 0.02 per cent, within India itself they had cornered over 60 per cent of the organised market by the time it was ousted recently. By 1958, Indian manufacturers had lost about half their market to Coca-Cola, which was introduced here only in 1950.

For the last 3 months Coca-Cola and Fanta have gone out of the market and 22 plants bottling these two drinks had to close down for want of concentrates. This followed the denial of a licence by the Union Ministry of Industries for the import of ingredients to the Coca-Cola Export Corporation. The closure of the plants has resulted in unemployment for 10,000 people employed directly by the company, besides loss of income to an additional 180,000 employed by the distributors and agents. A further loss has to be incurred on the bottles. A sum of Rs. 6 crores had been collected by the bottling plants as deposits for bottles which have to be scrapped now that Coke is out of business. Crores of crowns of bottles have had to be scrapped. The ancillary untills have also been hit hard.

"This unnecessary loss could have been avoided if the government had not taken such an abrupt decision. The previous government had also discussed this problem but they had promised to give us two years' time to bring about a smooth transition. The government should worry about other priorities instead of giving so much importance to this low priority item," said Mr. Charanjit Singh, Managing Director of Pure Drinks, which bottled 60 per cent of the Coke sold in the country.

Mr. Singh said the Coca-Cola Export Corporation had submit-

77

CAN IT REPLACE COKE?

Indra Gidwani

For a new Indian soft drink to challenge the ubiquitous Coke is like David challenging Goliath, but 77 has been launched with high hopes and much confidence

ted a proposal for Indianisation on a 60 to 40 basis. They were willing to supply Fanta and other flavours and abide by the Foreign Exchange Regulation Act. The Ministry did not respond to their proposal. "Mr. Tony Young, the Coca-Cola man in charge of sales for S.E. Asia and Africa was in India for two weeks. He desperately tried to see the Minister for Industries who refused to see him. He had to leave the country without meeting him," alleged Mr. Singh.

Along with Eau-de-Cologne, Coca-Cola is the only product whose trade formula is kept secret in the safe vaults of a Paris Bank. "No country has ever asked for this formula. Why should we? Even the CFTRI have said they will not disclose the formula of 77. Will Modern Bakeries, when it gets this formula, go around sharing it with others?" queried Mr. Singh.

What about the temporary licence for importing ingredients which was supposed to be given to the Coca-Cola Corporation?

Mr. Singh replied: "We gave an undertaking that once 77 was available for commercial production, we would not ask for a licence. The Minister even promised the workers that the licence would be given to them if they got this kind of undertaking from the employers. The licence was never given despite all the promises. We even told them to give us a licence which would

be covered by exports. They could have easily given us a licence, as 77 is way behind schedule. They haven't even ordered the bottles."

Because of the sudden ouster of Coke, the Government has lost by way of excise and sales tax alone an amount of Rs. 18 crores, we were told.

As for accusing the Coca-Cola Corporation of high-pressure publicity. Mr. Singh said, "Undue credit has been given to Americans for selling Coke in the country. All decisions have been taken by Indians, as the Coca-Cola Corporation is run by Indians and the bottlers are all Indian. We drew up the marketing and selling plans. It took us five years to sell Coke in Delhi. All the promotional work was done by us. Americans had invested very little money."

Was it true that Coca-Cola had drained out of the country Rs. 10 crores?

Quick came the rejoinder: "The Ministry has been contradicting itself. The figure keeps changing from Rs. 6.16 crores to

Rs. 10 crores and now to Rs. 14 crores, according to Union Minister, George Fernandes. Actually, since its inception in 1950, only Rs. 8 lakhs have been taken out of the country if we take into account Coca-Cola's exports in all these years, the figures of which the Government is not revealing."

Regarding the charge that the Coca-Cola Corporation had not honoured its commitment to export part of the concentrate produced in its Faridabad plant, Mr. Singh said, "Because of the foreign exchange situation, we had given a commitment that we would export. But for the last two years we haven't been able to do so because the import licence for ingredients wasn't enough. It was a problem to meet even the local needs as all the plants were working far below capacity due to the shortage of concentrates. Why this unholy fuss over the import of ingredients for Coke when a number of other drinks, including 77, use imported ingredients?"

The politicians' favourite, 77, was being started on a wrong wicket, according to Mr. Singh. "They have done a lot of adverse publicity for themselves by saying it was 200 per cent like Coke and a substitute for it. Instead of selling on its own merit as a new product, it will all the time be unfairly compared with Coke. We learn that several lakhs have

been given to Hindustan Thompson to do advertising for 77. Marketing of 77 has become a prestige issue now."

Mr. Singh revealed that 77 was having a problem getting bottlers. He said most of the plants in Delhi are owned by Parle and Pure Drinks, who will not be bottling 77. Quite a few of the 22 Coke bottling plants, including those in Goa, Meerut and Pune, he added, have now taken the Campa franchise.

Campa is a new drink with a lemon tang brought out by Pure Drinks. It comes in an amber bottle. It has been sold in Delhi for some months and has now been launched in Bombay and Goa. Soon it will be in Calcutta, Madras and Chandigarh.

Mr. Singh claims that in Delhi it has completely knocked out the Limca market with its new flavour. Limca has been a top seller ever since Coke has been out. He felt that the sales of Campa would have been much higher had it not been for the shortage of bottles. Because of the sudden decision to oust

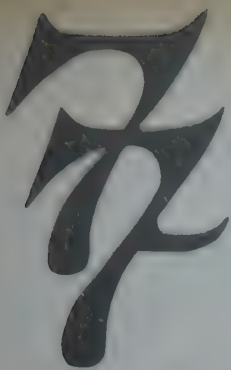
Coca-Cola, they had to launch this drink before they were ready with their bottles.

Modern Bakeries wasn't going about the right way in marketing 77, Mr. Singh felt. He said the bottlers who were approached were asked to sign a one sided contract and weren't even given time to consider it. Besides a lot of big bottlers were coming out with their own Colas. "Each soft drink plant costs Rs. 60 to Rs. 75 lakhs. Who will set it up to bottle 77? What's the guarantee that it will be a success? Some years ago, we had launched Fanta Grape in Delhi. It didn't click, although in Japan 400 million cases of this drink were being sold," he said.

Mr. Singh opined that Modern Bakeries will find it difficult to market 77. "Their kulchana project flopped although a lot of research had gone into it. Even their peanut butter was a flop."

He wondered how Modern Bakeries was planning to charge 6 paise for the concentrate when the government raised a hue and cry over Coca-Cola charging 8 p. for the concentrate and "making 400 per cent profit."

The spirit of 77 did not brook any competition from the world's most popular soft drink. Mr. Singh said Mr. Kamla Prasad, Managing Director of Modern Bakeries, had made a categorical statement that they would not bring out 77 as long as Coke was



CAN IT REPLACE COKE?

in the market. But it looks like this much publicised drink is going to have a lot of competition from experienced bottlers.

Meanwhile product testing of this much talked about beverage is in full swing. A few Bombayites had a taste of it for a few days in October. On the basis of the results of the trial run in Madras earlier, slight modifications have been made. Carbonation has been increased and it is less sweet now.

The response in Madras was exceedingly good. Mr. Kamla Prasad told the press and the representatives of the beverage industry on October 14. Dr. C. P. Natarajan, acting director of the CFTRI, who led the team which developed 77, was also present in Bombay.

With its transparent brown colour, 77 looks very much like Coca-Cola but it tastes different. It has a citrus taste and is sweet. Its formula has been evolved by the CFTRI. The flavour blend for the new drink consists of two parts. Caramel and acids lend the drink its brownish colour and various citrus oils, including lime and lemon oil and other ingredients bring out the flavour with a barky taste. The base is mixed with sugar syrup and carbonate after diluting it to a level of 10.3 per cent.

The culture brought by Coca Cola in this country has helped in formulating this drink. "The quality control is superb. The concentrate is filtered, chlorinated and filtered again. The sugar syrup is filtered thoroughly, so is carbon dioxide. The blend has been subjected to a rigorous sensory evaluation system and thoroughly tested," said Mr. Natarajan.

77 will contain caffeine like Coca-Cola but it does not have cola nut, which is available in South America and is made from the bark or leaf of a tree. Cola (kola nut), also known as Sudan coffee or guru nut, and coco extracts form just a negligible portion of the Coca-Cola drink. It is interesting to note that the nations of Sudan chew cola nuts as we chew betel nuts. The effect of Cola is also found, however, in 77 with natural flavouring and

colour, we learned from Mr. Natarajan. He said the beverage had passed all scientific tests and was not injurious to health.

As far back as 1909, the U.S. Food and Drug Administration had tried to ban the manufacture and distribution of Cola drinks. Dr. Wiley, the founder of the USA-FDA, had said the cola drink was a narcotic and a hazard because of the harmful effects of caffeine, one of the ingredients in Coke. In 1912, the Canadian government conducted a scientific study of Cola drinks and came to a similar conclusion.

A recent report of the Indian Council of Medical Research clearly states that Coca-Cola is not harmful "if taken moderately." According to the findings of the Hyderabad nutrition experts, there was no noticeable effect on health. Besides impairment of appetite by the consumption of Coca-Cola, there were no genetic or chromosomal effects either. They, however, revealed that the beverage might be injurious to those suffering from peptic ulcer or gastro-enteritis as were all carbonated beverages and tea and coffee.

The Central Food and Technological Research Institute, Mysore, which developed this soft drink at the instance of the Ministry of Industrial Development, would supply the concentrate for a year or two to Modern Bakeries. After the process of acceptability of the drink is completed, the CFTRI will gradually transfer the technology to Modern Bakeries. Its present capacity for the concentrate is 300 tonnes a year (300 million bottles). The drink, we were told, would be priced around 95 paise per bottle.

After testing in Delhi and Calcutta is over, this soft drink will be marketed in all the major cities. 77 is expected to be available in the market early next year.

While supplying the concentrate to bottling companies, preference would be given to bottlers of Coca-Cola. 77 is expected to occupy the same position which Coca-Cola has held in the beverage market, according to the Modern Bakeries' Managing Director. Bottlers of 77 will not be allowed to sell any beverage having the same taste and colour, but they can sell other beverages. Mr. Kamla Prasad said 90 applications from bottlers had been received, out of which 20 would be initially allowed to market this drink.

Regarding the marketing of the drink, Mr. Natarajan said the only problem was that no one had ever attempted to market a soft drink on the scale of Coca-Cola. But a good marketing technique and high-pressure publicity could always sell a product.

The CFTRI is right now working on many other flavour blends

such as flavoured aerated coffee and tea and an orange-based beverage.

The story of the development of an indigenous substitute for Coca-Cola goes back to 1973 when the Industry Ministry asked the CFTRI to develop a substitute for Coke. The CFTRI took two years to come out with a flavour blend that was acceptable. But the formula was literally put in cold storage for two years and it took a confrontation between the Union government and the Coca-Cola company to bring the new drink off the shelf.

By the time 77 is actually marketed next year, a lot of modifications will have been made on the basis of suggestions thrown up during product testing in the next few months.

The name of 77 was the idea of Mr. H. V. Kamath, M.P., whom the Modern Bakeries gave a reward of Rs. 10,000.

It looks like 77 will have to share the Coke market with other new beverages.

Ramesh Chauhan of Parle's, who have benefited the most out of the absence of Coke, says the industry is booming and there's a lot of excitement. He says, "The market is big. Once the dominant personality is missing, everybody is going to do fine."

All these years, a lot of small manufacturers stayed away as distribution was difficult because of Coke's monopoly.

Parle's Cola drink will be out in the market early next year. "We know enough of flavouring materials to make it exactly like Coke. We will be selling our franchise outside India. Other soft drink manufacturers will also be doing it. When Coke was in the market nobody would have bought other Cola drinks," said Mr. Chauhan.

Today, Parle, which is right on top, has both its own concentrate manufacturing plant (Parle Exports Pvt. Ltd.) and its own bottling plant in Bombay, besides 30 franchise holders in the country and seven outside. Parle Exports sells two-thirds of its output abroad, mainly to West Asia and South-East Asia. Parle had survived fairly well with the help of its Limca, which was next in popularity to Coke and Fanta. "The kind of publicity we have been doing has given it an appeal of a multi-national brand. It's 100 per cent indigenous," said Mr. Chauhan.

He conceded that Coca Cola was a good marketing company with an international brand name.

Mr. Pundole of Duke's, the largest single bottler in the country in terms of volume says, "The whole industry is agog with excitement. There's feverish activity as the sales of major bottlers have zoomed due to the

vacuum created by Coke. It is difficult to cope with the market."

He, however, added that these bottlers haven't been able to capture the entire market of Coca Cola, which was a law unto itself. In his opinion, "Whatever Coke might have done, it lent a certain aura to the industry. Only by giving quality products could we compete with the best in the world."

The soft drink industry, according to Mr. Pundole, owes much to Coke which brought in its wake strict quality control and sound marketing techniques. While many soft drink units in other cities folded up, Bombay city (the second largest market in India next to Delhi) alone stood the competition from Coke because it had the latest equipment. Duke's Cola has come into the limelight with the exit of Coke as the field is now clear for it. All this time, Mr. Pundole said, they did not push its sales. They haven't mounted their advertising campaign as they are considering bottling of 77.

About his popular drink Mangola, he said, "Since it was introduced in 1955-56, it has been a big hit."

He said the biggest gainer was Parle's Limca. Gold Spot, which was almost dying, had also been given a shot in the arm in the absence of Fanta.

Mr. Pundole felt it would have been good for 77 and the rest of the industry, if competition had been there.

Mr. Adi Mistry of Rogers says, "Since there's a vacuum at present any other company which comes out with a new drink with a distinct flavour like Coke will do well. But it would still be considered an imitation, since Coke had a certain image."

Mr. Mistry said their sales had gone up, particularly of their Orange drink and Vimto. Rogers were the pioneers in Bombay of the soft drink industry. An Englishman, Henry Rogers, started making soda water in Bombay in 1837. He paved the way for the soft drink industry to flourish. Today, among the big ones are Duke, Turf, Brandon, Premier, Pallonji and Pure Drinks.

Rogers have also been approached by Modern Bakeries to bottle 77.

Cadbury-Fry are coming out with an Apple Juice concentrate. They will be setting up a plant in Kashmir. Sometime back they had a project to market Schwepes in India but the Government refused them permission.

No one drink will be able to dominate the market like Coke did for years. There will be room for everybody to make the cool scene provided they are on their toes to give good quality products.

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and comb and tie the
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beauty

Firstly, check your health with your doctor as the general health and all the bodily functions have to be improved. Certain measures can be taken for scalp hygiene. See that you keep it clean and free of infection. Eat the right food and use a suitable shampoo.

There are various home recipes and good oils on the market to improve the colour of your hair. Hair colourant which is so much in vogue to-

in giving a quick and simple treatment which is not likely to bring about a great change. The permanent colour shampoo gives a high degree of coverage to white hair.

The most important group in hair colouring is the permanent hair colouring. It comes in several shades. They are used for colouring hair, colouring white hair, toning white hair, changing the colour of natural hair and giving a considerable lift to the colour.

Most permanents and semi-permanents contain substances which may irritate some skins. The reactions in the individual are varied. Before the application of the dye, a test run

COLOUR GOES TO YOUR HAIR

Sudha Bibra

To dye or not to dye is the question asked diffidently by many a client who has "gone grey." There seems to be a feeling in them that artificial hair colouring is something to be ashamed of.

Hair colouring has been done through the ages. It is a cos-

Hair colouring has now become a cosmetic, so if your hair shows grey, don't hesitate to try it out

metic and now cosmetic preparations have become essential. The ancient Greeks were in the habit of using salt, iron or sulphur to colour their hair. In India even today henna is used as it was three thousand years ago.

The natural pigment of the hair exists in four colours: black, brown, red and yellow. The absence of pigment means that the hair is white. There is no such thing as grey hair — the term is used a great deal, but in fact it is a misnomer. In fact what apparently is grey hair comprises white hair, fading hair, coloured hair in a mixture which seems grey viewed collectively from a distance.

Canities is the name given to the condition of white hair. As a general rule this develops with maturity. As people become older the skin becomes dry, nails brittle and there is loss of muscle tone. There is also a gradual loss of pigment in the hair, a process known as "blanching." With this lessening in the production of hair pigment, the colour becomes faded and eventually hair turns white.

Many young people have white hair intermixed with



BEFORE

coloured hair. This sometimes happens in their twenties, and it is not rare to see a person of 30 with a great deal of white in the hair. This is at times hereditary. The white usually appears at the temples and along the front hairline, spreading slowly towards the crown and back of the head as the years pass by. It is not unusual to find white hair patches in isolated areas at the front of the head. One often sees an inherent white streak running in the family.

Another cause of grey hair is malnutrition or severe illness, emotional disturbances. Anxiety, sudden shock, disturbance in the functioning of the thyroid gland and scalp condition can also be responsible. Vitamin deficiencies of the groups A, B, and D, in the diet can also cause premature white hair.

However, there are a few things which can be done to prevent the greying process.



AFTER

day does help in concealing the white. Quality products have been introduced which are safe to use and effective.

Modern colouring products fall into four groups: temporary, semi-permanent, colour shampoos and permanent.

Temporary dyes are simple formulations and are only temporary additions to the natural hair colour which wears off after shampooing.

Semi-permanents are a popular group of colouring. The pigment not only colours the outside of the hair but there is a mild degree of penetration into the cortex, therefore these have greater lasting power than the temporary dyes.

Colour shampoos can be divided into semi-permanent and permanent colour shampoos. The semi-permanent is useful

should be done 24 hours or 48 hours before the application of the hair colourant.

A small amount of the tint intended for use should be mixed in the correct strength and applied to the skin behind the ear or in the fold of the arm. If there is any inflammation, swelling, irritation or discomfort then no colouring treatment should be carried out.

Unfortunately, in India there is not a wide range of colourants. One must remember that hair dye contains some element which may be not good for the hair. So whenever you use a hair colourant, always ask your hairdresser to use a hair conditioner afterwards so that no damage is done in the long run.

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ASHA SACHDEV:

HER OOMPH IS HER HANDICAP

Vijaya Irani

If physical attributes ever were a handicap then Asha Sachdev is certainly a victim of this paradox. And you are made aware of her dissatisfaction with the pace her career is taking because of this handicap in the very first few minutes. There is none of that hypocrisy which is doled out to make things sound nice, glamorous and happy. If anything, Asha rather stresses the distance between her and the top, when you may have only wanted to find out what the life of a sexy girl in films is like, why in the case of this particular girl, her image is bigger than her filmic achievements and why she is so well-known in spite of her sketchy career in films.

Over-exposure has blurred her screen image

I mean, no one says "Asha who?" if they know anything of films. She is well-known, much-photographed, interviewed, gossiped about and, if there is any other attribute that a well-known film star possesses, then Asha has it. And then, maybe I committed a sin of omission by not seeing her currently running two films in town, "Ek hi Raasta" and "Priyatama", both doing well and projecting a good image of the actress, but then this would be just an additional attribute to Asha's professional career.

But this lapse of mine upset Asha and she said so, her argument very rightly being that I didn't know her very well and of all her films, I'd only seen "Mehbooba", the memory of which she wants to forget for the disappointment it caused her. And she wasn't as famous as Hema or Zeenat that I could come to her and interview her without seeing these two films in which she has managed to clear the existing impression about her as a dumb sex-pot, a non-actress.

But my angle was quite different, I assured her. I have met stars who have, by sheer dint of their professional expertise, shot to the top ... and I know most of their career-graphs, so that for once, I wanted no graph, no dhobi account of hits and misses, but just a nice story on Sex and the Single Star.

She is having problems all on that account. Her chief grouse: "When they talk to me about roles, they seem to

ignore my face, and it's straight sex on their mind. I know I have a sexy body, but the fact becomes a stigma when it is so much emphasised.

"And this isn't only with roles. When I first came into the industry after my Institute training, I was very naive. I happily posed for pictures, complete with low cleavage and all. And that did it. That was the wrongest step I could have ever taken to get into my career. If I ever was aware that I had an attractive figure, these photographs confirmed this feeling and I was rarin' to go, confident that I would go places. But pretty soon I found I was left with this tag of being sexy, and it kept on and on—so much that I began to resent it. It has been dinned into me so much, that it has become a phobia with me. I am just being left with an image which has brought me fame all right, but not what I came to seek.

"I have trained to become a dramatic actress; I have studied rhythm, timing, improvisation. My capabilities as an actress smoulder within me and it makes me so upset to see that not a bit of all this has been drawn out in my films. I have so much to give by way of dramatic efforts, but all I have succeeded in doing is projecting a sexy image.

"'Ek hi Raasta' is a film in which I gave of my maximum in terms of involvement in my role and concentration on my work. And it has paid off. Which shows that the roles I am offered need to be reconsidered. As for 'Priyatama', director Basu Chatterji initially told me that I was too sexy for his film. But now when you see me in the film, you'll see the change in my image. When I saw it at a public show, I heard people asking who the sari clad girl with the specs was."

What is Asha like personally? Very warm, very much a home-bird, with a flair for cooking and very fond of being with her mother. But try telling people this and they'll raise their eyebrows. What can a sexpot be doing in a kitchen, and pursuing serious hobbies and engaging in interesting debates on psychology and other highbrow subjects with friends like Shabana, etc.? But this is the real Asha, unhappy with her bad start in films, but ever hopeful and ever ready to throw herself into roles if given good ones. And then to the people she loves, she is one big, endless fountain of affection, which grows with the passing time.

Photograph: D. R. Yadav



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true confession

I cannot speak. There are so many things I want to say, but they cannot be said. Tears well up in my eyes and flow soundlessly down my cheeks. I still cannot adjust to the fact that I will never see Manjari again.

The prison walls are cold and with a sense of futility I wait my doom. How I got here is a long story of greed and guilt, of hate and horror, of desire and destiny.

When I met Narang I was a beautiful woman, tall and statuesque with cheeks like rose petals. So many times in the day, I used to run my hands over them and pray to God that their beauty would never fade. Narang was a handsome young Army officer home on leave. I met him at a party hosted by his brother who worked in the same office as my father.

He arrived late and walked into the crowded drawing room of our host Virender, conscious of his trim appearance. Virender gestured towards me and said, "Narang, you haven't met Padmaja have you?" He walked towards us with long strides and stared at me unabashed. "It seems to me, I've seen you somewhere before." I laughed outright. Many people said the same thing when they saw me. There was a vague feeling of familiarity at the back of their minds, but they couldn't for the life of them put their finger on it.

"In your dreams maybe?" teased Virender with a laugh. Then he wandered away discreetly, leaving us to ourselves. Though neither my father nor Virender had broached the subject directly, I knew there was a sort of understanding between them that an alliance would be welcome between the two families. I had heard my parents discuss Narang between themselves stealthily when they thought I was not listening. I could see they were impressed by him.

My family is neither modern jet-set nor medieval tradition-bound. In fact, I had been brought up with a foot in each culture, so that I never quite knew what to do. As young girls neither my sister nor I were allowed to date or bring boys home. We knew a few fellows casually in college but that was about all. Marriage was a very different business altogether.

I didn't think my marriage would be arranged in the conventional sense by matching horoscopes and picking up candidates from eligible young men suggested by aunts and grandmothers. My parents were a bit too modern for that. Yet they were not progressive enough to go the whole hog and give us the freedom which a sexually permissive society allows. When I saw Narang at Virender's party, I knew what they intended to do. They planned to throw us together and let nature do the rest.

"Yes," said Narang, "you're easily the most beautiful girl at this party, which is not saying much because there are only about eight women here, out of whom one is Virender's dumpy wife, the second your mother and the third my grandmother."

I laughed. I liked his outrightness.

"Now tell me," he asked, "where have I seen you before?"

"You haven't seen me before," I said. "You have seen my photograph on a certain brand of popular soap. I appear on each packet as well as in the advertisements."

"Oh, a model!" he exclaimed.

"You can say that," I said, "though I don't make a habit of it. It is not my profession you understand, just a pastime."

"Till you get married, eh?"

He stared straight at me when he said this. I wondered whether Virender had briefed him about me before hand and told him to pay special court to me as a marriage was about to be arranged between us.

Virender burst in on us at this juncture and asked, "Don't you two want anything to

*I thought our daughter would
bring my husband closer
to me. But his
baseless suspicion has
ruined me*

eat? Or are you fulfilled just staring at each other?" I blushed a deep pink and was terribly embarrassed because my fair, translucent skin showed up emotions so nakedly. Narang just laughed and pulled me and, with his brother, took me to a table where a sumptuous spread had been laid out. A plate was pushed into my hand and I began to heap food on it automatically.

"Come out on the veranda," he said softly. "It is so still here." My heart beat faster. I was seized by a sudden and convulsive panic. The plate shook in my hand.

"Padmaja," he said. "I believe you're afraid of me."

"No," I lied. "It's just that I'm unused to being alone in the company of a man."

He took my elbow and guided me gently to the veranda adorned with a few potted plants. It was still outside and not a leaf stirred.

"How old are you Padmaja?" he asked.

"Nineteen," I said. "I finish college this year."

"Then you're old enough to understand," he said.

OUR CHILD BROKE UP OUR MARRIAGE



"Understand what?" I asked.

He didn't speak for a while. His face was a profile in the darkness and my food had gone cold.

"I can't marry you," he said. My heart felt numb.

"It's nothing to do with you personally," he said, "so you must not feel depressed. It is my own failing which keeps me away from marriage. You see, I was a prisoner of war. I don't know what they did to me but as a result of this, I can never sire a child."

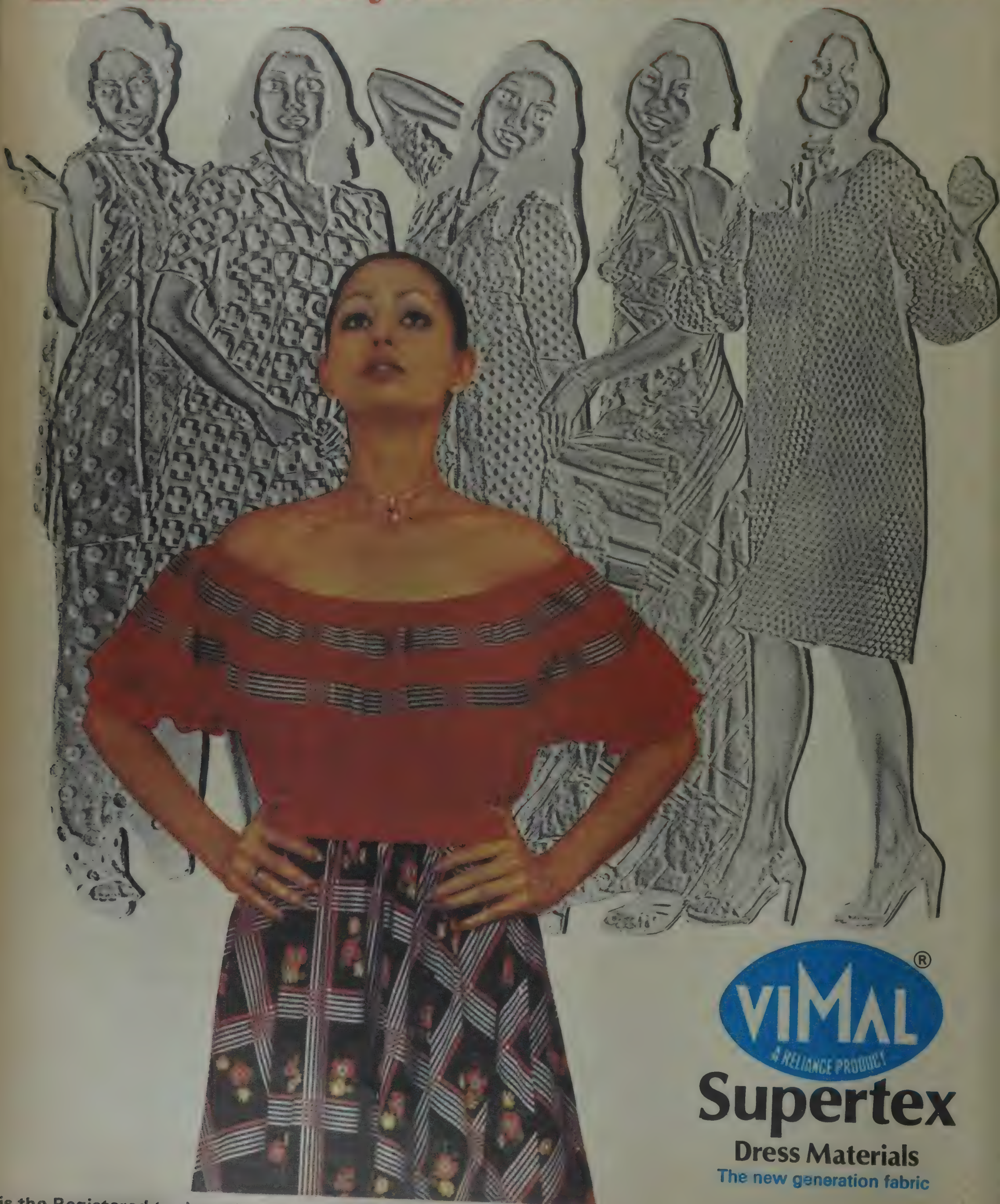
The gravity of his statement didn't strike me right then. It was only afterwards in the stillness of my bedroom at home, when the others had gone to sleep that his words came back to me in all their significance. I felt so sorry I cried. The tears seeped into my pillow and I saw his handsome face swimming before my eyes. The debonair stance he affected to gloss over his failing. I had fallen in love with him at first sight.

For the next few days I couldn't eat. I lost all desire for food. I just wanted to see him again. I hadn't told my parents about Narang's confession to me on the night of the party. They only knew that he had refused to marry me. It took them by surprise. They hadn't anticipated any difficulty in finding a husband for me. "Maybe he didn't relish the idea of your being a model," hinted my father. "Anyway we'll have to look elsewhere now. But Narang was such a perfect boy." I didn't say anything.

I got married two years later to a chemical engineer working in a pharmaceutical laboratory in Bombay. His name was Vinay and though he wasn't as handsome and dashing as Narang, he gave me everything a woman wants in life. A fine house, physical comforts, a full sex life and an overwhelming amount of love. We were happy in our little oasis of conjugal bliss and the woes of the world seemed to touch us not at all.

Then Narang was plummeted back into my life. He came one day in the middle of the afternoon when Vinay was in the office. I opened the door and just stood staring at him

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surprise. The old fascination hadn't yet worn off.

"How are you Padmaja?" he asked.
"I'm fine," I replied. "And you?"

"The same," he said, "but a little older than when you saw me last." I made coffee for him and when Vinay came back we were talking it and chatting about Virender and my father and old times. We didn't see him later and he must have stood awhile watching us. Then he said, "Aren't you going to include me in your companionable tête à tête?" Narang rose at once and extended his hand to Vinay.

"Hello," he said. "I'm Narang. An old friend of your wife's."

"I can see that," replied Vinay. He turned abruptly from us and went inside to change. I didn't sense anything untoward because I'm insensitive to changes of mood and tension in the air. I suppose some people are guilt like that.

I rose from my chair and said, "I better make some coffee for Vinay."

Narang rose too. "I better go," he said. "It's getting late."

"Where are you staying?"

"In the Army mess," he replied. Then with a bow and a smile, he was gone.

I was surprised he hadn't even waited for Vinay to come out of the bedroom before making his leave. "Has he gone?" asked Vinay coming into the hall in his snowy white pyjama and kurta, which was his manner of dressing at home.

"He's left," I said, still staring at the open door.

"Well, bestir yourself and make me some coffee. I'm parched."

Narang came over quite often, but always when Vinay was away in the office. Perpetually in impersonal Army messes, Narang missed home cooking sorely and was ever eager for a meal cooked by me.

You will never understand what I mean when I say a platonic relationship grew up between us that was free from any overtones of sex or lust. We were calm and quiet sometimes, intensely argumentative at other times, but the bond between us grew stronger. When there is no fear of sex raising its ugly head in an illicit affair, a different sort of relief settles round you. If Narang was a woman I would have felt the same way. The tragedy was that Vinay didn't see things in the same dispassionate light. There was one failing in my husband. He was jealously possessive of me and could brook no rivals. I suppose that is the predicament of all men with beautiful wives. They have at the back of their minds a nagging suspicion that the wife might prove unfaithful.

One evening Vinay came back with a face that looked like thunder. I wondered what was wrong. I tried to be as solicitous as I could, bringing his coffee right into the bedroom and keeping his slippers beside his favourite chair.

"So you're trying to cover up the guilt, are you?" he asked.

"I don't know what you're talking about," I said nonplussed.

"The whole town is blabbing to high heaven and you claim there is nothing in it," he roared angrily.

"If you tell me what's eating you," I said. "I may be able to explain."

"You and Narang have a glorious affair going, don't you?" he sneered.

"You don't know his story at all," I said. "If you did, you wouldn't talk like that."

"I know everything," he declared. "I've been doing some detective work on my own. Wasn't he the boy you turned down five years back?"

I felt as if I had been slapped.

"Who told you that?" I asked, "as a matter of fact it was he who turned me down."

"Don't expect me to believe that," he snapped. "Your father has told me everything." I drew in my breath. To save face they had twisted things round to their own advantage. They didn't want their daughter to bear the slight of being rejected.

"Why did you reject him?" he asked. "And what is it that makes you so anxious to prance around him now? It was disgusting the way you've been behaving, having him here almost every other day in my absence."

"There's nothing between us," I cried. "I can swear to that." "Oh yes, there is, don't lie to me."

When I became pregnant, I thought Vinay would be happy. We had wanted a child for years and now at last our dream was coming true. There was a chance of reconciliation. Perhaps our marriage would be knit into a closer bond.

The birth of our daughter Manjari had in fact the opposite effect. Vinay didn't come to the hospital to see the new born child at all. Two days later Narang came to find me in tears. I told him what had happened. He said he would go and have a talk with Vinay and if necessary confess his own shortcoming.

I waited for days but neither Vinay nor Narang turned up. Everyday my parents visited me and found me red eyed with weeping. I was disconsolate.

I went home with my parents. They were strangely silent. I wanted to scream. "Where is Vinay?" I asked. They told me he had gone out of station for a while and would be back shortly. When the divorce papers came it was a shock. I blacked out while reading the notice couched in impersonal legal terms. It alleged that the child wasn't his and accused me of adultery, in no uncertain terms.

I knew my innocence would be proved in a court of law, the moment a medical examination confirmed Narang's condition. But I knew things would never be the same between Vinay and me ever again. Something had fled from our marriage which ought to have been built on trust and love. What sort of future was I offering my child? What kind of insane world had I brought her into and for what purpose?

When Narang was killed in action at the front, my last hope died. The more I pondered, the bleaker the future looked. One night I lay down in bed, after dousing it with kerosene and I set fire to the sheets, but when the flames touched me, I screamed. It was like nothing I had ever experienced before. I had placed my child Manjari beside me, so that both of us would escape the fate of endless suffering in this inhuman world. She escaped it. I am still suffering.

My scream, brought them running and they broke open the door. They smothered me with blankets and put out the fire but Manjari died. I hovered between life and death in hospital. Then I came through the ordeal, my face marred for life. The kerosene on the sheets established beyond doubt that the fire was not accidental.

Now I am in a prison cell awaiting trial for the murder of my child. I hope I get the death penalty because I have no desire to live. If I get life imprisonment I will be scarred for ever with self-torment much worse than the flames that scorched me and claimed Manjari's life.

this week for you



K. H. Shroff

For Nov. 5th to Nov. 11th.



ARIES (March 21 — April 19)
Embark on new ventures. Your ruler Mars is favourable to your Sun. Sports, speculative games and matters of head and heart are energised. Favourable days: 6—9.



TAURUS (April 20 — May 21)
Take your time to assess vocation and family relation matters. Next week is very helpful. Favourable days: 6—7.



GEMINI (May 22 — June 21)
You are invited to important social functions. Artists find encouragement. Push yourself. Favourable days: 8—9.



CANCER (June 22 — July 22)
You find financial encouragement. Unconventional attachments on emotional plane. Domestic area ideal. Favourable days: 7 — 11.



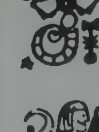
LEO (July 23 — Aug. 23) Mars enters your sign and good follows. You gain confidence as obstruction by Saturn is removed. Favourable days: 5 — 9.



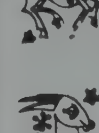
VIRGO (Aug. 24 — Sept. 22) You can look forward to success in finance, companionship and good social contacts. Favourable days: 7 — 11.



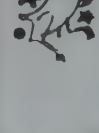
LIBRA (Sept. 23 — Oct. 22) Venus brings vigour, luck and success in romance. If married, good fortune and birth of a child. Favourable days: All days.



SCORPIO (Oct. 23 — Nov. 22) Confide in a tried friend. But rely on yourself. Jupiter favours your Sun. Favourable days: 6-11.



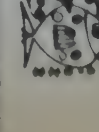
SAGITTARIUS (Nov. 23 — Dec. 21) Opportunity for promotion and success. Travelling and outdoor activities bring valuable contacts; romance enters your life. Favourable days: 5 — 9.



CAPRICORN (Dec. 22 — Jan. 19) Your ruling planet Saturn is moving in your favour. This augurs the beginning of durable success in life. Favourable days: 7 — 9.



AQUARIUS (Jan. 20 — Feb. 19) Avoid people who try to impose and dictate. Artists and intellectuals get success, but make no snap decisions. Favourable days: 8 — 9.



PISCES (Feb. 20 — March 20) Strength and zeal help mental and emotional sides to be in harmony. Domestic felicity. Favourable days: All days.

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PRATIBHA-15

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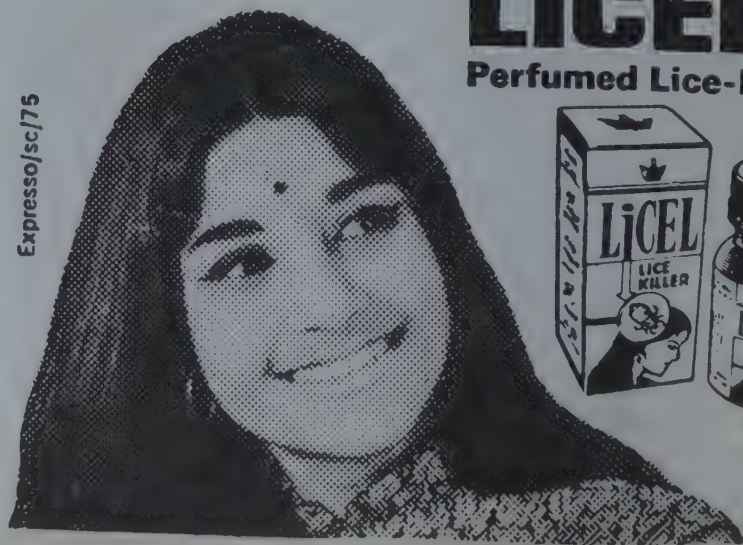
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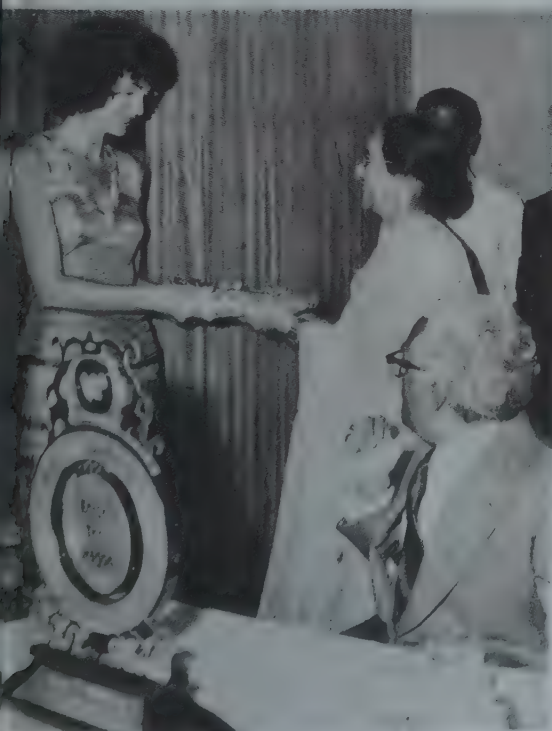
people and events



At a cocktail party hosted by Hotel Oberoi-Sheraton in honour of "Destination South India" group in Bombay, are (from left) Caroline Chester, Mr. Trevor Turner (Air India, U. K.), OSH General Manager, Mr. Azhar Siddiqi and Mrs. S. Jagannathan, Director of Tourism, Govt. Of India.



ABOVE: Mr. Morarji Desai gets the first blood donation flag from Mrs. R. K. Saboo and Mrs. Saroop Krishen, members of the Indian Society of Blood Transfusion & Immunohaematology, at Chandigarh, on Blood Donation Day.



Mrs. Bishendas, wife of the proprietor of Galaxy Theatre, Bangalore, presents a memento to Mrs. John Saxon at the Golden Jubilee week celebrations of "Enter the Dragon" at Galaxy theatre. Mr. Bishendas is seated at right.

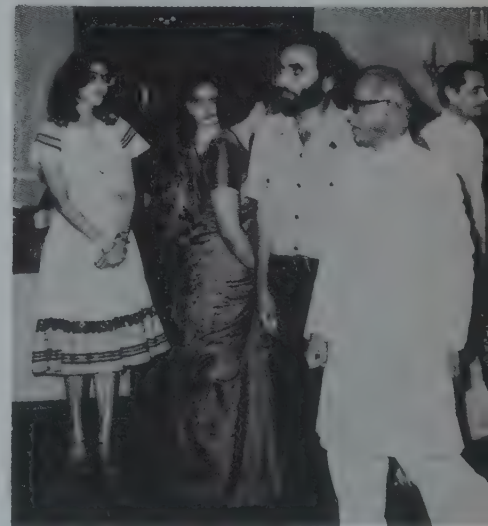
RIGHT: Mrs. Parveen Gyara, president of the Akhil Hind Mahila Parishad, Surat, felicitating Mrs. Chandaben Bhaidas (sitting next to the speaker) on her donation of Rs. 41,000 to the Chandaben Bhaidas women's hostel. Others are (from left) Mrs. Rasila Dalal, president of the Stree Mandal, Bombay, Mrs. Kusumben Shah, Mr. Popatbhai Vyas, Home Minister, Gujarat, Mr. Bharatia, Mayor of Surat, and Mr. Popawala.



ABOVE: Seen with participants of the variety entertainment programme organised by the Railway Women's Club, Badhwar Park, Bombay, from left to right are Mr. M. G. Punoose, G. M. Western Rly., and Mr. P. R. Pusalkar, G. M., Central Rly. Standing at left of Mr. Pusalkar is Mrs. Nirmal Roy, president, Railway Women's Club.

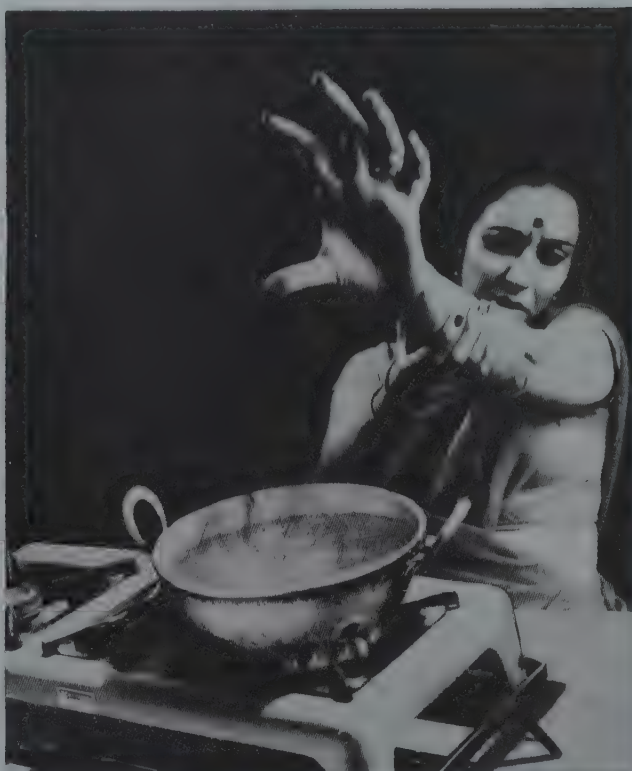


Mrs. Shalini Patil, (ext. right), inaugurated an exhibition of ceramics in Bombay. Seen with her are Mrs. Thrity Taleyarkhan, chairman, Shilpi Kendra, and Mrs. T. Desai, manager, Shilpi Kendra.



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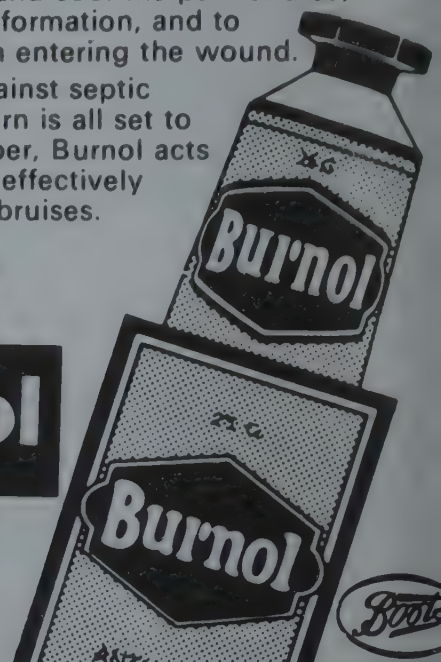
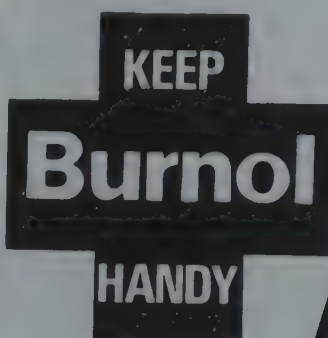
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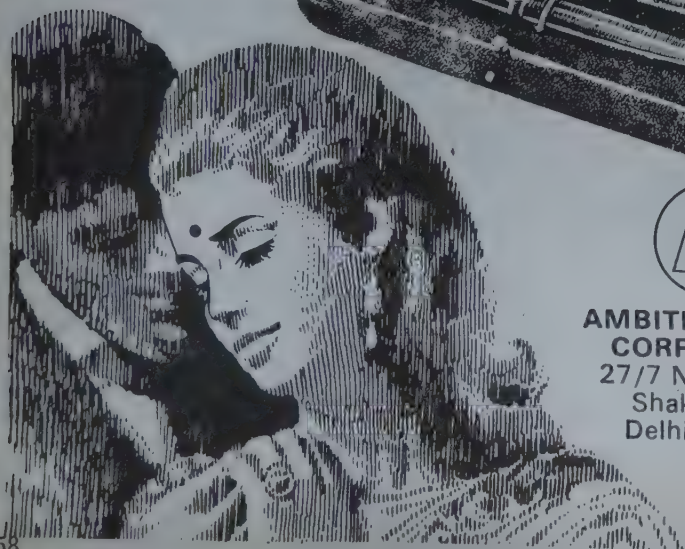
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bombay

The Bharatiya Music & Arts Society has completed 25 years in the field of fine arts and is celebrating its Silver Jubilee in an ambitious way.

The chairman of the Festival Committee, Mr. M. Subramaniam, Secretary in the Finance Ministry of the Government of Maharashtra, commended the efforts of the society in enriching the cultural scene of Bombay and bringing to the forefront our rich heritage and traditions in the field of fine arts.

The Silver Jubilee Celebrations will last from November 18 to 27. Mr. M. G. Ramachandran, Chief Minister of Tamil Nadu, has been invited to inaugurate the Festival. Sri Semmangudi Srinivasa Iyer, the doyen and the oldest living exponent of classical Carnatic music, will give a vocal recital.

Mrs. Kamala will give a Bharata Natyam recital and Sanjukta Panigrahi has been invited for an Odissi dance recital, with musical accompaniment by her husband Raghunath Panigrahi.

Cho Ramaswamy will present three hilarious plays including his latest hit "Vande Matharam".

The grand finale of the festival will be a Bharata Natyam and Mohini Attam recital by Hema Malini.

In 1971 the Rotary Club of Bombay constituted a legal service committee comprising leading members of the legal profession, who are also members of the Rotary Club of Bombay. During the several years of its existence, the Committee has rendered free legal advice to a large number of deserving persons every year. Legal aid has been given in the past to widows of workmen killed in motor accidents, ex-employees of organisations alleging victimisation, harassed tenants and blind persons.

Any deserving person requiring legal advice may approach the Rotary Club of Bombay at its office at Indian Red Cross Building, 2nd Floor, 141, Shahid Bhagat Singh Road, Bombay 400 023, and fill in the necessary application form. This form with all the details should be submitted at the Rotary Club's office or to the present chairman of the Legal Service Committee, Mr. D. B. Engineer at M/s. Crawford Bayley & Company, State Bank Building, Bank Street, Bombay 400 023.

The Dental Health Month, organised by the Council on Dental Health of the Indian Dental Association, was inaugurated in Bombay by the Chief Minister Vasantrao Patil. Dr. Keki M. Mistri, chairman, Council on Dental Health, in his welcome address, stressed the need for educating the public on dental health problems and their prevention.

The inaugural sessions comprised a gigantic on-the-spot painting contest attended by over 6,800 school children, a well-organised dental health exhibition, dental health film shows and free dental check ups for the public. Seminars on dental health problems and on oral cancer were held and were very largely attended. A dental health play "Shamu Wakes Up" was also staged by school children.

delhi

Hotel Oberoi Inter Continental is organising a sensational car rally — The Oberoi Treasure Chase — in Delhi on November 6, 1977, under the auspices of the Northern India Motor Sports Club.

The first of its kind in Delhi, this car rally promises to draw both competitors and spectators in generous numbers. Hotel Oberoi Inter Continental is offering fabulous prizes which include a silver trophy, silver cups and a weekend stay at the Oberoi Hotels for the winners. Leading companies and airlines will support the car rally by putting up banners en route and donating gifts to the participants.

Mr. Dinesh Singh, M. P. a well-known lover of cars and sports, will inaugurate the event. The treasure chase will terminate at the farm of Mr. M. S. Oberoi, Chairman, East India Hotels Limited, where the first car will be flagged in by the Chairman.

madras

Monday (Charity) Club's New Wing "Vishranti" is meant to be a haven for destitute old people who have nowhere to go.

The club hopes to provide them with recreation, mild work therapy like gardening, charkhas, leaf stitching, candle making, etc. It will give them periodical medical checkups and medical care.

It plans to start the home in a rented house with about 15 old women. The international organisation "The Helpline" has promised to sponsor the project.

surat

Once again the credit of giving the first working women's hostel in South Gujarat goes to Mrs. Chandaben Bhaidas, the well-known philanthropist and social worker of Bombay. Prime Minister Morarji Desai recently inaugurated the Shrimati Chandaben Bhaidas Working Women's Hostel at Surat, for which Chandaben donated a sum of Rs. 41,000.

Only last year the Shri Bhaidas Maganlal Charity Trust, a trust

founded by Mrs. Chandaben in memory of Mr. Bhaidas, gave a munificent donation of Rs. 5,00,000 to the Surat Municipal Corporation for the first cancer hospital in South Gujarat.

Even at the age of 77, Chandaben is an active social worker. She is the president of Stree Mandal and Shri Kot Hindu Hindu Stree Mandal.

simla

The seventh annual Meena Kumari Memorial All India Dramatic Competition of one-act plays in English, Hindi and Punjabi and the 17th annual K. L. Saigal Memorial All India light song competition will be organised by the All India Artistes Association Simla, at Chandigarh from December 18, 1977. The competition is open for the staff and students of colleges, universities and amateur dramatic troupes of the country. The last date of entry is December, 6, 1977. Participants are eligible to train fare concession.

bangalore

At a glittering get-together, Galaxy Theatre celebrated the Golden Jubilee week of the film "Enter the Dragon".

John Saxon, one of the actors of the film attended the function with Mrs. Saxon. Speeches were made by Mr. B. N. Nadkarni (of Warner Bros.), Mr. Saxon and Mr. Bishendas (proprietor of Galaxy). Mr. Bishendas received a trophy for the theatre's all-time box-office record for any foreign motion picture shown anywhere in India.

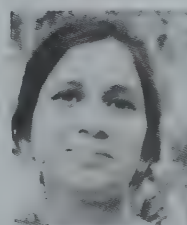
Deepti Diwakar, disciple of Mrs. and Mr. U. S. Krishna Rao, presented a Bharata Natyam recital on the occasion of the birthday celebrations of her illustrious grandfather, Mr. R. R. Diwakar at Bal Bhavan.

hyderabad

At the annual Inter-House Dramatic competitions of St. Ann's High School Dinaz Parakh was judged the best actress in the role of M. Jourdan, the miser in Moliere's "The Would-be Gentleman".

The Doyens International conducted a one-day seminar on the Prevention of Blindness at the Nagarjuna Hotel. It was attended by several eminent eye surgeons and members of the eye bank. Two or three blind persons spoke about the problems of the blind and asked the public to be sympathetic and help them.

world of eve



ESTHER DAVID

With the departure of Esther David from Ahmedabad to Israel, the art world

of Ahmedabad has lost an able sculptress and the women of the Shahpur slums have lost their guide and friend. It was she who brought out their hidden talents in making clay toys, rag dolls, masks, clay baskets, paintings and wall hangings, and paid for them. These were later purchased by Gurjari, a shop dealing with handicrafts, and sold to tourists. She had 30 students.

She was a teacher in the School of Architecture in Ahmedabad for five years. She had her work exhibited in Bombay a few years ago and in Ahmedabad in 1976:

She used to contribute English poems to the PEN magazine. She is a keen observer of wild life and an expert in doing intricate carvings of wood.

Thirty-year-old Esther was instrumental in forming the Self Employed Women's Association (SEWA) in Ahmedabad along with Magsaysay Award winner Mrs. Ela Bhatt.



GITANJALI RAO

A member of a wild life conservation society in Delhi, Gitanjali Rao gets mongrel

dogs licensed to avoid their destruction. She owns one such herself. A self-taught painter, her works range from immaculate Khajuraho figures, to Gauguin style colours, to modern Dali compositions. Gita has worked for a spell as sub-editor of a leading English publication.

A book on rug-making by an English author made her take it up. With a loom made from an improvised bed frame Gita works with balls of twine, wool shuttles and beaters. She works on two looms at a time. In a year, Gita hopes to establish a full-fledged weaving centre for the poor. Right now she finds rug-making a creative activity which has a lot of "technical rhythm" in it.

An ex-Elphinstonian from Bombay, Gita has worked in creches and tended sick animals. Her favourite authors are Ivan Illich and J. Krishna moorthy.

hi ya honey!

I am still married,
because I belong to
a religion that
prohibits divorce

By the wife of an Alves
called Johnnie!

People talk a lot about the test of love, I have read books and I feel a test is possible only before marriage. After marriage almost every husband will fail. I believe the real test would be living a month with this apology of a husband I took for worse. And to think I have survived for 30 years! I must be a prize martyr. How could I have made such a colossal mistake? My consolation, of course, is the fact that this marriage has made at least one person happy — him.

Oh yes, I've been to a great many advisory eggheads and they have all advocated patience. One even told me, "Take courage, it won't last for ever." That was 20 years ago. Today, he looks as if he'll go on for ever. Imagine a man who seems to be pretty good in Public Relations in office and knows as much of PR in the home as a cockroach on a fresh piece of cheese in broad daylight.

Everything in this house is his, and what is mine is also his, except when it has to be repaired or replaced. You should see how he goes about when it comes to his car. Not much to look at, and he won't sell it, because the only offer he's got is to purchase it by weight. The way he wipes it, shines it and drives it, one would think it's a Jaguar XL12. When it runs, everything about it makes a noise except the horn. And yet all our fights recently were on the subject of closing the car door. He

has given me long lectures, elaborate demonstrations on how to shut the door but the twirp does not realise that with a bag of vegetables in one hand and a large, fully ripe papaya in the other, one has to be an acrobat to shut the door, "the way one puts a safety pin on a baby's bottom..." slowly and carefully.

The other day when I enquired as to who had wedged the kitchen window with my recipe book, he replied with the sheepish grin of a six-year-old caught red handed stealing tarts that the book was doing far more good at the window than it was doing to his sto-

mach. Then he laughed, hoping I would join him, in what the twirp thought was wit.

Honey, he's been like this ever since I married him. He guards his property with bared fangs but has no respect for mine. I'll never forget our first quarrel when we were on our honeymoon. When I woke up one morning I found my bottle of cold cream almost empty and discovered that he had used it in the night to grease the creaking bed!

And he is so petty about the cash I spend, but when it comes to whisky, "What's ten bucks ex-

tra? "If I hate to drink, I'd better drink good stuff. It's good economics." I agree, but I cannot understand the fuss he made the day we returned from our holiday in Khandala. We were at the V. T. station and I said, "Give me ten naye paise. I wish to visit the toilet." He raised his hands to high heaven and said, "I cannot understand why you didn't use the toilet in the train when it was free."

Of course, he is a bit of a diplomat when he finds it useful to him. The other day he bought a beautiful stainless steel rocking chair with foam cushions. I was a bit sore, because just a few days earlier, the Heavens came down when I asked him to buy a water-filter. So I said, "Why the expensive rocking chair?" He smiled and said, "You work all day and you need rest." I liked him for that, but as it turned out, I do

work all day and in the evenings, but it's impossible to get his carcass out of that chair, even to get himself a cold soda.

I remember the days when he was courting me. "Nothing is too good for you, Babsy," he used to say. Now he says things are too good for me. And his temper! The other day he left in a huff because Junior had asked him for Rs. 10 for a class picnic.

We had a stormy scene that night which only responsibility for five grown-up children gave me the strength to endure.

Until next time then!

HUSBANDS IN A HUFF

THE IMAGE OF WOMEN IN INDIAN CINEMA

- According to a veteran film historian and critic, when they are good, they're made far too good and when they are bad, they're made horrid.

- A report from Ahmedabad gives details of a recent study conducted by a women's group there on the portrayal of women in Hindi and Gujarati films.

PERMANENT CONTACT LENSES

A noted contact lens specialist discusses in detail the use of the new "extended wear lenses."

ANIMAL WELFARE

- A call for a renewed awareness about endangered species and more humane treatment of domestic animals.

- Responses of children to animals in art.

Eve's Weekly

ISSUE OF NOVEMBER 12, 1977

next
week



Blooming
under
all the suns

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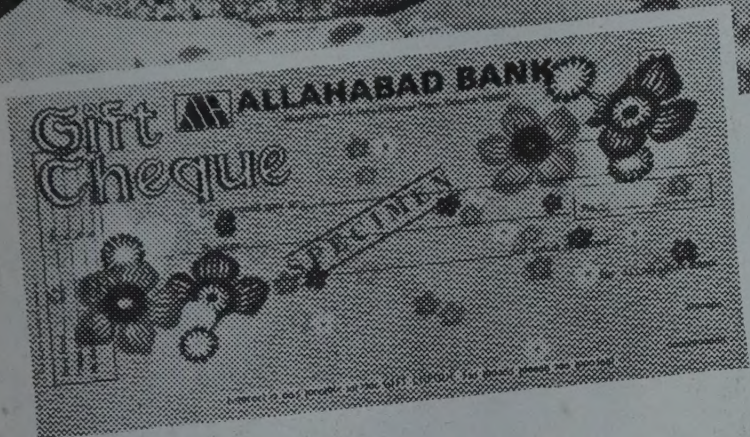
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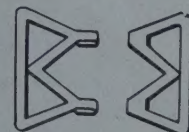
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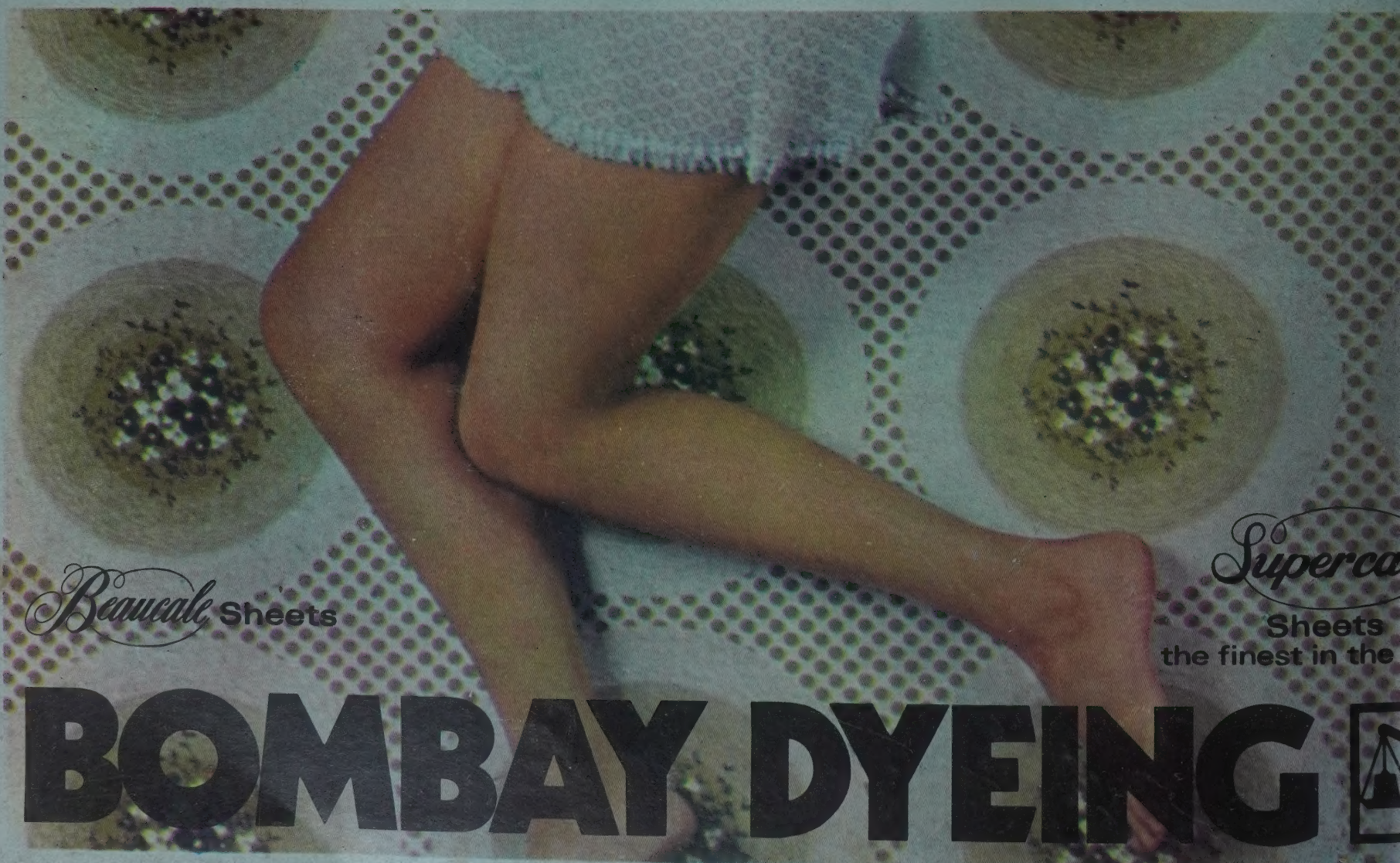
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