

# SHANKAR'S WEEKLY

Odeon Building, Connaught Place,  
P.O. Box No. 218, New Delhi.

Dear Doctor Krishnan,

Shankar's Weekly has now completed its fifth year of publication. In these years I have been attempting to produce a type of journal which is, perhaps unique in the country - a journal entirely devoted to humorous drawings and writings in its presentation of events and personalities, without in the least identifying itself with any party or person. It is gratifying that the Weekly has become very popular and has earned the goodwill of people all over the country. It is gradually developing itself into an essential institution.

The Weekly has undertaken to conduct every year an international CHILDREN'S COMPETITION and publish a Children's Number which has gained world wide recognition. The 1952 Children's Number which is recently out, is produced out of over 13,000 entries from children of 36 nations of the world. The Weekly has also been trying its best to encourage cartoon drawings and humorous writings in India, and I feel the result is most encouraging.

Inspite of all its popularity I feel there is scope for further improvement in its contents and get-up; and I am sure improvements can be made with your co-operation and goodwill. I am approaching you with the request to become a direct Annual Subscriber to the journal and persuade your friends to do the same. It is also possible to order a five-year subscription at a reduced rate, paying Rs.100 only.

Yours sincerely,

SHANKAR