

June 4, 1954

Mr N.K.Goswami  
Advertisement in charge  
HINDUSTAN STANDARD  
Qutab road  
Ramnagar  
New Delhi 1

Dear Sir,

I am sorry for the delay in replying to your letter. I consulted the relevant department and I am told that from among the approved list of newspapers only a few are being selected for advertisement in order to economize on the advertisement expenses. I have, however, drawn the attention of the department to your letter and to the wide area covered by your paper.

Yours faithfully

Tel. "HINDUSTAN" New Delhi  
Post Box 71, New Delhi

Phones : { 4 5 1 8 1  
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# Hindusthan Standard

'A NATIONALIST ENGLISH DAILY

Proprietors :—ANANDA BAZAR PATRIKA, LTD.

HINDUSTHAN STANDARD BUILDINGS,  
QUTAB ROAD, RAMNAGAR  
NEW DELHI—1

Ref. Advt/GI/54

Dated..... May 24, 1954.

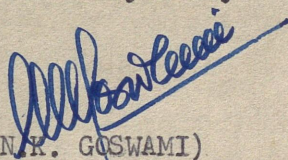
Dr. K.S. Krishnan, F.R.S.,  
Director  
National Physical Laboratory  
Hillside Road  
NEW DELHI.

Dear Sir,

We did not have the pleasure of a reply from your  
goodselves to ours of the 11th May 1954 regarding  
inclusion of HINDUSTHAN STANDARD in your media list  
and hope to get your early favour now.

Assuring you of our best attention and cooperation  
at all times,

Yours very truly



(N.R. GOSWAMI)

ADVERTISEMENT-IN-CHARGE.

# Hindusthan Standard

A NATIONALIST ENGLISH DAILY

PROPRIETORS :—ANANDA BAZAR PATRIKA, LTD.

HINDUSTHAN STANDARD BUILDINGS,  
OUTAB ROAD, RAMNAGAR,  
NEW DELHI-1.

May 11, 1954.

REF. Advt/GI/54

12 MAY 1954

Dr. K.S. Krishnan, F.R.S.,  
Director,  
National Physical Laboratory  
Hillside Road  
NEW DELHI.

Dear Sir,

We are watching with interest that your advertisements are being published in all local newspapers here except HINDUSTHAN STANDARD though its name also exists on the approved media list, supplied to you by the Council of Scientific & Industrial Research, New Delhi.

We are sending you, under separate cover, a copy of the Delhi edition of HINDUSTHAN STANDARD, which is being published simultaneously from alongwith its Calcutta counter-part and hope that you would surely appreciate its media and news value.

The Calcutta edition of HINDUSTHAN STANDARD is an old established and well known daily serving the nation's cause for the last 18 years and its Delhi edition, since its publication, about three years back, has already made its mark throughout the whole of Northern India with its rapidly growing circulation and popularity. At present the Delhi edition is the second best English newspaper of the Capital.

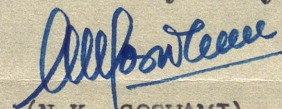
HINDUSTHAN STANDARD covers the whole area of West Bengal, Assam, Manipur, Bihar, Orrissa, Uttar Pradesh, Vindhya Pradesh, Madhya Pradesh, Madhya - Bharat, Rajasthan, Ajmer, Delhi, Punjab, PEPSU, Himachal Pradesh, Jammu and Kashmir, Saurashtra and part of Hyderabad, Bombay, Madras, Andhra and Travancore Cochin.

We would assure you that HINDUSTHAN STANDARD with its wide coverage and distinguished readership, is one of the top class leading English dailies of India which gives you a better publicity at a lesser cost than any other newspaper of the same standing.

In view of the above facts, now, we do hope that you will be able to release us all your future advertisements.

Awaiting your early favour and assuring you of our best attention and cooperation at all times,

Yours very truly



(N.K. GOSWAMI)

ADVERTISEMENT-IN-CHARGE.