

# Kitab Mahal

S.N. AGARWALA  
MANAGING DIRECTOR

CYRIL MODAK  
LITERARY DIRECTOR

REPRESENTATIVES AT BOMBAY,  
CALCUTTA, LAHORE,  
MADRAS, LONDON  
& NEW YORK.

PUBLISHERS OF HIGH CLASS & TOPICAL LITERATURE, INDIAN EDITIONS  
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CABLES:  
KITABMAHAL  
CHDWK ALLAHABAD  
(INDIA)

56-A, ZERO ROAD, ALLAHABAD (INDIA)

26th Feb. 1946.

His Excellency Nicholas D. Roerich,  
P.O. Nagar,  
Dist. Kulu, Punjab.

Your Excellency,

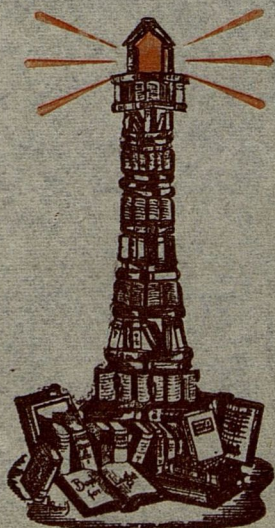
We are writing to inform Your Excellency that our numerous readers are anxious to read Your Excellency's writings in book-form.

Under a separate registered cover we are sending you a copy of our latest book "Gandhi World Citizen" to show Your Excellency that if we are given an opportunity of publishing Your Excellency's works we shall maintain a high standard of get-up and printing.

Surely, it will be an honour to our publishing house to enlist your name among our authors, and spread your gospel of universal fellowship of men.

We are,  
Your Excellency's sincere admirers,  
for Kitab Mahal, Publishers,

*S.N. Agarwal*  
Managing Director.



# KITAB MAHAL

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CABLES:  
KITABMAHAL  
CHOWK ALLAHABAD  
(INDIA)

56-A, ZERO ROAD, ALLAHABAD (INDIA)

14th March 1946.

His Excellency Nicholas Roerich  
Pax Per Culture,  
Naggar, Kulu,  
Punjab (India).

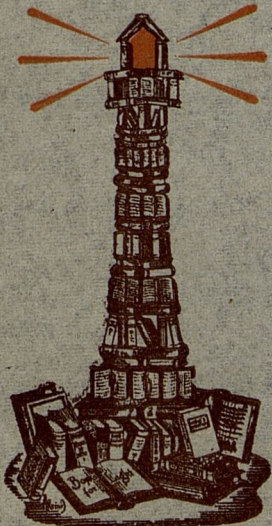
Your Excellency,

We are grateful to receive your excellency's  
letter dated 4th March 1946, which could not be replied  
as the undersigned had gone to Calcutta.

We had thought of getting an illustrated  
edition of a 10/- to 15/- Rupees book of Universal  
interest, but we shall be satisfied with whatever  
your excellency choose for us in the first instance.  
We shall make best efforts to bring out the book as  
beautifully as we can. We offer 15% royalty on first  
class manuscript which we trust your excellency will  
accept. We shall anxiously wait to receive your  
excellency's reply.

Yours truly,  
for KITAB MAHAL PUBLISHERS,

*S. N. Agarwal*  
Managing Director.



# Kitab Mahal

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CABLES:  
KITABMAHAL  
CHDWK ALLAHABAD  
(INDIA)

56-A, ZERO ROAD, ALLAHABAD (INDIA)

28th March 1946.

His Excellency Nicholas Roerich,  
Pax Per Culture,  
Naggar, Kulu,  
(Punjab)

Your Excellency,

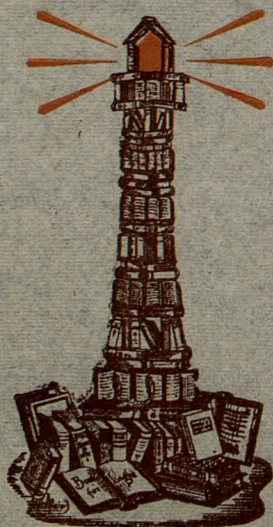
We have received the MSS, pictures and two letters and thank Your Excellency for the same.

As directed, the Curator, Baroda State Museum has been requested to send us photos as per copy of letter enclosed.

We seek Your Excellency's advice on the following points:

1. What should be the size of the book ?
2. In case cutout pictures are to be given in the above size, one picture can be given in the above half or three-fourth of a page: but the local block makers do not assure good results in case the pictures are to be enlarged twice or thrice of their present sizes. In this case we may be directed to refer to a firm of blockmakers in India who can assure good results in enlargements.
3. In case of photos the blocks will be single coloured and will look different from the coloured ones.
4. Advice on points regarding size of the block and pictures will be anxiously awaited.

P.T.O.



Further, we accept to give ten author's copies and 15% royalty to Your Excellency. If it is necessary to enter into a legal agreement Your Excellency may send us a draft.

With kind regards,

Yours truly,

Encl: 3.

*S. J. Afanador*

5  
28th March 1946.

The Curator,  
State Museum,  
Baroda.

Dear Sir,

We have been directed by His Excellency Nicholas Boerich to request you to send us photos of his paintings recently acquired by you, for purposes of reproduction in the 13th Volume of his works which we are bringing out. A list of the paintings is given below:-

1. Command of Rigden Jaipo,
2. Message from Shambhala,
3. She who leads,
4. Sacred Night,
5. Ramayana.

We shall be grateful if you do so at an early date.

Yours truly,  
for Kitab Mahal, Publishers,

Managing Director.

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CABLES:  
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56-A, ZERO ROAD, ALLAHABAD (INDIA)

10th April 1946.

His Excellency Nicholas Roerich,  
Pax Per Cultura,  
Naggar, Kulu,  
(Punjab)

Your Excellency,

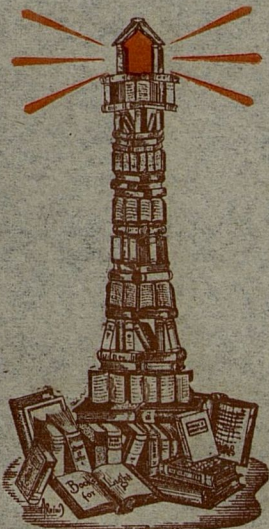
We are grateful to you for your letter dated  
3rd April 1946, enclosing the Format of the book.  
With the availability of paper of the size we shall  
carry out Your Excellency's wishes in toto, other-  
wise we will give any other suitable size befitting  
the volume.

We have so far not heard from the Curator,  
Baroda State Museum in regard to our request dated  
28th March and would be grateful if Your Excellency  
would write to them to comply with our request at  
the earliest. As soon as this is arranged we shall  
start with the composing of the volume.

With kind regards,

Yours truly,

*S. N. Agarwala*



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(INDIA).

56-A, ZERO ROAD, ALLAHABAD (INDIA)

17th April 1946.

His Excellency Nicholas Roerich,  
Pax Per Cultura,  
Naggar, Kulu,  
(Punjab)

Your Excellency,

Further to our letter dated 10th April to  
Your Excellency we have received a letter from  
the Curator, Baroda State Museum, a copy of which  
is enclosed.

We have now to request Your Excellency to  
write to Professor Svetoslav Roerich to send us  
the negatives of Your Excellency's paintings.

Encl: one.

Yours truly,

GTJ.

*S.N. Agarwala*



6331

20th February, 1947. 8

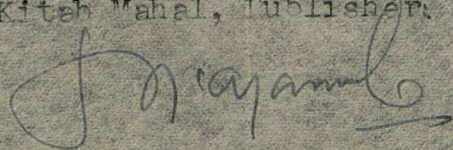
Your Excellency,

We received your Excellency's two articles in two registered covers. On enquiry we came to know that the press has already composed the entire manuscript previously submitted to them and the proofs of the whole book are due. Under such circumstances, these articles may either be inserted somewhere or used in the second volume.

We find that we shall have to use the pictures but sparingly because the local black makers can not give good results and the colour printing at our place is not good. All the same we hope ours will be a presentation volume in the market.

The undersigned is now alright and <sup>thanks</sup> ~~am~~ <sup>have</sup> your Excellency for goodwishes.

Yours sincerely,  
For Kitab Mahal, Publisher.



His Excellency Nicholas Roerich,  
Naggar (Kulu-Punjab).



Dear Dr. Agarwala

26-2-47

Many thanks for your news of  
20-2-47. If composition is ready —  
of course you can keep my sendings  
for the next volume.

Some time ago I have sent a book  
by K.P.P. Tampi on "Gurinder N.R." This  
edition is exhausted and the author  
is very eager to have a revised  
edition. Some plates can be used.

In "Our India" (Delhi) they had  
several color blocks.

Best wishes

Very cordially

налобник узды красною тесьмою. Смотрите пристально на кольца приходящие.

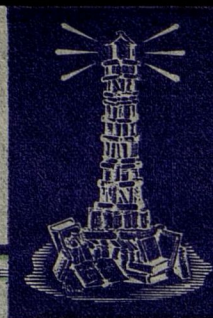
Там, где Моя чаша, там ваше спасение. На горах зажглись огни, приходит новый год. Кто проспит, тот более не проснется. Северная Шамбала идет.

Мы не знаем страха. Мы не знаем уныния. Дуккар многоокая и многорукая посылает нам чистые мысли. Подумайте чистыми мыслями, подумайте светлыми мыслями.

**Три народа**

Раз, два, три, вижу ~~Т. народ, вижу М. народ, вижу Н. народ~~. Раз, два, три, вижу три книги. - Первую Самого Благословенного, вторую, явленную Асвогошею, третью, явленную Дзон - Ка~~к~~ Па. Раз, два, три, вижу три книги Прихода Майтрейи. Первая написана на Западе, вторая написана на Востоке, третья будет написана на Севере. Раз, два, три, вижу три явления. Первое с мечем, второе с законом, третье со светом. Раз, два, три, вижу три коня. Первый черный, второй красный, третий белый. Раз, два, три, вижу три корабля. Первый на воде, второй под водою, третий над землею. Раз, два, три, вижу три орла. Один, сидящий на камне, второй ил

# Kitab Mahal



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No. 1540.

56-A, ZERD ROAD  
ALLAHABAD

The 21st March, 1947.

His Excellency Nicholas Roerich,  
Kulu, Naggsr. (Punjab)

Your Excellency,

We have today sent you under registered cover proofs of Heroica. We have read the whole thing. Still for your final approval we have taken this step.

The Publishers' note will be sent to you for approval within a few days.

Enclosed with the proofs are also several proofs of the blocks you sent us. They may be cut and put in respective places and the blocks will be inserted there. One block may not appear again within 16 pages.

Why not give us a book on the 'Art of Living'? You might have seen the book of Andre Maurice.

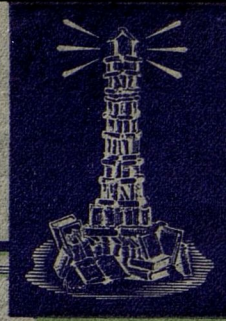
As soon as we have produced the first book and given you complete satisfaction, we shall request you for a further manuscript.

With kind regards.

Yours sincerely,  
For Kitab Mahal.

*S. N. Anand*

# Kitab Mahal



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56-A, ZERO ROAD  
ALLAHABAD  
31st March, 1947.

No. 1650

Your Excellency,

Many thanks for your letter dated 27th March.

Kindly do not take the trouble of going through the proofs. Only see the arrangement and make corrections where proof-reader has put query marks, if at all, and kindly return the proof, as the press wants to print it urgently and release the metal.

We are enclosing the introduction for your approval. Can we give it as a publisher's note?

Yours sincerely,

Enclosure.- Introduction.

His Excellency Nichols Roerich,  
Kulu (Punjab.)

*Nichols*

# Kitab Mahal



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56-A, ZERD ROAD  
ALLAHABAD

18th April, 1947.

No. 1943

Your Excellency,

Your letter dated 4th April along with your photo has been received by me. Here in India, those who should write and guide the destinies of Indian Youth generally get themselves busy in the primary task of extracting freedom from foreign rule. Hence your books will have a special appeal for the Indian youth as well as to the teacher. I do not know but I feel your book 'Art of Living' will have a very tremendous sale both inside and outside India and Heroica will act as a stimulus to war mongers who are still busy creating room for yet another world conflagration.

I have changed my ~~old~~ idea of giving too many pictures in Heroica or Art of Living since I requested you for photos; due to scarcity of good colour printing here the effects will not be very good and I wish to keep a price which may suit the pocket of almost every reader. Under such circumstances I shall give selected pictures with very fine get-up. I am keeping all pictures very carefully and shall return them carefully after use.

With kind regards,

Yours sincerely,

His excellency N. Roerich,  
Kulu (Punjab).

*S. N. Aggarwal*

25-4-47.

My dear Friend,

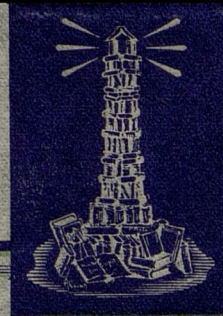
Many thanks for your good news of 18-4-47.

Your thought to make the book accessible to all readers, to teachers and students and to the Libraries is near to my heart. We are laboring not for the Croesus but for the workers of Culture, for the Youth in which hands lies the Future - the Blessed Future.

You will be delighted to know that very shortly the "Art of Living" shall be in your hands. The Message of good should not be delayed. As Peter the Great said: "Delay is death" And now our beloved Bharata is on the threshold of new life, of new glory.

Very cordially,

# Kitab Mahal



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No. 11.

56-A, ZERD ROAD  
ALLAHABAD

1st May, 1947.

Your Excellency,

Yours of 25th April has delighted me. You love Bharat so much. I hope you will cherish it.

We are going through the final proofs of Heroica and shall be able to put it in the market in the next month.

I shall see that 'Art of Living' is not delayed like 'Heroica' as it is badly needed by us all in this trying period.

Yours sincerely,

His Excellency M. Roerich,  
Kulu (Naggar)  
Punjab.