

20-APR-1938

Kulu, Punjab,

Messrs LION Press  
Hospital Road  
LAHORE.

Dear Sirs,

Please let us know by return of post, what are your printing charges per page and quantity for a page of EXACTLY the same size and form and same type (or slightly smaller) as the enclosed sample (outside paper  $6\frac{1}{2} \times 10$ , actual form  $4\frac{3}{8} \times 8$  inches) for

	1 page	2 pages	3 pages	4 pages
		1 sheet		2 sheets
for 125 copies				
for 250 copies				
for 500 copies				
for 1000 copies				
and cost of paper	per sheet $7\frac{1}{2} \times 10$	double sheet $15 \times 10$		
per 125				
per 250				
per 500				
per 1000				

paper in simlare smooth quality, or slightly better, please send samples. Also send samples of type - if you have a type book this would be preferable.

Further please send samples of coloured art papers, (as background for pasting pictures) or for cover paper: in gorse (maize,) light orange yellow, in light grey, brown etc, with quotations for ream and size. ( $20\frac{1}{2} \times 31\frac{1}{2}$ )



It is further absolutely essential for us to know, whether you can undertake to supply at a definite urgent date, and if so how many hours after receipt of the text typed. Because unfortunately printers in India often take much too long and we must be assured on that point. Also in order not to waste time on proof send can you undertake to deliver EXACTLY in accordance with the typed pages and if there are printing mistakes, with liability and discount from bill do you assume. There must be some certainty on this point. If printing is within prescribed time and without error, the print may be sent by V.P.POST, and a sample sheet by ordinary mail, but if later than agreed or with many printing errors, then the parcel should be sent by registered parcel post and bill will be paid as soon as verified and checked. This would be our condition.

Awaiting your early reply and quotations

Yours faithfully,

Are there any special regulations  
for printing in the Punjab and  
if so what? The contents of  
the texts would be mostly on  
art and culture.



ESTABLISHED 1919

TELEPHONE NUMBER

3087

# THE LION PRESS

PRINTERS & PUBLISHERS

HOSPITAL ROAD, LAHORE

TELEGRAPHIC ADDRESS

LIONPRESS

April 25th, 1938.

The Secretary,  
U.H.R. Institute of Reerich Museum,  
Naggar. (Kulu. Punjab)

Dear Sir,

We are in receipt of your letter dated the 20th instant and have noted the contents. In reply, we quote below our lowest possible rates:-

for printing upto 500 copies.....	Rs.1/8/-	per page
" " " 1000 " .....	Rs.2/-	" "

We are enclosing herewith sample of paper the price of which will be Rs.3/- per 1000 sheets. Samples of title paper is also sent herewith.

As regards corrections in proofs we are to say that special care is taken to avoid any mistake whatsoever, but we take no responsibility for any error. If it will be desired, we will send the proofs to you for corrections.

It would be much better if you send us your manuscript, on receipt of which we will be able to send you our exact estimates together with a dummy copy for your perusal.

V.P.P.

Terms:- 50% advance with order balance through

Anticipating the pleasure of hearing further,  
we are,

Yours faithfully,  
for The Lion Press, Lahore,

*S. A. Latif*  
Manager.

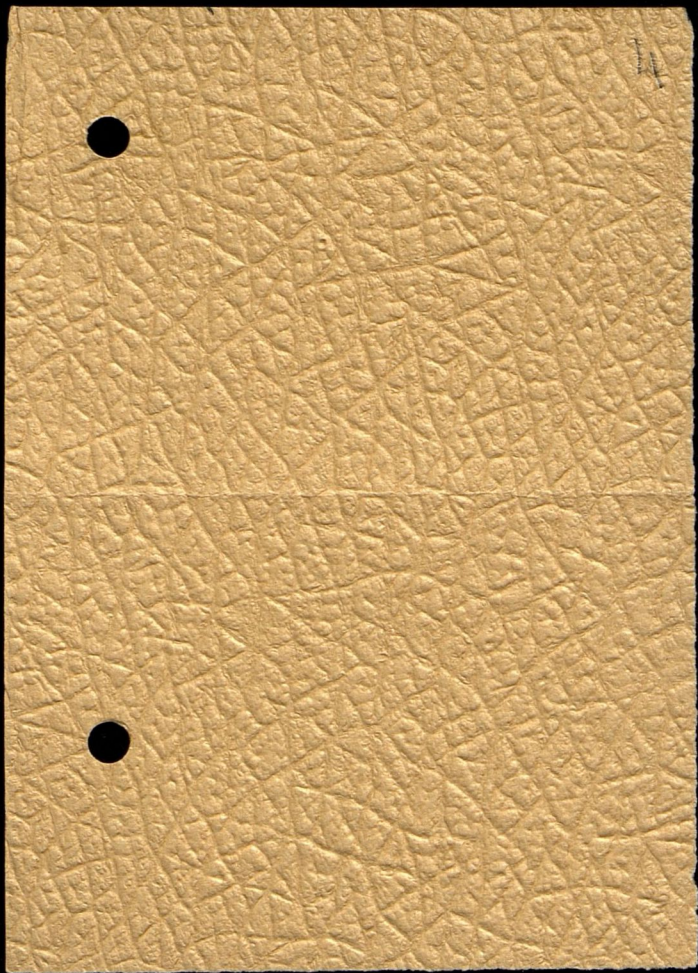
Encl:- as above.



Little Papers

for the *1922* *1923* *1924*  
*R*



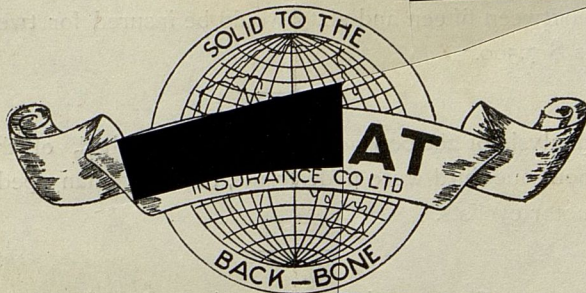




Sample of Orig. + Refor 5

FOR THE "LION" PRESS, LONDON

AROUND THE



#### Insurance-Lottery

Arrests in various parts of Pennsylvania taken up a combined lottery and insurance racket that had taken thousands of dollars from purchasers of tickets, State Insurance Commissioner Owen B. Hunt has announced.

The promoters of the scheme issued lottery tickets at fifty cents each, which, besides carrying "chances" on prizes claimed by the promoters to total eighty-seven thousand dollars a month, also had an "insurance" feature.

Under this latter, the purchaser of the ticket was encouraged to buy more by being offered benefits in case of accident or death beginning with the second month of purchase and increasing up to the eighth month.

Prizes and benefits were paid only in a few cases and in small amounts for the purpose of promoting the sale of tickets.

Federal authorities are now engaged in investigating its interstate ramifications and its use of the mails.

#### What Next ?

Now so many years ago we remember the slot machine as a purveyor of peanuts, candy and gum. Later slot machines dispensing handkerchiefs, cigarettes, combs, perfumes and various other commodities made an appearance. Still later another type of slot machine commonly called "the storekeepers rent payer" was placed on the market (yes, this is the machine where you have high hopes of winning the jackpot).

Now we come to another type of slot machine known as the insurograph which sells as an intangible service.

It has been announced that this new device, which is being introduced by a group of Wichita, Kansas business men, will shortly offer accident



## THE BHARAT MAGAZINE

insurance [redacted] ations. After dropping a quarter in the slot and putting [redacted] in to write his name and the beneficiary's name, anyone between fifteen and sixty would be insured for twenty-four hours for as much as \$ 7,500.

In the analysis of 200,000 accidents [redacted] shed, of the total killed or injured, about one-third were pedestrians, [redacted] many pedal cyclists and 11 per cent. motor cyclists.

The report confirms [redacted] observations that Saturday is the most dangerous day of the [redacted] In winter Sunday is the safest day, but in [redacted] stands second to Saturday in danger. The most dangerous hours [redacted] and 6 p.m., and next in order come the hours 6 to 7 p.m. and noon to 1 p.m.

### In Old Chicago

The third American film production which carries considerable interest for the insurance companies is being shown in London. It is the picture "In Old Chicago", which contains, according to popular critics, the finest fire ever screened.

### £ 33,000,000 Fire

The Chicago conflagration started October 9th, 1872—a Saturday evening—and was not brought under control until 12,000 buildings covering an area of some 5 square miles were destroyed. As the film shows, the fire is supposed to have started in a cowshed; a hungry calf tugs too firmly at its ticklish mother in the now-famous Mrs. O'Leary's barn. A hurricane lamp is kicked over, and old Chicago begins to burn.

The following scenes depict the horrors of a city built mostly of wood afire. Horse-drawn fire engines surge through the narrow streets, ploughing through hysterical mobs flying for safety. Riots and dynamitings follow, and a stampede from the stockyards. The greatest spectacle shows people, horses and carriages, plunging into Lake Michigan, the inferno behind them.



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XXXXXXXXXX

Representative in India:

V. Shibayev  
P.O. NAGGAR  
XKulu, Punjab.

6-JUNE-1938.

Messrs THE LION PRESS  
Hospital Road. LAHORE

just publi  
nearly a

and rail

Dear Sirs,

With reference to your letter of April 25th 1938, addressed to the Secretary, U.H.R. Institute, and quoting your printing charges at 1/8 per page for 500 and paper Rs:3/- per 1000 sheets 10-6 $\frac{1}{2}$  inches and sending sample of type from the Bharat Magazine printed by your Press, please find enclosed as trial work, 11 pages of typing which please print as follows:

- 500 sheets with FLAMMA Quarterly List on one side and flamma leaflet and membership on the back page of same sheet.
- 2) 500 folders ARSUNA A School of Fine Arts - to be reproduced on 8 pages exactly page per page (I find the the number of words is almost the same as on your sample page, if not spacing can be arranged accordingly. A BLOCK of the SIGN ARSUNA (with Chalice in Circle) will have to be very urgently in Lahore as whatever extra charge (a simple line block of same size as in this leaflet). The size of this leaflet is however also to be 10x6 $\frac{1}{2}$  inches exactly as Bharat Magazine page. By the way I note the latter is a little smaller than 10x6 $\frac{1}{2}$ , probably because trimmed, therefore please send me the folders and other printing untrimmed, to be fully 10x6 $\frac{1}{2}$  inches or better more, but not less.
- 3) 500 leaflets of INSTITUTE OF ALLIED ARTS also on same page- which I shall in future call STANDARD page and in same type.



I am giving in the following some samples of your type, but I find that a medium bold type is missing. I had asked to send samples of all type available as is is very difficult otherwise to make up the proper text as desired. The types as below are indicated as desired for the printing

Type 1

the summer it

Type 2

Broken

Type 3

Type 4

BH

Type 5

WO

This work is very urgent, as always, and we trust you will compose it and return it ready by V.P. Post securely packed between cardboards to protect from damage. 150 sheets of each, the other 350 copies of each please send by passenger train to Kulu Out-Agency, North Western Railway and the railway receipt to us direct.

You wrote in your letter of the 25th Apr. that you take no responsibility for errors. We cannot wait so long as to receive and return you the proofs and therefore please read the proofs twice to be sure the printing is in exact accordance with the manuscripts. If there will be errors, we shall not be able to place future orders, which I expect to pass on to you on behalf of FLAMMA, Inc. U.S.A. regularly and therefore we request to check the proofs well. We hope you can compose and print and despatch everything in 2-3 days as other printers do, if not it will be simpler and cheaper for us to print in Calcutta. First of all I need the FLAMMA index and Membership leaflet (item No.1.) and this may perhaps be sent first and at once when ready, as the block may take an extra day to prepare for the ARSUNA leaflet. If you find that there is very little difference between the extra postage on sending everything by post, then please send all by post, as this order may be too small to make separate packing and despatch worth while. Anyhow 150 of each MUST BE SENT BY REG. V.P. PARCEL as soon as possible, as passenger parcels take too long to collect from the far away out-agency.

Herewith are Rs.10/- IPO as deposit, which please deduct from the V.P. charges. All bills and receipts are to be made out to FLAMMA, Inc. USA, all correspondence and V.P. parcels to be addressed to V. Shibayev, Naggar Kulu, Punjab. In this particular order no name of printer need appear on the leaflets. Awaiting your early despatch of leaflets.  
Enclosure 1 block and text for three leaflets.

faithfully



Representative in India:

8-JUNE-1938

V. Shibayev  
P.O. NAGGAR  
Kulu, Punjab.

Messrs LION PRESS  
Hospital Road.  
LAHORE

Dear Sirs,

Two days ago I sent you three items for printing and hope this work is well nearing completion and will be despatched shortly. I am now sending two more items:

- 4) 500 copies of NOTES - 1 sheet 10x6 $\frac{1}{2}$ , 2 pages, please space nicely and print in type as indicated. These standard pages should be same white paper as the other items.
- 5) 500 cards of type 1  
500 cards of type 2  
Both on buff cardboard as per sample and both in dark brown ink. There are only three words different in the two texts, otherwise everything is exactly the same.

Please send 150 notes and 150 cards type 1 and 150 cards Type 2 by V.P. parcel post very securely packed. The remaining 350 NOTES and 700 cards can be added to parcel to be sent by passenger railway train.

All this is very urgent and I request you to please read the proofs and check them VERY WELL and to send the items off as SOON AS possible, not later anyhow than in a couple of days, as urgently needed.

In anticipation of your early despatch

Yours faithfully,

P.S. Please return the original ARSUNA leaflet to us when completed, with printing, as we have no other copy of it.

V. Shibayev.



C 017388 <sup>2</sup>

COUNTERFOIL

To be detached and  
kept by the Sender

The Director General of Posts and  
Telegraphs does not undertake to  
consider any application respecting  
an Order which has miscarried, or  
has been lost or destroyed, unless  
the counterfoil is produced.

POSTAL Rs 5 ORDER

To whom payable

Lion. Kes

At what Office

Lahore

Whether crossed

Date sent

10 June 38



D 035795

COUNTERFOIL

To be detached and  
kept by the Sender

The Director General of Posts and  
Telegraphs does not undertake to  
consider any application respecting  
an Order which has miscarried, or  
has been lost or destroyed, unless  
the counterfoil is produced.

POSTAL Rs 10 ORDER

To whom payable

*Adon Press*

At what Office

*Lahore*

When crossed

*no*

Date sent

*6-6-38*



10-JUNE-1938.

VERY URGENT  
\*\*\*\*\*

Representative in India:

V.SHIBAYEV  
P.O.NAGGAR  
Kulu, Punjab

Messrs LION PRESS,  
Hospital Road  
LAHORE.

Dear Sirs,

On Monday 6th June I sent you an order for 3 items of printing and on Wednesday the 8th an order for two more items.

I have since then received by airmail from America some alterations for the Index page. Even if this work has already been done, I will pay for the cost of this item No.1), but it will have to be redone very urgently at my expense. I am sending enclosed

- 6) New index page for FLAMMA with FLAMMA leaflet on the back, to be printed in same type as before indicated, 500 sheets, standard size page 10-6 $\frac{1}{2}$  and same paper. I calculate that you will receive this letter on Monday early morning, and this page should DEFINITELY BE DESPATCHED by V.P.POST TO ME at Naggar NOT LATER THAN on Wednesday afternoon from Lahore, so that it catches the evening train for Amritsar-Jogindannagar. Otherwise it would be too late and I am definitely relying on you that this will be done in time, as it will otherwise be very difficult for me to place further orders if I have to wait longer. ALSO 200 sheets of item No.6) and 200 sheets of Item No.7) - as follows, SHOULD BE SENT WITH SAME V.P.PARCEL POST, securely packed.
- 7) One subscription rate page, 1000 copies, blank on the back, standard size and same paper (I note that the sample you sent is alright for writing in ink and should be the very same paper). I have indicated all the Types to be used like T1, T2 etc. as shown in my first letter.
- 8) 500 sheets of FLAMMA bills as per sample, on good writing paper, size as shown or slightly larger, but not smaller. If the paper cuts itself a little larger, then let it be larger and there is no need to cut it. The paper can be slightly azure blue or slightly cream colour as it is better for bills to be easier seen. The paper must take ink well.

PTO.



The remaining 800 sheets of Item No.7 and 300 sheets of item No.8 can be added to the Railway parcel of other items, or if these have already been sent, they may also be sent by PARCEL POST, if the difference is not large. But anyhow 500 sheets of ITEM No.6, 200 sheets of Item No.7 should be sent ON WEDNESDAY AFTERNOON from LAHORE by V.P.POST definitely, and only the 200 sheets of item No.8 may be sent NOT LATER than FRIDAY AFTERNOON, the 17th.

To be quite definite about it, as I have to catch certain foreign mails, please send the following telegram on WEDNESDAY at my expense:

" Shibayev Naggar despatched items six seven eight today"

or

"Shibayev Naggar despatched items six seven today eight Friday. "

I am enclosing another Rs:5/-/- as deposit which please deduct from the V.P.parcel. Awaiting your early despatch as above requested be return most urgently and awaiting your telegram

Yours faithfully,

V.Shibayev.



FRAMMA  
Quarterly

Representative:

V. Shibayama

NAGGAR

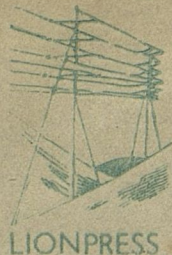
(Kulu, Punjab)

Brit. India

Subscription fee to  
be paid in advance  
advance

Payment may be effected by  
any notes, British Postal  
order, India Postal order,  
Internat. or India ~~Postal~~  
order or Intern. Reply Coupon  
and should always be  
sent registered and  
made out to ~~the~~ the  
representative's name.





ESTD 1919

# THE LION PRESS

PRINTERS - STATIONERS - PUBLISHERS



JUN 10 1938

HOSPITAL ROAD  
LAHORE

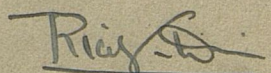
V. Shibayer Esq.,  
P. O. Naggar  
Kulu, Punjab.

Dear Sirs,

We have the pleasure in acknowledging the receipt of your  
letter No. nil, dated 6-6-38  
with order for Pamphlets  
which is receiving our best attention.

Assuring you of our being always at your service.

Yours faithfully,  
for The "Lion" Press, Lahore,

  
for Managing Proprietor



ESTD. 1919

Telegrams :  
" LIONPRESS "

*The "Lion" Press*

Fine Art Printers & Publishers

Telephone :  
3087

Ref. No. 10113.

LAHORE 11-6- 193 8

Dear Sirs,

We have pleasure in acknowledging the receipt of your  
order/~~letter~~ No. nil, dated 8-6-38  
for Notes & Cards  
and the same is receiving our best attention.

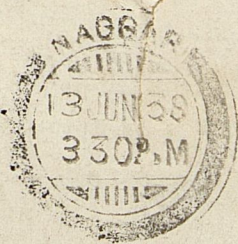
Yours faithfully,  
for THE "LION" PRESS, LAHORE

S. A. Latif

Managing Proprietor

13





V. Shihayer Esq.,

P. O. Naggar,

Kulu, Punjab



Messrs LION PRESS  
LAHORE.

11-JUNE-1938

Ref: ORDER ITEM No.9

Dear Sirs,

Please print letter paper exactly as this size on this same paper (PIERIE's AIR MAIL - if you do not have stock, please buy 6 pads of this size from Punjab Religious Book Society, Anarkali, Lahore) and please print urgent and send by V.P. Post securely packed with thick cardboard at edges and corners to prevent damage en route. Please use type as above indicated (see my first letter wherein the Type numbers were indicated). Collect amount of bill by V.P. and enclose a receipted bill to FLAMMA, Inc. USA.

This is also very urgent and your earliest possible despatch will oblige.

Yours faithfully,

IF BILL FORMS NOT YET  
PRINTED, PLEASE USE SAME

PAPER FOR THEM  
AS THIS & ALSO SAME SIZE

V. Shibayev.



ESTD. 1919

Telegrams :

"LIONPRESS"

# The "Lion" Press

Fine Art Printers & Publishers

Telephone :

3087

Ref. No. *A-10117.*

LAHORE *13 - 6 - 1938*

Dear Sirs,

We have pleasure in acknowledging the receipt of your  
order/letter No. *7*, dated *10 - 6 - 38*  
for *Qty. 1000000.*  
and the same is receiving our best attention.

Yours faithfully,  
for THE "LION" PRESS, LAHORE

*S. A. Latif*

Managing Proprietor





Mr. Shibayer,

P. S. Naggar

---

(Kulu, Pk.)



# THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10123.

18-6-1938.

V. Shihayeri Esq.,  
P.O. Naggar,  
Kulu, Punjab.

Dear Sirs,

In compliance with your esteemed order No. nil,  
dated 6-6-38 we have the pleasure to advise despatch  
per Passenger train of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,

for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor

Despatched per Passenger train  
on P. R. for parcel post (V.P.)  
along with about 100 mus.  
of each to A.



TELEGRAMS:  
"LIONPRESS" LAHORE

Lahore 18-6-1938

Flamma, Inc.

U. S. A.

Dr. to

The "Lion" Press

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL No. 3539

ORDER No.

DATED

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

Item No. 1	500	Pamphlets 2 pages 1/8 size	4	8	-
" 2	500	Book Lets 1/8 size (Arsuma)	21	-	-
" 43	500	Pamphlets 4 "	3	-	-
" 44	500	Notes 2 pages 4 "	4	8	-
" 45	500+500	Cards	6	-	-
" 46	500	Leaf-Lets (reprinted)	3	-	-
" 47	1000	Copies Subscription Rates 1/8 size	6	-	-
" 48	500	Bills	5	-	-
" 49	6	Letter Pads 1/6 size	5	12	-
			58	12	-
Packings & Postage			3	4	-
			62	-	-

Received Payment - by V. P. O.

For The "Lion" Press, Lahore

S. D. Solif

25-6-38



$10 \checkmark$   
 $20 \checkmark$   
 $50$   
 $2 \frac{1}{2}$   
 $5 \frac{1}{2}$   
 $12 \frac{1}{2}$

20.00

20.00



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

257  
18

TELEGRAMS:  
"LIONPRESS" LAHORE

Lahore 18-6-1938

V. Shihayere Esq.,  
P.O. Naggan, Kulu, Punjab

Dr. to

The "Lion" Press

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL NO. 3539

ORDER NO. 212

DATED 6-6-38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

Item No. 1	500	Pamphlets 2 pages 1/8 size	4	8	-
" " 2	500	Bushlets 1/8 size (Arsumu.)	21	-	-
" " 3	500	Pamphlets " "	3	-	-
" " 4	500	Notes 2 pages 1/8 size	4	8	-
" " 5	500+500	Cards	6	-	-
" " 6	500	Leaflets (re-printed)	3	-	-
" " 7	1000	Copies Subscription Rates 1/8 size	6	-	-
" " 8	500	Bills	5	-	-
" " 9	6	Letter Books 1/8 size	5	12	-
			58	12	-
Packing & Postage			3	4	-
			62	-	-

62-00

Advance B. 15-00  
47-00

For The "Lion" Press, Lahore



NGIPPAL-



INDIAN POSTS AND TELEGRAPHS DEPARTMENT.

19

**NOTICE.**

This form must accompany any inquiry made respecting this Telegram.

Charges to pay.

Rs.

A6.



Marked in at Office of Origin).

Date \_\_\_\_\_

*Howr.*

*Minute.*

### Service Instructions.

Words

TO

Read, hers at

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Shibayer

Despatching all letters today  
 Leon from

22. — The name of the Sander. It is sometimes, in medicine after the first



20

LION PRESS  
Hospital Road  
LAHORE

Wire immediately when order despatched Stop Items 2 to 7 immediately  
needed

Shibayev

V. Shibayev, Naggar, Kulu, Punjab, 20-June-1938

18w - 1/3/-

MADE IN CANADA



XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

30-JUNE-1938

The Manager  
LION PRESS  
LAHORE.

Dear Sir,

Your postal and railways parcels received and on checking contents found satisfactory - only I did not order BLUE cards - but that cannot be helped now and does not much matter.

If I am to place further orders, I absolutely need some more varieties of samples of your types - as I cannot otherwise draft satisfactory texts. For example do you have the same outline type which you used for the word FLAMMA - in larger size - and in what sizes and how large each. Another important matter is also that we have often grey cards to print as background for artistic reproductions of pictures - if you cannot supply such cardboard we must print in Calcutta. Please therefore try to send us samples of as many available cardboards and various colours and thicknesses. Especially the grey and light orange buff we need often - perhaps you can obtain samples of such cardboard as is available from your suppliers in Lahore or Karachi - as this will always be needed it will be worth your trouble to try to get some. Also please let us know how much the cardboard costs of which you printed the cards in buff - - please quote whether you have enough stock of 20 1/2 x 30 1/2" and what price per quire and ream. A quire would give 96-100 sheets 10x7 and this is just what we always need. If a ream is cheaper we could lay in stock of a ream for future printing work. I can state that in Calcutta I paid 12-14 annas per quire and 12-15 rupees per ream of the grey cardboard of which a sample is enclosed. We need very urgent printing of some 3-4 sets of 300 each double cards 10x7 and therefore await your samples, quotations, etc. by return. Also please quote for printing cost - of one line frame and two line text: name of picture and name of artist, also in the right bottom corner of the frame in SMALLEST type: PHOTO V.A.S. - this is all to be printed on one page. 300 or 500 cards would have to be printed at a time. Please send detailed quotation: for grey cardboard, for buff-cardboard and for printing same.



Part of the work is so urgent, that if you can print immediately 300 double cards for the 4 pictures as per sample enclosed with exactly the same texts as indicated and same dimensions, then please do so at once and please send securely packed in a case by PASSENGER parcel to KULU OUT\*AGENCY, North Western Railway, via Jogindarnagar and the railway receipt direct to me at Naggar. 300 cards should be cream or yellow, or if your budd is not expensive then it may be buff, but preferably a smooth surface as otherwise the grain will show through the thin reproduction and this is not desireable. The other 300 should be grey as per sample - and the cardboard must not be thicker as my samples, so that when bound in a magazine or book it can easily be turned over.

Another matter is the question of your bill. I had asked that since the work is not for me and I have to collect the amount from FLAMMA Inc. that the bill may please be made out to FLAMMA, Inc. U.S.A. Please therefore let me have another bill accordingly. The bill should also please be receipted. For this next sending a receipted bill should place be sent in the V.P. letter with the railway receipt. I estimate that your price for the 600 double cards will be not more than 5 Rupees for the cardboard and say Rupee 1/- per page for printing - Rs:4 - Rs:9/- for all. Perhaps even lower. If the price is very much higher, then please send samples and estimates by return and I will confirm by telegram but anyhow the work is VERY URGENT and I hope to receive the cards soon by return.

Yours faithfully,

P.S. When sending me a printed acknowledgment of this letter, please also mention at once, whether work is started etc. so that I am in the know, and especially please stated the EXPECTED DATE OF DESPATCH from LAHORE.



# The "Lion" Press

Printers & Publishers

Book, Job & Fancy Printing  
in all Languages

HOSPITAL ROAD

LAHORE

July 6th, 1938.

V. Shibayev Esq.,  
Representative,  
Flamma, Inc,  
Naggar. (Kulu)

Dear Sir,

We are in receipt of your letter dated the 30th ultimo and have noted the contents. In reply we are sending herewith samples of cardboards that are available in this market and their rates are quoted on each. Our printing charge will be Re.1/4/- per page extra.

We are also sending herewith our type specimen book to enable you to select different types for your work according to your choice.

Further as desired we are enclosing another copy of the previous bill duly receipted.

Awaiting to hear your further good news, we are,

Yours faithfully,  
for The Lion Press, Lahore,

*S. D. Latif*

Manager.

Encl:- as above.



9-JULY-1938

The Manager  
Messrs LION PRESS  
Hospital Road  
LAHORE.

Dear Sir,

I am in receipt of your type book and samples of cardboards for which I thank you. Unfortunately the cardboards cover a rather limited range and I find the the buff coloured cardboard on which you printed the compliment cards for FLAMMA, is not in the assortment - does it means it is exhausted and perhaps you did not send it because you had sent it before. Anyhow this cardboard we shall always need and I request you to please obtain it again if present Lahore stocks are exhausted. The double buff card which I sent you the size and samples of frame and text should preferably be printed on that SAME BUFF card. (Under no circumstances on any other colour, nor yellow). If this buff is not available at present, then please print the 300 cards on this kind:

The 300 grey cards should be printed on this card:

I further urgently need also 100 cards as per sample enclosed herewith. - on this grey:

and if the buff cardboard :

is available then another hundred with exactly the same text on that also.

Please send all these cards VERY URGENTLY in a couple of days , securely packed in waterproof paper



and strong box to KULU-OUTAGENCY, N.W.RY, via Jogindarnagar, as the railway receipt direct to Naggar P.O., Kulu, by V.P. I have more orders for cardboard ready, but these three kinds (300, 300 and 100 or 200) are wanted immediately. When acknowledging this letter, kindly state the day when you expect to despatch the case. The case should of course be sent by PASSENGER PARCEL,

In anticipation of your early despatch and please include a receipted bill made out to FLAMMA in your V.P.envelope with the R.R.

Yours faithfully

V.Shibayev

The two blocks were not returned, so they are with you. Please return ARSUNA Block in the next case, but please keep the FLAMMA block for future orders. It will be needed also on the present order. The cover should be exactly 10x7 (when folded double. When open it will be 14x10).

The this half inch is for trimming margin, and the tital NICHOLAS ROERICH (which should be in No.33, Ashley 36 point and should be in the center of the 6 1/2 " width, so that it is in the center AFTER trimming. If Type 33 is to long, then use 14-C, but i hope type 33 will suit.



13-JULY-1938.

MOST URGENT  
\*\*\*\*\*

The Manager  
THE LION PRESS  
Hospital Road.  
LAHORE.

Dear Sirs,

Enclosed please find the text for another leaflet, the printing of which is most urgent, for sending out to prospective subscribers. Please print 500 copies of the same size and style and in same type, with same block and on same paper as the previous similar leaflet. Please send it urgently by V.P.POST ( NOT by rail, as it saves us 2-3 days in receiving it) and please include a receipted bill in the V.P.Parcel, which should be very securely packed to prevent damage en route.

I trust the case with folder and card for pictures has been despatched in the meantime.

Once more requesting you to kindly give this



present order your most urgent attention and to let me know by return card on what day the order will be despatched from Lahore, so that I can adjust foreign correspondence accordingly,

Yours faithfully

V. Shibayev

Please address the V.P. Parcel to my name, but the enclosed receipted bill please make out to FLAMMA, Inc. U.S.A. as usual.

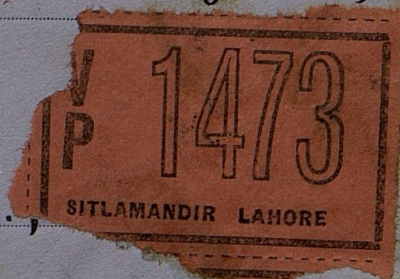
On the back the same text of FLAMMA, as previously on the leaflet, should be printed.

P.P.S. Please also prepare a small block same size as previously made for ARSUNA after enclosed design - please keep the block for future work and charge it V.P. on the leaflet-sending. PLEASE RETURN THE SMALL Design.



V.P.P.

for Rs. 17 As. 8 25  
Rupees Seventeen & As. eight only



V. Shilayere Esq.,  
Representative, Flamma Inc.,  
1473 / 1917 P.O. Naggar, Kulu (Pb.)

Lion Press leads in Quality Printing





'Phone: 3087

ESTD. 1919

'Grams: LIONPRESS

# The "Lion" Press

Printers & Publishers

Book, Job & Fancy Printing  
in all Languages

HOSPITAL ROAD

LAHORE

July 13th, 1938.

V. Shibayev Esq.,  
Representative, Flamma Inc.,  
Naggar. (Kulu)

Dear Sir,

We are in receipt of your letter dated the  
9th instant and have noted the contents carefully.

The goods will be despatched on the 16th  
instant according to your instructions.

Thanking you, we remain,

Yours faithfully,  
for The Lion Press, Lahore,

S. A. Latif  
Manager.



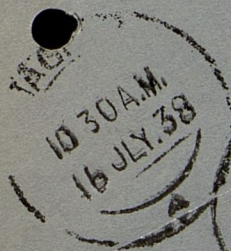


24

V. Shibayev Esq.,

Representative, Flamma Inc.,

Naggar. (Kulu.)





# THE LION PRESS

*Specialists in Printing Trade*

HOSPITAL ROAD  
LAHORE

July 18th, 1938.

V. Shibayev Esq.,  
Representative, Flamma Inc.,  
Naggar. (Kulu)

Dear Sir,

Your letter dated the 13th instant is duly to hand and have noted the contents. We are sending the goods as per your previous order by passenger train and the R/R by V.P.P.

The goods as per present order will be despatched ~~xxxxxx~~ tomorrow i.e. the 19th instant by post as instructed.

Yours faithfully,  
for The Lion Press, Lahore,

*S. A. Latif*  
Manager.



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

(333) 29

TELEGRAMS:

"LIONPRESS" LAHORE

Lahore 18-7-1938

V. Shibayere Esq.,

Representative, Flamma Inc.,

Dr. to

The "Lion" Press

Naggar. (Kulu)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

3558

BILL NO.

ORDER NO.

DATED

9.7.38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

200

Covers (Buff & grey)

5

300

Mounts on grey cards

6

300

"

6

17

Packing & Registration

8

17

8

Received Payment

For The "Lion" Press, Lahore

S. A. Lali

For The "Lion" Press, Lahore

OW

2/10/38



HSB169.

4 copy D. 1000 R

1000 R



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10178.

20 - 7 - 1938.

V. Shilbayer Esq.,  
Representative, Hamma Inc.,  
P.O. Nagar, Kulu (Pb.)

Dear Sirs,

In compliance with your esteemed order No. nil,  
dated 15-7-38 we have the pleasure to advise despatch  
per V. P. P, of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

TELEGRAMS:  
"LIONPRESS" LAHORE

(332) 31  
Lahore 20-7-1938

V. Shikhar Esq.

Representative, Flamma Inc,

Dr. to

The "Lion" Press P.O. Nagar,  
Kulu (Pb.)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL NO. 3560

ORDER NO.

DATED

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

500 Leaf-lets

4 8 -

Packings & Postage

4 8 -

1 8 -

6 - -

Received Payment.

For The "Lion" Press, Lahore

S. D. L. L. f



6/8/-  
Per V. O. P. Rs. six & Rs. Eight - 32

V. Shilayere Esq.,

Representative, Hamman Inc.

NAGGAR. (KULLU)

---

---

The "Lion" Press, Lahore

PRINTERS - STATIONERS - PUBLISHERS

4107



8-August-1938

Messrs Lion Press  
Lahore.

Dear Sirs,

I am sending herewith another very urgent order and hope you will execute it quickly and will send it by V.P.POST (securely packed with a plywood board on top and bottom) in a few days.

500 Christmas advertisement cards are wanted to be printed in same yellow-buff paper as the sample, to be printed in BROWN ink throughout (both pages) except the boarder lines, which are to be in bright fresh green. This boarder line is taken from your type book and the number of it is "border type No. 8". NO other kind should be used. In your type book the ink is rather dark, but for Christmas effect the green should be bright and light, similar to the one shown. The folder is to be exactly  $6\frac{1}{2} \times 9\frac{1}{2}$  inches and should be sent trimmed exactly to this size. When opened, the printing should be one side as shown. All type has been accurately indicated and no other but the one indicated should be used. The small replica of the FLAMMA MAGAZINE should be an exact miniature of the true cover, which is sent herewith and which please return. For Subscription rates and form the same type as before can be used, but it is desirable that the subscription rate-table is of the same width as the subscription form below it, but I could not make it like this. However when setting your type, I believe narrower space between the USA - INDIA - FRANCE - ELSEWHERE columns can be used, and if this does not help, the



word "chilling" can be abbreviated to "sh.". Otherwise the lower table can be slightly wider - anyhow they should both be of equal width. I am sure you'll be able to do it.

The PERFORATION is in two places and only on the right side of the paper, so it should be done when open, in order that the perforation does not come through on the left sheet also. Please note exact measurement for the perforation - so that the sheet can be folded afterwards for a letter size - that is to say the upper third of the page is to be exactly three and one quarter inch, and the lowest the same, whereas the middle part is to be exactly  $3\frac{1}{2}$  inch. All this is indicated on the sample sent.

On finishing the whole sketch, two phrases were found to be omitted on the text under the replica and these have been added on a white slip of paper, please make sure that they are to be inserted in the text in the right place were indicated. PLEASE RED YOUR PROOFS VERY WELL, and please send as soon as ready securely packed, with a protecting plywood board on top and bottom, by V.P.POST to P.O.Naggar. Please note whole printing of both pages in BROWN ink and only the borders in BRIGHT GREEN.

Please include a receipted bill for FLAMMA, Inc. U.S.A. in the parcel. Please send as urgently as possible, because very much needed.

Please keep the FLAMMA and the ARSUNA blocks for further use.

You did not reply to two very important questions: can you get the buff colour cardboard, which you used before for the small compliment cards? When will you have it or is there no hope to get the same kind. For various work we like it better and as a matter of fact some work can only be done when you will get this cardboard.

Second question was: Can you make a boarder like like your type book border Number 4, but narrower and finer. We have also much work for this, and await your reply or sample prints. Do you have thick white cardboard to serve as artistic background for mountain photographs and can you trim it with deckle edge- if so please send samples. This is also very urgently.

Awaiting your early despatch of the Christmass advert- by return V.P.Post, and your replies to our questions above

Yours faithfully,

2 plywood boards are sent herewith  
for your use when sending the  
V.P.PARCEL.

V.Shibayev.



13-AUG-1938

Messrs LION PRESS  
LAHORE

Dear Sirs,

I am sending herewith <sup>7</sup> 5 cards for printing - 100 of each which please print as soon as possible and send by V.P.POST - receipted bill for FLAMMA Inc. U.S.A. enclosed and securely packed to protect expecially edges and corners in transit.

As all has been indicated, and the print-type is to be the same as before (small or caps- exactly as indicated) I trust you will send this work very soon.

In anticipation of your early despatch

Yours faithfully

Please note: one of the folders if with frame-lines but three are without fram-elines- only a short text in the exact places as indicated.

V.Shibayev.



'Phone: 3087

ESTD. 1919

'Grams: LIONPRESS

# The "Lion" Press

Printers & Publishers

Book, Job & Fancy Printing  
in all Languages

HOSPITAL ROAD

14-8-38.

LAHORE

V. Shilpaya Esq.

Dear Sir,

Received your letter with  
acknowledgement. Work taken on hand.  
Detailed reply will follow.

For The "Lion" Press, Lahore

OV



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

346 36

TELEGRAMS:  
"LIONPRESS" LAHORE

Lahore 18-8-1938

V. Shihayee Esq.,  
Representative, Flammery Inc.,

Dr. to

The "Lion" Press

Naggar,  
(Kulu)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL NO. 3573

ORDER NO. ....

DATED .....

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

500 Leaf-Lets Xmas.

12 8 -

12 8 -

Packaging & Postage

3 - -

15 8 -

For The "Lion" Press, Lahore

S. A. L. L. f

Received Payment.

For The "Lion" Press, Lahore

S. A. L. L. f



# THE LION PRESS

Specialists in Printing Trade

HOSPITAL ROAD - LAHORE

August 25th, 1938.

V. Shibayev Esq.,  
Representative, Flamma,  
Naggar. (Kulu Pb.)

Dear Sir,

We are to inform you that the goods as per your orders dated the 8th and 13th instant have been depatched and hope the same will reach there safely and shall turn out to your satisfaction.

Please note that buff colour cardboard is not at present available but the same is expected shortly and will send you its sample on its arrival.

Further as desired we are sending sample print of narrow border as No.4 and hope you will approve it.

Yours faithfully,  
for The Lion Press, Lahore,

*S. A. L. L. L.*

Manager.

Encl:- as above.



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10235

25-8-1938

V. Shikanyan Esq.,  
Representative, Flamma Inc.,  
Naggar. (Hulu)

Dear Sirs,

In compliance with your esteemed order No. x,  
dated 20-8-38 we have the pleasure to advise despatch  
per V. P. P., of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

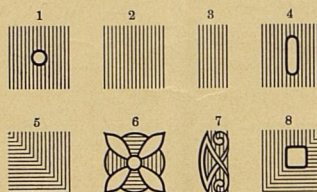
Managing Proprietor



# SIMPLEX BORDER

*Effective either with or without Brass Rule*

## 24 POINT



## WEIGHTS

SET No. 1 comprises Complete Assortment of about 10 lb.

.. 2 .. .. 7½ lb.  
.. 3 .. .. 5 lb.

*Set No. 2 includes extra proportion of piece No. 2*

Of the following pieces only 24 Point are included in ordinary Sets of Simplex Border shown above, but the 18, 12 and 6 Point will be found useful where a smaller size is required

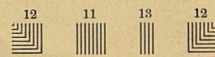
## 24 POINT



## 18 POINT



## 12 POINT



## 6 POINT



*For Prices see General Price List*





FOR PRICES SEE CURRENT GENERAL PRICE LIST



TELEGRAMS:  
"LIONPRESS" LAHORE

Lahore 25-8-1938

V. Shilayere Esq.,  
Representative, Flamma Inc.,

Naggar. (Kulu)

Dr. to

The "Lion" Press

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL NO. 3580

ORDER NO. 7  
DATED 25.8.38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

200	Titles With printing (100 on cream Cardboard / 100 on grey Cardboard)	6	8	-
200	Titles With printing. (100 on grey Cardboard / 100 on cream Cardboard)	6	8	-
100	Titles With printing on grey Cardboard.	4	8	-
100	" " " " yellow "	4	-	-
100	" " " " " "	4	-	-

25 8 -

Packaging / Postage.

5 8 -

31 - -

(Received Payment)

For The "Lion" Press, Lahore

*[Signature]*



31-AUG-1938

Messrs LION PRESS  
Hospital Road.  
LAHORE

Dear Sirs,

I am in receipt of your samples of border type which is exactly what I need, but as long as there is not white good quality cardboard as per sample I sent you, to print it on, available, the work cannot be started. I am therefore anxiously awaiting your samples of white cardboard, your reply whether it can be trimmed in deckle edge as my sample, and the buff cardboard also for more other work.

I have also received the last 7 sets of card mounts and covers, but regret to find that the text especially on one cover has NOT been printed as per my definite clear instructions: I requested to allow HALF



an inch for the MARGIN and that thereafter the text should be in the center. Having now made and trimmed the covers, I find that the text IS NOT IN THE CENTER, and not only has all this work to be thrown away, but also all my text inside have be thus destroyed. This is inconvenient and I must request you to kindly IMMEDIATELY REPRINT this and to send it to me free of charge and postage as my order was ABSOLUTELY CLEAR AND DEFINITE. To save you a little of your work incurred, I will order 200 more and will pay for 200 extra cardboards, but not again for the printing. Please treat this as most urgent as the work had to be sent out to Saturday and is already much delayed.

Please pack very securely, with THICK cardboard, as corners otherwise arrive damaged.

Yours faithfully,

V. Shibayev

I enclose the cover to show you how it is all crooked - I fail to see how such work could be delivered by you - the upper text is not even in center with regard to the lower text! Unless this is remedied immediately, I cannot pay by V.P. in future, but only AFTER I have checked the work. I must also say that there is much dirty and faulty percentage in the mounts - almost 10 per cent, which is not admissible.



Dr. J. E. Carr

FOR THE LION PRESS, LAHORE

*[Faint, illegible signature]*



# THE LION PRESS

Specialists in Printing Trade

HOSPITAL ROAD - LAHORE

September 6th, 1938.

V. Shibayev Esq.,  
Representative, Flamma,  
Naggar. (Kulu.)

Dear Sir,

Your letter of the 31st ultimo is duly to hand.  
In reply we are to state that the required card-board is available in the market but there is no arrangement in our Press for trimming in deckle edge. Sample of card-board is enclosed herewith for your perusal.

We are sorry that the "Reprint" covers are not printed to your satisfaction. Now we have again taken up the work in hand and will despatch the same as early as possible.

Yours faithfully,  
for The Lion Press, Lahore,

*S. A. Latif*

Manager.

Encl:- as above.



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10257

7-9 — 1938.

V. Shihayer Esq.  
Representation, Hamma De,  
Naggar (Kulu)

Dear Sirs,

In compliance with your esteemed order No. nil,  
dated 31-8-38 we have the pleasure to advise despatch  
per V. P. P., of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor



BOOKPOST

To:

From: FLAMMA, Ass'n for Advancement  
of Culture, Inc., LIBERTY, Indiana, USA  
Represent.: NAGGAR, Kulu, Punjab, India

BOOKPOST

To:

54



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

TELEGRAMS :  
" LIONPRESS " LAHORE

Lahore 7-9-1938

V Shikayari Esq.

Representation: Hammer Inc.

Dr. to

The "Lion" Press

Naggar (Kulu)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL No. 3586.

ORDER NO. 21

DATED 31-8-38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

300

Reprint Covers

Charged for 200 only paper / ply.

5 - -

5 - -

Half packing / postage charges

1 8 -

6 8 -

FOR THE LION PRESS, LAHORE

S. A. G. G. G.  
Mang. Proprietor

(Received Payment)

Received Payment

FOR THE LION PRESS, LAHORE

S. A. G. G. G.  
Mang. Proprietor



10-OCT-1938

Messrs LION PRESS  
Hospital Road  
LAHORE

VERY URGENT  
\*\*\*\*\*

Dear Sirs,

I am sending enclosed a contents leaflet please print as URGENTLY AS POSSIBLE 500 copies of same on same kind of paper as before and keeping to exactly the same type and composition. Only this contents page will take both side of the sheet - and please place it nicely putting slight extra spacing between the lines, so that distances between the lines everywhere are equal and that it fills both pages from beginning to end, The front page MUST FINISH on paragraph No.12, and next must begin with paragraph 13. Every thing unlined with red pencil is to be in BOLD characters - similar in general style as before.

PLEASE make QUITE SURE to READ THE PROOFS VERY WELL as there should be no mistakes in the setting. And please despatch by V.P.Post, with very strong cardboard packing and include a receipted bill made out to FLAMMA, U.S.A. as usual.



As there is no time at all to read the proofs or for you to make inquiries, we trust you will kindly do it THE BEST YOU CAN and nicely, and will despatch it perhaps the next day after receipt, as I need it here on Saturday, as I have to send it off on Monday abroad.

In anticipation of your urgent despatch and good work as before and that it will be despatch urgently

Yours faithfully

V. Shibayev.



12-OCT-1938

Messrs LION PRESS  
Hospital Road  
LAHORE

Dear Sir,

We very urgently require some hundred labels exactly as per sample enclosed - on gummed endless tape (which we are sending enclosed), the size of each label to be 2<sup>1</sup>/<sub>4</sub> by 3 inches as shown and the type to be a small but fat and clear - like Perta No.47-D or 47-E or similar - in caps and small exactly as on the sample - nicely spacing all three lines of text from end to end symmetrically - and the text should be on each line exactly as shown, not one word carried over to another line. The 5 frame lines can be quite thin, and the PERFORATION line must be very deep, so that it is EASY to tear the labels off, as the paper is tough. Also when printing, please only roll up AFTER the TEXT IS COMPLETELY DRY, so that the gun does not stick to the wet ink, otherwise the whole roll might get stuck forever. If necessary you can put thin tissue paper on rolling up, such tissue paper at our expense. As this will roughly give 5 labels to the foot, we are sending 100 feet for 500 labels. If for some reason you find it inconvenient to print them on the roll, you may print on cut up length, about 10, or 8, BUT NOT LESS THAN 6 LABELS on one length- as too much time is lost in typing in inserting new labels single. WE WOULD PREFER THE WHOLE ROLL in ONE Piece. As this is urgent we leave the proof to you, PLEASE print without error and please SUPPLY UR-



gently by V.P.POST, ~~securely~~ packed  
to prevent damage and in waterproof paper.  
In anticipation of your early despatch  
Yours faithfully

V.Shibayev.

Please enclosed receipted signed  
bill for FLAMA USA as usual.



ESTD. 1919

Telegrams :

"LIONPRESS"

The "Lion" Press

Fine Art Printers & Publishers

Telephone :

3087

Ref. No. 10335

LAHORE 14-10-1938.

Dear Sirs,

We have pleasure in acknowledging the receipt of your  
order/letter No. nil, dated 10-10-38  
for Leaf-Lets  
and the same is receiving our best attention.

Yours faithfully,  
for THE "LION" PRESS, LAHORE

S. A. Latif

Managing Proprietor





V. Shihayere Esq.,  
Representative,  
Flamma Inc.,

Naggar.

(Kulu)



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10339.

15-10-1938.

V. Shilbayer Esq.,  
Representative, Hamma Inc.  
Naggar (Kulu)

Dear Sirs,

In compliance with your esteemed order No.       ,  
dated 10-10-38 we have  
per V. P. P.  
enclosed bill. Trusting that the same

Awaiting the favour of you  
of our best services at all times,

S. A. Latif

Managing Proprietor



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

TELEGRAMS:

"LIONPRESS" LAHORE

Lahore 15-12-1938

V. Shivayare Esq.,  
Representative, Flamma Inc.

Dr. to

The "Lion" Press

Naggar (Kulu)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL No. 3408

ORDER NO.

DATED

12-12-38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

500 Leaf-Lets

5 - -


Packing / Postage

5 - -

1 8

6 8 -

FOR THE LION PRESS, LAHORE

  
Mang. Proprietor

Received Payment.

FOR THE LION PRESS, LAHORE

S. A. Gulif

Mang. Proprietor



20-OCT-1938

Messrs LION PRESS  
LAHORE

Dear Sirs,

I am sending herewith the text for 200 Christmas cards to be printed. Please note that the signature should be only on 100 cards and the others without the name. All the text to be printed in dark brown ink and the same yellow cardboard to be used as you used before for Christmas leaflet and as the sample shows. The text of the greeting and the signature in large Bernhard Cursive type 23-B and the address in smaller 23-D.

I am further sending two photographs of which I want GOOD COPPER BLOCK made, in finest screen, reducing each photo exactly to 3x3 inches - please send me the proofs printing the proofs in dark green ink, and in sepia ink and in black ink - this for future references, although I expect to have these in a dark green forest green. to be printed on thin white art paper approx. as sample. The printing should be very sharp and accurate and not blurred or faint. I am making trial and if satisfactory may give you more such work in future. I have never seen any of your work like this before, but trust you can do it - if not, please recommend a reliable firm in Lahore and pass them on this work, they will probably do it cheaper for you anyhow.



Upon receipt of your proofs I will wire "Print 500 each in green" which will mean 500 (or more as many as I shall state) of each of the two in green ink, the picture to be trimmed WITHOUT ANY MARGIN, exactly to size 3x3.

I enclose also a sample of art paper to be used (NOT THICK, but thin, so that it can be pasted on cards easily).

Please also quote in your letter:

Finest blockmaking as this per sq. inch

Printing per 500, 1000, 20000

Art Paper 3x3 inch per 500 & 1000.

Trusting you will send a good proof soon by return and that you will keep your prices low, or I shall have to continue doing such work in Calcutta again.

Yours faithfully

V. Shibayev



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10355.

28-10-1938.

V. Shikayer Esq.,  
Representative, Hamma Inc.,  
Naggar (Kulu)

Dear Sirs,

In compliance with your esteemed order No. ~~x~~,  
dated 26-6-38 we have the pleasure to advise despatch  
per V. P. P., of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor



TELEPHONE No. 3087

ESTD. 1919

HOSPITAL ROAD

54

TELEGRAMS :  
" LIONPRESS " LAHORE

Lahore 28-10-1938

V. Shrivastava Esq.,  
Representative, Flamma Inc.

Dr. to

The " Lion " Press

Naggar (Kulu)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL NO. 3417

ORDER NO. 7

DATED 26-10-38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

100 + 200 greeting Cards

6 - -

Packing & Postage

6 - -

1 - -

7 - -

FOR THE LION PRESS, LAHORE

Mang. Proprietor



29-OCT-1938

VERY URGENT  
\*\*\*\*\*

Messrs The Lion Press  
Hospital Road  
LAFORE.

Dear Sirs,

Please print very urgently the following form and send by V.P.Post securely packed and the receipted bill for FLAMMA Inc. U.S.A. included in the parcel. Please print on the thin beige paper as per sample attached, and in black ink. Please keep the three frames well in line at the side and make the perforation well.

As this is very urgent, I hope you will despatch it by tomorrow or not later than the day after.

Yours faithfully

Please print 500 copies  
size 6x9 inches or preferably even 5½x9 inches. The text  
at the top may be printed in any suitable type which  
suits the text below.



## Notification

Please note that your subscription expires with this issue. For your convenience a ~~renewal~~ renewal form is sent herewith. To avoid interruption in delivery, please send your subscription for the next year as early as possible. If the amount is sent in cash, postal order or coupons, the letters should be registered; if the amount is sent through the post by international postal order,, - the receipt <sup>should please be</sup> ~~may be~~ sent with ~~this form by unregistered letter.~~

*below*



# THE LION PRESS

Specialists in Printing Trade

HOSPITAL ROAD - LAHORE

October 31st, 1938.

V. Shibayav Esq.,  
Representative, Flamma Inc.,  
Naggar. (Kulu)

Dear Sir,

We acknowledge the receipt of your telegram  
of even date and are sorry to note the contents.

We shall, however, reprint the Greeting Cards  
and shall despatch the same very soon.

Yours faithfully,  
for The Lion Press, Lahore,

*S. A. Lelief*

Manager.



A.



No.

Class }  
Prefix } Code \_\_\_\_\_

## INDIAN POSTS AND TELEGRAPHS DEPARTMENT

Inland Telegram.

## Space for Postage Stamps.

*The Stamps must be affixed by the Sender and must not overlap. Any Stamp for which there is not room here should be affixed at the back of this form.*

Stamps cut, torn or defaced are not accepted.

Office of Origin. Date and Service Instructions.

Words.

H.

M.

Sent at \_\_\_\_\_

Charge.

To \_\_\_\_\_

Rs.

As.

By \_\_\_\_\_

Nothing to be written by the Sender above this line.

If this telegram is to be classed EXPRESS,  
write the class here.

If this telegram is on State business, the word  
STATE should be written in this space.

When a reply is to be prepaid, write  
the words "Reply Paid" and the amount  
in the space below. These words are  
not charged for.

TO

Name

Lionpres

Address

Lahore

Telegraph Office

## NOTICE.

PLEASE  
GIVE A  
FULL  
ADDRESS.

Impossible accept greetings cards order was for type twentyfour point 20T

42 reprint send urgently

FROM { Shibayev

NOT TO BE  
TELEGRAPHED { Signature  
and  
Address of Sender

Naggar. 31- 1938

Oct

1/1/-

58

54



**ADDITIONAL SPACE FOR STAMPS.**

The **ACCURACY** of telegrams is not guaranteed; the Sender and Receiver must accept **ALL RISKS** arising from non-delivery, errors or delays. *Complaints* respecting *Inland* telegrams should be addressed to the Postmaster-General of the Circle concerned. Claims for *Refund* involving complaint against the Service should also be addressed accordingly. Claims for refund respecting telegrams *which do not involve complaints against the Service* should be addressed to the Officer-in-charge, *Telegraph Check Office, Calcutta*. Claims for refund or complaints respecting telegrams should be made within two months from the date of the telegram. The receipt granted for the telegram should be enclosed with the reference. In addresses consisting of a name prefixed to a Registered or Abbreviated address, or when a telegram is addressed to one person at the house of another whose name is also given the words "Care of" or the symbol "C/o" should be inserted after the name of the Addressee. There is always risk of a telegram not being delivered if a full and definite address is not given, in the first instance.



ESTD. 1919

Telegrams :

" LIONPRESS "

# The "Lion" Press

Fine Art Printers & Publishers

Telephone :

3087

Ref. No. 10363.

LAHORE 1-11-1938.

Dear Sirs,

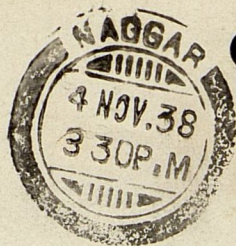
We have pleasure in acknowledging the receipt of your  
order/~~letter~~ No. *nil*, dated *29-10-38*  
for *Conf-lets*  
and the same is receiving our best attention.

Yours faithfully,  
for THE 'LION' PRESS, LAHORE

*S. A. Latif*

Managing Proprietor





V. Shikayer Esq.,  
Representative, Hamaa Co.  
Naggar (Kulu)



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10367.

4-11-1938

V. Shilwager Esq.,  
Representative, Flamma Inc.  
Naggar (Kulu)

Dear Sirs,

In compliance with your esteemed order No. 2,  
dated 29-10-38 we have the pleasure to advise despatch  
per V. P. P., of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor



# THE LION PRESS

Specialists in Printing Trade

HOSPITAL ROAD - LAHORE

November 4th, 1938.

V. Shibayev Esq.,  
Representative, Flamma,  
Naggar. (Kulu)

Dear Sir,

With reference to your letter dated the 20th ultimo, we are sending herewith proof of Blocks and the rates will be as under:-

Half-tone blocks.....As.-/5/- per sq. inch  
minimum.....Rs.3/-

Printing upto 1000.....Rs.2/8/-  
" " 2000.....Rs.4/-

Art Paper size 3 x 3".....Rs.1/8/- per 1000.

Awaiting your reply,

We remain,

Yours faithfully,  
for The Lion Press, Lahore,

*S. D. Latif*  
Manager.

Encl:- as above.

*Kabli*



7-NOV-1938.

Messrs THE LION PRESS  
Hospital Road.  
LAHORE.

WVDE  
KVM  
VERY URGENT

Dear Sirs,

I am in receipt of your letter of Nov.4th with samples of two blocks and have noted your prices. Please print urgently:

Of the snow scene - 1000 in sepia

of the river scene - 1000 in green (if there is no extra charge, or not more than some 8 annas or 12, I would prefer the latter to be printed 500 in green and 500 in sepia - I believe that as only the ink has to be changed, with resetting you can easily do this. I am sending the three selected proofs.

PLEASE NOTED that on the left side on the sky, in the snow scene that is a spot, which definitely was NOT on my photograph - I hope this oil on the block and that it easily be removed, as the prints SHOULD HAVE NO SPOTS. Please send the 2000 prints, neatly trimmed to exactly three and a quarter by three and a quarter inch size, by V.P.Post.

II. I am sending herewith a block of a square and 200 sheets of white and biscuit colour letter page - please print the block and address and also the word "PHOTO - VL.SHIBAYEV" in dark brown ink, exactly as indicated. Please note that the address should be in the type as shown and the words PHOTO VL.SHIBAYEV in smallest type available, but in CAPS.

III. I am sending further 50 cream Christmas greetings cards - please print text and frame in dark brown and Christmas leaves in green - exactly as indicated. The two Christmas leaves need not be till the end of the the page and if you use 12 type it will just be enough.



from border please use 12 point Simplex Border as recently sent to me on sample sheet.

IC - I also enclose about 102-103 grey and brown cards - to be printed with same Simplex 12 point border and only with the words PHOTO VL.SHIBAYEV added, - for this type a slightly larger type might be used than for the white letter paper, as there is no other text here.

PLEASE print everything exactly as shown and indicated. We regret very much that the previous Christmas cards were printed first in huge type which made the cards intollerably, and even after reprinting you have used although a smaller type, but an entirely stybe, (Indian Script) which does not appeal to Prof. Roerich at all, he having chosen definitely the Bernard Cursive #23-B 24 point type which is much nicer. Probably you do not have it any more in stock - but if this was only an error and it is in stock I would prefer if you could print the greetings text on the right side of the folding cream card (which text is between the two green borders) also in this Bernard Cursive 23-B-24 Point type - but otherwise print it as shown. Unfortunately all the greetings cards are being sent out on Saturday (as mail to Australia, South and North America takes a very long time to reach) so we have kept the previous lot of cards.

These 4 orders sent herewith are VERY urgent and I hope to get them in a few days, as they also have to be sent out within a week. Please do the best you can and exactly as per samples as everything has been taken from your sample book of text. Waiting your early delivery

Yours very truly

V. Shibayev

If the chaging of ink for river scene entails too much cost, then please print the whole 1000 of it in green only. The trimming of the samples you sent is very bad - probably a blunt knife was used - in the 2000 copies supplied the trimming must be very sharp and good and size accurate.



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 10390.

16 — 11 — 1938.

V. Shihayeri Esq.,  
Representative, Flamma Inc.  
Naggar (Kulu)

Dear Sirs,

In compliance with your esteemed order No. ~~x~~,  
dated 16 — 11 — 38 we have the pleasure to advise despatch  
per V. P. P., of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor

Jan  
Ur



TELEGRAMS :  
" LIONPRESS " LAHORE

Lahore 16-11-1938

V. Shilbargere Esq.,  
Representative, Hamma Inc.

Dr. to

The "Lion" Press

(Naggar/Kulu)

FINE ART PRINTERS, BOOK-BINDERS, STATIONERS & PUBLISHERS

BILL NO. 3426

ORDER NO. 2

DATED 16-11-38

Quality & Service

BILL NOT PAID WITHIN 15  
DAYS ONE P. C. PER MONTH  
WILL BE CHARGED EXTRA

50	Leaf-Lets, Olf. Green & Brown.	4	-	-
102	" " Olf. Brown.	2	-	-
200	" " Olf. Brown.	2	-	-
2000	Photo. Paper 1/2	8	-	-
2	Half-tone Blocks 3/12	7	8	-
		23	8	-
		3	-	-
		26	8	-

(2 Blocks returned) Packings & Postage

Sent for V.R.P.

FOR THE LION PRESS, LAHORE

Received Payment

FOR THE LION PRESS, LAHORE

S. A. L. L. if  
Mang. Proprietor

Mang. Proprietor



27-JUNE-1939

The Manager  
THE LION PRESS  
Hospital Road  
LAHORE

Dear Sir,

Please find herewith one photograph of which we want a half tone block made (fine) of similar best quality as the block per enclosed reproduction which you did for the undersigned before. The new block of the Chinese painting is to be 7 $\frac{1}{2}$  inches long exactly as indicated on the photograph and the height accordingly. Please prepare the block and please send the proof by return printed:

- a) in dark sepia (as enclosed) on white art paper
- b) " " " on buff coloured art paper

and we will decide which is better and will reply by return. Please also send with the proof the returned photograph as securely packed (with the wooden board) and the estimate for Block, printing and paper for 300 and 500 copies.

As this matter is urgent, please send the proof as urgent as you can. We will wire our approval to expedite the matter, as follows (Lionpress five hundred sepia on white Flamma) (or three hundred sepia on buff - as the case may be.

early reply

In anticipation of your

Yours faithfully



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No. 238/38

5-7-1937

V. Shikager En  
Representation "Flamma"  
Naggar (Kulu M.)

Dear Sirs,

In compliance with your esteemed order No. *nil*,  
dated *1-7-38* we have the pleasure to advise despatch  
per *V.P.P.*, of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,  
for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor



## THE "LION" PRESS

Fine Art Printers &amp; Publishers

HOSPITAL ROAD, LAHORE

No.

264/38

6 7.

1939

Messrs 'Flamma'

Naggar (Kulu)

Punjab

Dear Sirs,

In compliance with your esteemed order No. *nil*,  
dated *27. 6. 38* we have the pleasure to advise despatch  
per *V. P. P.*, of the articles noted on the  
enclosed bill. Trusting that the same will meet your approval.

Awaiting the favour of your further commands and assuring  
you of our best services at all times,

Yours faithfully,

for The "Lion" Press, Lahore,

S. A. Latif

Managing Proprietor



Rs. A.

Class

Amount

No.

Date

## INDIAN POSTS &amp; TELEGRAPHS DEPARTMENT

A



Inland Telegram

Space for Postage Stamps

(Space for additional postage stamps on reverse.)

Office of Origin

Code \_\_\_\_\_ Service instructions \_\_\_\_\_

H. M.

Words.

Sent at \_\_\_\_\_

To \_\_\_\_\_

By \_\_\_\_\_

Charge.

Rs.

A.

(If National Cash Register Machine is in use, booking clerk should sign here.)

(Nothing is to be written by the sender above this line.)

If this telegram is to be classed EXPRESS, write the class here.

If this telegram is on State business, the word STATE should be written in this space.

When a reply is to be prepaid, write the words "Reply Paid" and the amount in the space below.

TO

Name

LIONPRESS

Address

LAHORE

Telegraph Office

print threehundred on buff trimmed

FROM

Shibayev

NOT TO BE  
TELEGRAPHED{ Signature  
and  
Address of Sender

V. Shibayev. Naggar

9 annas

6-July-1939



# ADDITIONAL SPACE FOR STAMPS.

Space for 7 Stamps (Space for additional postage stamps to be added)		Inland Telegram		Date of Origin	
Words	At	Rate	To	By	Service
Charge	At				
(Nothing is to be written on the reverse of this line)					
If it is necessary to be written in this space, the words "EXTRA" should be written in the space.			If it is necessary to be written in this space, the words "EXTRA" should be written in the space.		
Name		Address		TO	
Telegram Office		Telegram Office		Telegram Office	

The **ACCURACY** of telegrams is not guaranteed; the Sender and Receiver must accept **ALL RISKS** arising from non-delivery, errors or delays. *Complaints* respecting *Inland* telegrams should be addressed to the Postmaster-General of the Circle concerned. Claims for *Refund* involving complaints against the Service should also be addressed accordingly. Claims for refund respecting telegrams *which do not involve complaints against the Service* should be addressed to the Officer-in-charge, *Telegraph Check Office, Calcutta*. Claims for refund or complaints respecting telegrams should be made within two months from the date of the telegram. The receipt granted for the telegram should be enclosed with the reference. In addresses consisting of a name prefixed to a Registered or Abbreviated address, or when a telegram is addressed to one person at the house of another whose name is also given the words "Care of" or the symbol "C/o" should be inserted after the name of the Addressee. There is always risk of a telegram not being delivered if a full and definite address is not given, in the first instance.

MGIFPAh.-