

JAGAT S. BRIGHT, M.A.,

SOMETIME RESEARCH SCHOLAR, PUNJAB GOVERNMENT,
FORMERLY LECTURER IN ENGLISH, KHALSA COLLEGE, BOMBAY.

LITERARY EDITOR & LITERARY ADVISOR
AUTHOR, JOURNALIST, POET, STORY-WRITER, NOVELIST.

AUTHOR OF
"MADAME CHIANG KAI-SHEK."

"ALLAH BUX."

"THE FRONTIER & ITS GANDHI."

"IRELAND UNDER THE BRITISH HEEL."

"THE WOMAN BEHIND GANDHI."

"KING'S CIRCLE."

"SHALL I MARRY?"

"INDIA TO-MORROW."

"GLORIOUS INDIA."
etc., etc., etc.



ASSOCIATED WITH
THE CAREERS.

HERO PUBLICATIONS.

THE LION PRESS.

UTTAR CHAND KAPUR & SONS.

THE INDIAN PRINTING WORKS.

ALLIED INDIAN PUBLISHERS.

DEWAN'S PUBLICATIONS.

PARAMOUNT PUBLICATIONS
etc., etc., etc.



SWAMINAGAR,
14-A, Beadon Rd. XERAND TRUNK ROAD

LAHORE.

Dated February 4, 1946.

Dear Revered Roerich,

Many thanks for your letter dated
23/1/47.

I shall certainly welcome your
sublime thoughts embodied in your book
entitled 'SHANTI'.

Do send us the book for publication.

Yours very sincerely,

Jagat S. Bright

ENTRUST YOUR LITERARY WORK TO EXPERT HANDS.

The Bright Press, Limited

- PROGRESSIVE PUBLISHERS -

14-A, Beadon Road,
LAHORE

No. '0'

Dated February 14, 1946.

Dear Revered Nicholas Roerich,

Many thanks for your letter dated February 8, 1947. It was the day when THE BRIGHT PRESS LIMITED was legally incorporated. And your auspicious letter was received on February 11, 1947. It was the day when THE BRIGHT PRESS LIMITED got its legal certificate for commencement of business. I am glad to note that the first letter on our Register for Letters Received and the Despatch Register belongs to Your Excellency and I have noted the fact in the registers of the Company with my own hands, because I do take it as a very good omen for the future prospects of the BRIGHT PRESS LIMITED.

But it appears to me from your letter dated 8/2/47 that you have not understood the future prospects of the BRIGHT PRESS LIMITED in the proper spirit, although I think I did send you a typed copy of those ~~x~~ ideals along with my first or second letter. I am enclosing herewith a leaflet which simply repeats what I have already sent you in a typed form. I TRUST YOU WILL READ THE LEAFLET.

In the light of the above ideals, you will easily understand why I was a little surprised and a little amused to read your letter dated 8/2/47. Perhaps you did not read the typed ideals I sent you, perhaps you passed them over as gilded threads of a business spider. I heartily sympathize with you because I am sure you must have had unpleasant experiences at the hands of unscrupulous publishers

The Bright Process, Limited

and so it will be useless to tell you that my firm is a firm with a difference in the stern light of your ~~your~~ experience of a lifetime.

My aim in life is to create brotherhood. And that's exactly your aim too. But while I teach it from the plains upwards, you preach it from the mountains downwards. Perhaps we shall meet somewhere. While you carry out your mission

through exquisite paintings I do it through the toils and turmoils of commonplace business.

I have all along been telling people that we should do our work as best as we can

without worrying about financial remuneration, thinking all the while that if I lived on the mountain, I shall require none at all, but your letter has now made me change my opinion.

PERHAPS I SHALL NEED MONEY ON A MOUNTAIN.

Men like you are the jewels of a humanity and they deserve to be provided all the money they require. A book like your on SHANTI will bear the breezes of Himalayan peace to the lungs of day-dredgers on the plains. Such a book deserves to be well paid for especially if the author happens to be in a financial difficulty. For such a book, if it finally approved by our Book Committee, I SHALL SEE TO IT THAT YOU ARE GIVEN FIFTEEN COPIES INSTEAD OF TEN AND TWENTY PER CENT COMMISSION INSTEAD OF FIFTY.

Please do send us the manuscript as early as possible for consideration.

Yours affectionately,

Jagat S. Bright
Managing Director

books to disseminate light of knowledge in India where over ninety per cent. of the citizens are still illiterate.

The Company will work out a clear-cut industrial policy towards the members of the public who are entitled to high-class literature at very moderate prices; towards the employees of the Company who must be properly fed, clothed, housed and medically looked after; and towards the shareholders in the form of handsome dividends and other advantages.

The moral motive of the Company is to create an economic brotherhood, by precept and practice, between producers and consumers, and convert the labour of necessity into the labour of progress by approaching the ideals adumbrated in the time-honoured maxim : 'By Love Serve One Another'.

The details of our Company are as follows :—

Authorised and issued Capital Rs. 5,00,000

Divided into 50,000 shares of Rs. 10/- each.

Payable as under :—

With application Rs. 2/8 per share

On allotment Rs. 2/8 per share

The balance of Rs. 5/- per share as the Board of Director may determine.

Don't forget that Bright Press means bright dividends.

We invite you to invest the sweat of your brow in this humane firm and promise to safeguard your every pice with a drop of honest blood.

KHAN BAHADUR ABDUL AZIZ

Chairman

Yours very sincerely,

JAGAT S. BRIGHT

Managing Director

Private & Confidential
JS

3

The Bright Press Limited

PROGRESSIVE PUBLISHERS

14—A, Beadon Road, L A H O R E

Dear Friend,

We have the pleasure to inform you that the driving force of the Bright Press, Ltd., is not merely to create a new business but also to help growth of the new civilization that is now being born out of the labours of the Second World War, the birth-pangs of the atomic era and the agonies of the conflicting ideologies that have plagued India and the world.

The Bright Press, Ltd., will hold the spiritual torch through its publications, to those groups and individuals who are groping in darkness and desperation in order to find a pathway of sanity. The East has a message to deliver to the West, and this Press will be an effective mouthpiece for humane teachings of today, yesterday and to-morrow.

Profiteering will not be the main motive of the Bright Press, Ltd., although profits will come as naturally as leaves to a tree, because it will be a policy of the Company to aim at the maximum good of the maximum number, and such a sound business programme is bound to sow a vast field of goodwill and bear a golden harvest.

The Company will aim at the quality as well as the quantity of production, goodwill of the customers and consumers, the welfare of the workers, and the general prosperity of the country.

The Company will chalk out a creative programme instead of imitating or duplicating books already in the market. Bright Press will avoid competition with other firms and will welcome a joint venture for large-scale economical production of top-most