

THE ADVERTISING CLUB
BANGALORE

PRESIDENT : T. K. MENON PHONE : 73246
SECRETARY: S. R. VENKATACHALAM PHONE : 24423
TREASURER: M. A. SINGLACHAR PHONE : 73041

CARE : MADRAS ADVERTISING CO. P. LTD.
GEORGE OAKES BUILDING
BANGALORE-2

Res: 26939

September 20, 1968.

Dear Mr. Roerich,

I hope you will very kindly forgive me for the delay in writing to you. This was a very heavy week for me from the Rotary Club and hence the delay.

The Advertising Club of Bangalore, now in its sixth year, has an exclusive membership of creative men. Therefore, I am very grateful to you for your kind and prompt acceptance of our request to address them.

As you told me that only dates in the third and last weeks of October will suit you, may I suggest Monday, October 21, Friday, October 25 or Monday, October 28, 1968, whichever is convenient to you? The function will start at 6 P.M.

Kindly let me know the suitable date so as to enable me to issue the necessary invitations to our members and other distinguished guests.

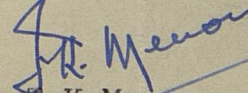
There will be an audience of about 250, including ladies, for the function. We run this meeting more or less on the lines of Rotary meetings and a tentative agenda is enclosed.

May I also have a brief bio-data of yourself for introduction purposes. We have, of course, details but, coming from you, the data will be authoritative.

The members of our Club as well as myself will very highly appreciate Shrimathi Devika Rani also gracing the occasion and, health permitting, saying a few words on films as a medium of mass communication.

Best wishes,

Yours sincerely,


T.K. Menon
PRESIDENT.

Roerich Esq.,
No.9, Edwards Road,
Bangalore-1.

A G E N D A

1. Invocation
2. Introduction of new members
3. President introduces the Chief Guests.
4. Talks by the Chief Guests
5. Vote of thanks
6. National Anthem

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Light refreshments will be served
before the start of the function.

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J. M. [unclear]



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the advertising club

bangalore

will be happy to have your company

at its meeting

on monday, october 28, 1968, at 6 p.m.

at the canara bank auditorium,

112, jayachamarajendra road, bangalore

when

mr. s. roerich

will address the gathering.

the subject of the talk

will be

art in advertising.

s. r. venkatachalam

secretary

t. k. menon

president

r. s. v. p.

26939

telephones 73246

24423

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October 3, 1968.

Dear Mr. Roerich,

Thank you for your letter, dated September 27,
1968.

I am extremely happy to note that you will address
the members of our Club on Monday, October 28, 1968
at 6.p.m.

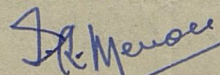
I confirm that this date is all right.

I now look forward to receiving from you a few words
about yourself.

Kindly let me know whether you would like me to send
invitations to any one for the meeting of October 28,
1968. If you can, kindly send me a list and I will be
happy to have the invitations sent to them.

Kindest regards,

Yours sincerely



T.K. MENON
PRESIDENT

S. Roerich Esq.,
C/o The Indian Bank Limited,
Lady Curzon Road,
Cantonment,
Bangalore-1.

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16.10.68

J.

Shri S. Roenich,
9A Edward Road,
Bangalore.

Sir,

As per the telephone call, I shall be
grateful if you will very kindly hand over
your Bio. Data per bearer.

Thanking you,

Yours Sincerely,

S. R. Venkatchalam

Secretary, Advtg. Club.

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ADVERTISING CLUB, BANGALORE

Meeting on Monday, October 28, at 6.00 P.M.
at Canara Bank Auditorium, Bangalore

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A G E N D A

1. Invocation
2. Welcome - S.B.Venkatsobalam
3. Dr.Rccerich's address
4. President's Remarks
5. Vote of Thanks - H.S.Spendra Rao
6. National Anthem

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October 30, 1968.

Dear Mr. Roerich,

I am writing these few lines to thank you very much for addressing the members of our Club. I appreciate this the more so because you kept your appointment in spite of poor health.

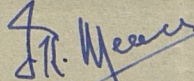
Both on behalf of the members of the Club as well as myself, may I put on record here that yours was one of the most brilliant addresses ever delivered to the Club during the last five years of its existence?

I hope - indeed I am sure - we will have your continued interest for the progress of our Club.

I hope Madame Roerich has completely recovered by now.

Kindest regards,

Yours sincerely,


T.K. Menon

Dr. Svetsolav Roerich Esq.,
No. 9, Edwards Road,
Bangalore-1.