

U.N.P.

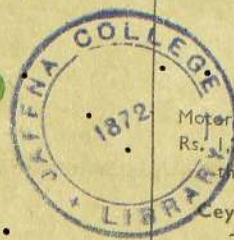
Organ of the United National Party
Rg. Office: 32/3 Flower Road, Colombo

VOL. I. No. 29

FRIDAY, 26th SEPTEMBER, 1947

PRICE FIVE CENTS

SEP 29 1947



In every Field of Insurance
Ceylon Insurance offers you

- ★ Complete Security
- ★ Generous Cover
- ★ Fair Terms
- ★ Prompt Service
- ★ Sound Advice

Motor claims paid for 1946:—
Rs. 1,25,000.00. Branches
throughout the Island

Ceylon Insurance Co.
22, Baillie Street
Fort Phone 2820 Colombo

Registered at the
G.P.O. as a Newspaper

750,000 VOTE FOR THE PARTY “Independents” make their last appearance

THE victory of the United National Party in the General Elections was not sweeping but nevertheless substantial. The main point that emerges from the voting statistics is that over seven lakhs of votes were cast for the United National Party as against barely two lakhs for the L.S.S.P. and less than a total of five lakhs for all Leftist Parties throughout the country.

Out of a total of a little over 300 candidates the U.N.P. had 99 in the field. It was the only Party that had more than one candidate in some of the seats. One hundred and seventy-five came forward as Independents. It is significant that only 18 were successful in winning their elections although nearly 2½ lakhs of votes were cast for Independents.

This is an indication that the Independent candidate has probably made his last appearance in the political life of this country. The fact that even 19 men were elected is probably because this is the first time in our constitutional history that we put forward Party issues. It is of the greatest importance for the future of the Island that electorates should from now on vote for one Party or another.

The figures prove that the seven lakhs of voters who preferred the U.N.P. to any other Party as against about five lakhs who preferred the Sama Samajists, Bolsheviks, Communists and Independents have given a definite mandate to the United National Party. The U.N.P. shall certainly honour that trust.

THE PRINTED WORD REACHES THE MASSES

1/4 Million Booklets : 2 Lakhs of Leaflets

THE PRIME MINISTER



Mr. D.S. SENANAYAKE

Mr. Senanayake's personality was of incalculable importance to the Party.

26,000 Large Posters were Published with his Picture as the Central motif and Carrying a Message from him to the Country.

Every Single Poster was Issued and requests are still pouring in. It is regretted that no more copies are now available. The Poster was Lithographed at the “Daily News Press.”

OVER a quarter of a million booklets of all kinds (including the Party Manifesto), and two lakhs of leaflets in all three languages were printed and distributed by the Propaganda Committee of the Party during the last five months.

This was a tremendous task and involved high-pressure work. Writing and translation arrangements

had to be made, and the work of seeing the publications through the Press and the distribution of the printed material thereafter took up days of unremitting toil. The lack of a Party Press was a great handicap because the work could not be handled through one central organization. Our work was always expeditiously carried out by the “Daily News” Press, the “Swastika Printing Works”, the “Forward Printers” and by the “Lanka Puthra Press,” but all of them had to consider the demands of other customers.



*Thanks for
your advice
Indira dear!*

Thanks for your advice —
Indra dear! Beautiful Indira
is always singing in praise of
RANI SANDALWOOD SOAP
and she never tires of telling
friends what a wonderful
aid it is in bringing the
roses back to your
cheeks!

Delightfully perfumed, it makes your bath an
enjoyable experience!

Remember RANI is a modern ‘must’ Obtainable
from all Stores throughout the Island and also
from our SALES DEPOT, No. 46/48, Bankshall
Street, Pettah, Colombo.

Are You a Subscriber?

Every Political and Socially Conscious Citizen Reads the U.N.P. Journal.
If you are not yet a Subscriber become one today.

Rates: One Year ... Rs. 4/-

“ Half Year ... Rs. 2/-

Manager, U. N. P. Journals,
32/3, Flower Road,
Colombo.

Sentil's

RANI

Sandalwood SOAP

THE SWADESHI INDUSTRIAL WORKS LTD.

Kandana, Ceylon

POSTERS THAT STIRRED THE COUNTRY

4 1/2 Lakhs of the U. N. P. Journals

THE Propaganda Committee of the Party decided in March this year to publish regular weekly journals. The first issue appeared on the 21st of that month as a four-page weekly. Within a month the journals in English and Sinhalese were increased to eight pages and have remained that size since.

At the early stages every member of the Party was requested to send in articles for publication but the response was poor. Consequently a tremendous amount of writing had to be done by the Editorial Staff. However, the journals were published regularly and will continue to be published in the future.

The figures are as follows:—
English Journal, No. of copies published and distributed ... 179,000
Sinhalese Journal, No. of copies published and distributed ... 196,000

Tamil Journal, No. of copies published and distributed ... 77,000
Grand Total ... 452,000

This represented an average of 75,000 each month of all three journals. At the beginning the Paper Control restrictions hampered us very considerably but when the Controller made a general order allowing journals to be printed with the publisher's own stocks we were able to purchase our supplies.

The journals cost a great deal of money, time and effort, but we were able to keep the country regularly informed about our attitude to important issues.

The U.N.P. is the youngest political Party in Ceylon. Its task was firstly to get itself known. The journals did this job, (in the opinion of other leading journalists and publicists) with vigour and competence. They were never dull although they could not descend to the vulgarities of the "City News" kind of yellow pamphleteering.

"SAVE Buddhism from the Flames of Marxism," "Save Your Faith from the Flames of Marxism," "Save Islam from the flames of Marxism," "Save Hinduism from the Flames of Marxism"—these were the slogans of the four kinds of posters produced on a large scale and sent to all parts of the country. Twenty-six thousand of them were published in all three languages. In every town in the Island people saw one or another of them. They were sent to all the candidates who required them for their campaign.

Why were these posters displayed? What was their value?

Their value was that they crystallised the idea that Marxism is opposed to all religions and that the foremost Marxist Party, the Lanka Sama Samaj Party, was therefore the greatest enemy of religion in this country.

It was necessary that the strength of attack should not be dissipated. It had to be concentrated on one issue and on one target. Our analysis of the situation was proved correct. It was our view that the main opposition to the U.N.P. would come from the Sama Samajist Party and that the other Par-

ties did not count for much in the country except in a few areas where personal influence of some of their leaders rather than Party issues would have decided the course of the elections. The results of the polls have justified our attitude.

It must be realised that a poster can only do one job. It can arouse attention to its message, it can remind, it can repeat. Beyond this it is the job of the propagandists to drive home and explain the meaning of its message, by leaflet, by booklet and by the spoken word.

Wherever the position of religion in a Marxist world was explained simply and graphically the posters came to life and proved a powerful force against the L.S.S.P.

The L.S.S.P. was forced to abandon its positive programme of propaganda which usually consisted of bare-faced lying. It had to get on the defensive and work overtime in an useless effort to tell the electors that they were NOT opposed to religion.

Anyone who understands the elements of propaganda will appreciate the fact that it is a substantial achievement to be able to force your opponent on the defensive. That is precisely what these posters achieved.

The posters were based on truth and were therefore unassailable.

It was from the gun of P. B. Kande-gedere, a dismissed police sergeant and a supporter of Mr. Karallidde.

Standing on the roof of a saloon car, the assailant had the confused crowd at his mercy and loaded and re-loaded his gun, firing into Mr. Aluwihare's car.

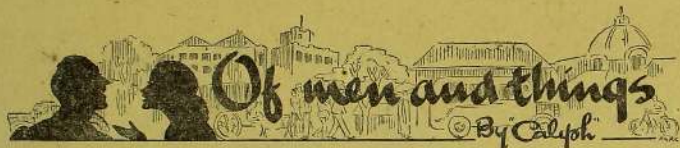
Mr. Aluwihare was injured in the head while six by-standers were killed and thirteen were injured. It was an aged Muslim carter, who finally captured the assailant, who was mercilessly assaulted by the crowd.

Mr. Aluwihare then said: "I suppose they wanted a by-election and thought

this was a quicker way to it than an election petition. But whether this was planned or not it was the act of a mad man!"

Tail-Piece

I SHALL award the prize for the best election poster to the unknown artist who drew an ELEPHANT wrenching up a TREE and flinging it at the HOUSE, which is smashed along with its furniture—the CLOCK and the CHAIR included. The elephant did win—and what a smashing victory!



NATIONAL Food Campaign
Publicity Expert, Richard Morgan, former Manager of the "Times of Ceylon," is a big noise in an American Publicity Agency.

Few people know that Morgan ran the Food Campaign Publicity from behind the scenes. The whole of the advertisement campaign which preceded the Town Hall Exhibition was handled by him with some of the "copy" written by Ski-Chief Gregg Roszkowski.

The "Banda Bonchi", "Peter Potato", "Carmen Carrot" correspondence which enlivened the advertisements were his speciality although the idea itself was first exploited by the British Ministry of Food for a different purpose.

Morgan's best work was the supplying of ideas and rough sketches for the prize-winning posters: "For Those You Love—Plough Now"; and "All Together Now—Save to Win the War."

We can't blame Morgan for the stupid English slogans like "Dig Harder for Your Larder," which ruined the effect of other slogans like "Grow More Food to Feed the Children." Morgan was opposed to the Harder-Larder monstrosity.

Mr. E. M. Hare—Scholar

MR. HARE, General Manager of the Calaba Ceylon Tea Estates Company Ltd., is a keen student of Sanskrit and Pali. He is a self-effacing man and even local scholars who specialise in these subjects don't know of his grasp of Pali. Mr. Hare came out to Ceylon nearly 35 years ago as a creeper. He is 52 or thereabouts now. I am told he spends about two hours every day translating from old manuscripts.

Poor Man's Candidate

ONE of the usual "Poor Man's" candidates adopted an original dodge at the Mawanela elections. He went about telling the villagers that he had applied for a job and that an influential man like Mr. Haris Ratwatte (who won the seat) was "jealous" and had applied for it himself! Many people believed this ingenious story and were sorry for the "poor man".

Father Thrashes Son

AT a meeting in favour of Mr. Ratwatte's candidature, a man who appeared drunk rushed into the hall and demanded to be allowed to speak. Mr. Ratwatte tried to put him off. Then he complained that the candidate had not greeted him on his arrival.

"You only want 'big' people, but we small people also count!" he roared.

This diversion nearly wrecked the meeting. The audience became restive and many people urged others to thrash the noisy lad. Finally the would-be orator's father took up a stick and fayed the fellow until he ran for all he was worth!

Strange Customs

CEYLON'S Leftists have customs as strange as their habits. There were two Leftists contesting the Colombo South Seat against the U.N.P. candidate, Mr. R. A. de Mel. One was the Bolshevik-Leninist, Mr. Bernard Soysa, and the other, the Communist, Mr. M. G. Mendis. The L.S.S.P. Boss, Mr. Philip Gunewardene, would not support either. He worked for Mr. P. Saravanamuttu, the Independent President of a very bourgeois Cricket Association!

And Caste Issues

STRANGER still was the spectacle of Bolsheviks appealing to caste prejudices in favour of Mr. Bernard Soysa at Colombo South and Dr. Colvin R. de Silva at Wellawatte-Galkissa. I know of a lady who canvassed St. Rita's Road entirely on the ground that "Colvin" was a representative of her caste! Is this the secret of the "Peeditha Pankthiya?" Your guess is as good as mine.

Dr. de Silva himself had nothing to do with this technique, I am sure. An intellectual of his calibre would never descend to this.

Heroic Dissawe

THE absence of any major incidents in the elections held up to time of writing brings to my mind the tragedy of the elections of 1936. Mr. Bernard Aluwihare, who had beaten the sitting member, Mr. W. T. B. Karallidde, was being triumphantly borne in procession through the streets of the Matale electorate when snots rang out.

Could you stand the strain?

Whether you are just a worker, Executive in an office or even a politician...could you stand the strain of the various duties you are called upon to perform throughout the day? If not...take

OLD'S ADVOCAT

You are assured of youthful fitness and vitality to overcome strain...take it first thing in the morning with your cup of coffee and you'll feel strong, bright and clear-headed.

KEEP A BOTTLE ALWAYS AT HOME

Available everywhere and at:

VICTORIA STORES

Pettah, Colpetty, Bambalapitiya and Dehiwela



Mr. DUDLEY SENANAYAKE

DUDLEY SENANAYAKE is perhaps the most promising politician in the younger set. His difficulty so far has been that he could not be given responsible office owing to the cry that would have gone up that the Senanayake Government had created a Ministry for the family.

Those who do not know him may have the impression that even his position as a Member of Parliament and his former office of State Councillor was unmerited and that he was pitch-forked into politics.

This impression is fairly general and has been a drag on his career. But one has only to see him at work to realise the alert vitality of his mind; his quick and ready understanding of an issue in debate, his righteously indignant approach to injustice and his intolerance of self-advertisement.

Dudley is impetuous and his passion for fairplay sometimes goes to his head. He is bold, intrepid and rebellious. He is simple in manner and rugged in speech.

"Merely because my father says this must be done why the devil should I agree?" he asks in a stentorian voice. Then you know he is angry and you can see he is running with only one wheel on the rails. He breathes rapidly, his broad chest heaves and the muscles of his face tremble. At such a moment I smile, for speech is useless and arguments only adds fuel to his fire.

Dudley is the new star on the ascendant. He has a passion for public work, he looks after his constituency with all the conscious artistry of a trained politician, and he makes the cause of the down-trodden his own. He has remarkable organising ability and brings drive and energy to the tasks allotted to him.

He rescued the National Congress from the edge of its grave. It became a Party with a Policy. It dropped its old grey coat of played-out theories and came out as a Socialist Party with its roots among the people. He met the challenge of the Proletariat and welcomed the entry of the Communist Party into its fold. He challenged the authority of his own father, and remained loyal to the Party even after his father resigned.

When he joined the U.N.P. people told him he was in strange company. He accepted the challenge of these words and published his political beliefs in an article entitled "Democracy or

8

Dictatorship." He maintained that a political party dictatorship "which is born of hatred and feeds on cruelty" could not satisfy the demands of humanity. He argued as against this that "the minimum content of social justice is the combination in society of political liberty with economic equality." And again, "man's highest achievements are not merely the outcome of a free and unregimented mind."

All this he argued against the background that Marxism by the nature of its doctrine and tactics leads inevitably to dictatorship.

Dudley remains unhappy and unsatisfied. The "Left" keeps beckoning to him, openly and sometimes in a more delightfully oblique way.

9



Mr. J. R. JAYAWARDENE

J. R. (Dick) JAYAWARDENE is sleek, gentle mannered. I have heard people say that he never smiles. One has to be quick to catch that fleeting flicker of lips with which he executes a political salaam because he is always pre-occupied and gives one the impression of having spoken to someone who has strayed into politics from the other-worldly atmosphere of the Raja Maha Vihare. He does not believe in excesses of any kind. He has one foot in politics and the other in religion. He resents the intrusion of one into the other but often finds himself mixed up in both.

He strayed into journalism in order to escape the soulless atmosphere of the Law Library. He cast about for an avenue of service in which he could throw in his gifts of speech and thought. He found temporary guidance across the seas in the appeal of Nehru, but I suspect the spirit that appealed to him was that of Gandhiji. I have been told that he even tried fasting but I have not been able to make him confirm this rumour. He made a political and spiritual pilgrimage to India and attended the Ramgarh Session of the National Congress at which far-reaching decisions were made by the Indian leaders. He returned to Ceylon less of a potential Bhikkhu and more of

a Subhas Chandra Bose. He abandoned the old political outlook of peaceful negotiation and campaigned for militant rebellion against the British Raj. The fever of Indian heroism had got into his blood and he carried the infection wherever he went.

Withal he was practical and as a first step to political experiment he reformed the broken ranks of the National Congress.

The Congress under his guidance put up candidates for election to the Colombo Municipal Council. For the first time the Congress issued a Manifesto worth reading and there was no mistaking the style and thought of J. R. Jayawardene. That Congress Party cleaned up part of the Augean Stables but could not survive the scramble for office for which the Colombo Municipal Council is celebrated.

Mr. Jayawardene was always progressive and receptive to new ideas and new methods. He made a splendid working team with Dudley Senanayake. Together they worked for a progressive policy against the conservative elements in the old Congress Party. They allowed the Communists to enter the Congress and faced the catastrophe of Mr. Senanayake's exit after the memorable Kelaniya Sessions. He figured prominently on the platform of the Friends of the Soviet Union. He tried his best to

make the Communists work in harmony with the Party, but the latter showed their hand and proved that their entry into the Congress was purely a tactical move in the game of capturing the Congress itself for its own.

At this stage the Congress became a Party without a distinct policy or leadership. The Communists had two loyalties, the Congressites only one. In the result the Congress suffered and crashed.

When the United National Party was formed, he was an obvious choice for high office. He became its Joint Treasurer, a Member of its Propaganda Committee, the Custodian of its Conscience, and one of its hardest workers.

He has now risen to the level at which he can use his gifts to advantage. He was open and scathing in his denunciation of the destructive slogans of the Sama Samajists. He fought for the principle of freedom of worship and freedom of religious organisation and propaganda which was in peril. He realised that never was religion in greater danger of being wiped out than with the advent of the Sama Samajists. He challenged them: they accepted the challenge. He fought and he won. He will fight on and the ultimate victory is also assured.

For
L I F E
M O T O R

AND

Workmen's Compensation
Insurance

Consult

FREE LANKA
INSURANCE CO., LTD.

York Building
Fort — Colombo

P. O. Box 732

Phone 4364

Wanted Active Agents in all Important Towns

IMPERIAL CHEMICAL INDUSTRIES LTD. PAINTS DIV.

DUCO

Duco is acknowledged to be the standout quality spray paint by re-finishers and car owners alike. Stocks are now in the hands of garages all over the Island.

Agents :—

BOSANQUET & SKRINE LTD.

P. O. Box 14

COLOMBO.

u.n.p.

Friday, 26th September, 1947

THE U.N.P. AND THE FUTURE

THE work of the U.N.P. organisation does not end with victory at the Elections. It is our view that a more closely-knit organisation than we have hitherto had is necessary if we are to continue to play our part in the affairs of this country. The experience of the General Election which has just been completed should be sufficient for us to re-organise our Party with stricter discipline and sufficient resources with which to help every candidate who is put forward in the future. Financially the Party did not have the funds it anticipated. An unduly optimistic view was taken of the financial position and we did not collect the monies that should have been found. This must be remedied and immediate arrangements must be made to see that a Political Fund is created for the future. There is little purpose in nominating candidates who could win their elections if sufficient funds are available for their campaigns if they are to be starved of money. Those who have organised and fought elections know the innumerable items for which money is required. Transport is not the only purpose for which money is necessary. The printing of cards, expenses involved in their distribution, supervision of workers, the printing of posters, leaflets and other election literature, the day to day expenses for public meetings, and the expense of election day itself come to a considerable figure. The Ordinance allows every candidate to spend up to Rs. 10,000 during his election campaign and until three weeks after election day. It is obvious that a very large number of our candidates did not have private resources nor the backing of those who were prepared to spend for them. The complaint has been made by many of those who lost that they would have been able to achieve victory if they had a few thousand rupees more to spend on necessary and urgent items. We believe that this complaint is basically correct.

It is useless to blame one person or another at this stage when all is over but we must put our house in order so that the future of this country which is so closely associated with the future of the U.N.P. will not be imperilled by any fault in our Party organisation. We must secure a mobile unit of vehicles which could be sent in charge of capable organisers to different parts of the country on election duty. There should be a special section of the office-bearers of the Party

SIMON

HE IS A DYNAMITE. OPPOSITION MAKES HIM EXPLODE AND HE MAKES A TERRIFIC BANG.

This is only the outward aspect of the man. He is essentially a good-humoured, straight-talking go-getter. He is on the up and up and nothing can stop him when he gets his teeth into a problem.

I remember the way he blew in to Galkissa from Baddegama. The Urban Council was behaving like most local Councils of the day. The ratepayers were crying to high heaven but the Council went on having the time of its life quarrelling over everything one could possibly quarrel about.

Then came Simon. First things first, he said; and the first thing to do was to get elected a member. He went in. He became Chairman, cleaned up the mess and gave the electors the straightest deal they've had before or since.

Wherever he goes there's bound to be an "incident." One of these illustrates the methods of this La Guardia. The ratepayers had for long agitated for a Beef Stall where there would be no under the counter selling. Mr. Abeywickrema put up a U.C. stall. Two nights after the opening it was burgled and all the implements carried away.

Mr. Abeywickrema refused to re-open the stall until the implements were recovered. "Those who robbed this property must be resident here. This property belonged to the public. The public must not tolerate this kind of robbery. If it does it must take the consequences." That was his pronouncement.

Finally a public subscription was raised and the stall was re-fitted and even a watcher was maintained by subscription.

This is a unique event in the annals of Local Government history in Ceylon. Only Simon could have done this, and he did.

He certainly became unpopular, but he has certainly brought order where there was once chaos, straight-dealing where once you could not move within the orbit of the Council without bribing somebody.

entrusted with this task. A fleet of vehicles should be obtained and placed in charge of a central directing body who will be responsible for their allocation according to the needs of various candidates and the conditions of the roads in different electorates.

We have to bear in mind that in a large Assembly like the House of Representatives we are likely to have several bye-elections every year. The term of office for elected members is also short and the next elections will be on us before long. Unless we profit by experience we shall find ourselves in a position which will be no better than during the last two weeks. In our view, we should assume that the United National Party has just been born.

ABEYWICKREMA

By
A. de A.

His rugged manner makes people imagine him to be rough and unsympathetic. That is a cloak he wears, like Col. Kotelawala, to hide his sentiments. He is as conscious of the poor man's problems as anyone else and is impatient of red-tape and delay.

He will usher in a new era of workers' welfare in the Departments under the Ministry of Transport and Works. He believes in direct touch with the worker.

He will direct a searching inquiry into every legitimate grievance that workers may have. He will not wait for deputations to wait upon him. So-called Trade Union bosses will find in Simon a straight dealing workers' man who will consider not so much the kudos of a particular Trade Union official but the benefits and amenities of the workers themselves.

He will produce all the drive that is necessary in a Ministry which is in charge of major construction works where innumerable excuses can always be found for whatever delays a department may wish to create.

Those who know the work he accomplished as Chairman of the Abeywickrema Committee will remember that long before Trade Union leaders asked for the removal of anomalous conditions of service it was he who recommended the raising of wages, the grant of extensive leave facilities and a general raising of the standards of living.



Mr. SIMON ABEYWICKREMA

He was foremost among the supporters of the Kotelawala Scheme of workers' homes. He opposed the idea of the building of flats on the ground that the workers should be given the facility of leading a home life and should not be herded together merely because it would be easier to build blocks of flats rather than detached houses.

He triumphed in the end and went further in his support of the Minister's idea that playgrounds and shopping centres should be included in the general plan. These homes are already coming up in various parts of the city and Mr. Abeywickrema will look forward with great anticipation to the day when he can see the first of the workers' families come into residence.

FOR THE TRADE

If you are interested in any of the under-mentioned goods, please drop us a line:—

| | |
|---|--------------------------------------|
| Typewriter Carbon Papers... | Rs. 2/75 per box of 200 sheets |
| Plastic Belts ... | Rs. 13/50 per doz. |
| Tooth Brushes (English) ... | Rs. 6/50 per doz. |
| "Peroxide" Dental Cream... | Rs. 3/50 per doz. tubes |
| Face Powder ... | Rs. 4/- |
| Perfumes (large) ... | Rs. 9/50 per doz. tins |
| do (small) ... | Rs. 8/50 |
| Eau-de-Cologne (large) ... | Rs. 24/- per doz. |
| do do (small) ... | Rs. 16/- per doz. |
| Bakelite Soap Cases ... | Rs. 27/- per doz. |
| Shaving Brushes ... | Rs. 24/- per doz. |
| Electric Wall Clocks ... | Rs. 4/50 per doz. |
| (230 volts-AC-9") ... | Rs. 21/- per doz. |
| Plum Pudding ... | Rs. 40/- (with glass front) |
| Tinned Barley—1 lb. ... | Rs. 35/- (without do do) |
| Australian Pearl Barley ... | Rs. 21/- per doz. |
| "Rinoldi" Brand Macaroni, Vermicelli and Spaghetti ... | Rs. 4/50 per doz. |
| Fancy High Grade Note papers—in blue—with envelopes to match (24 per box) ... | Rs. 32/- per cwt. in bags of 1½ cwt. |
| Fancy High Grade Writing Compendiums—blue ... | Rs. 82/- per cwt. (mixed) |
| Air Mail Compendiums—ruled ... | Rs. 20/- per doz. boxes |
| Air Mail Writing pads (unruled)—blue—70 sheets ... | Rs. 20/- per doz. |
| | Rs. 14/50 per doz. |
| | Rs. 10/80 per doz. |

G. C. Roche & Co.

P.O. Box 243
MALIBAN STREET

COLOMBO II

T'phone: 2784.

A DOCTOR'S DILEMMA

(By Our Political Correspondent)

DR. R. L. SPITTEL has entered the lists of political controversialists with an article in that notoriously anti-Ceylonese journal, the "Times of Ceylon." He has left the frigid atmosphere of his surgery, where at least he may still be master of the carving knife, and come out into the open as a political commentator.

As a political writer I believe it is not within my competence to tell an eminent surgeon like the distinguished Doctor where to cut a patient or how to dress a wound. But that same humility of the specialist does not appear to hinder this retired surgeon. He has now become, in addition to his qualifications in surgery and amateur ethnology, an expert in political propaganda!

He dismisses the series of election posters published by the U.N.P. with

the phrase "puerile propaganda which, to judge by the trend of the elections, has not bamboozled many."

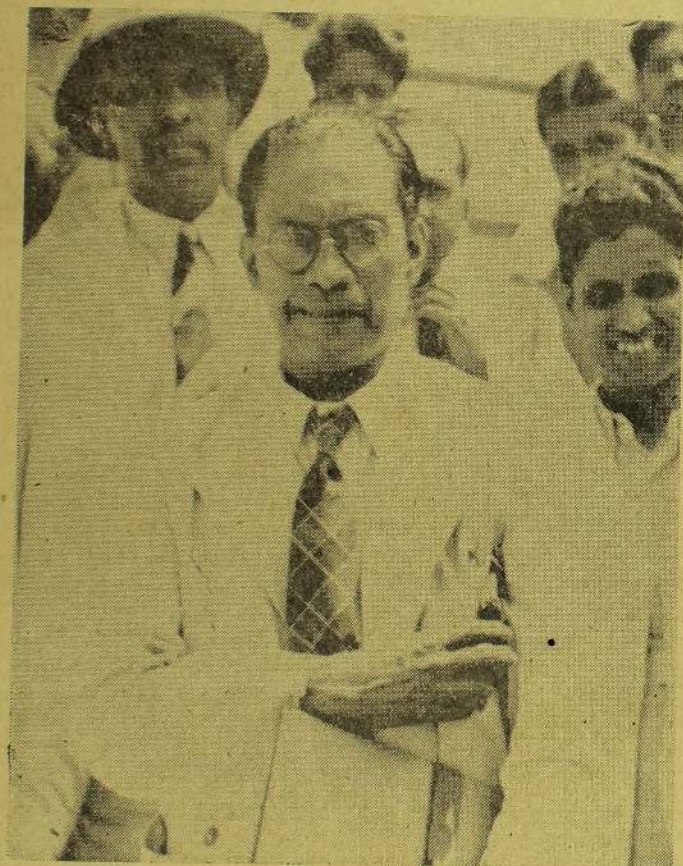
What do you know, Doctor, about propaganda anyway? Have you not heard the good old adage that a shoe-maker must stick to his last?

I will not attempt to give a scientific analysis of the posters in question except to say that in the opinion of the few who are competent to judge or to give expression to opinion on the extremely intricate and scientific subject of publicity and propaganda, that these were the finest posters produced in this country in its entire history. Naturally we do not expect those who are opposed to the U.N.P. to appreciate them. We do not have the innocence of the just-born to imagine that politics is a subject which does not gender prejudice and bitterness between opposing Parties and factions. It is given to few to have a sense of detachment which is necessary if one is to evaluate the quality and strength of particular methods of publicity.



Col. J. L. KOTALAWELA
Chairman, U.N.P. Propaganda Committee

I do not presume it would take much imagination to realise that the political trends of the country can be judged from within the cold grey walls of the Doctor's surgery or that the shine of a surgical knife reflects like a mirror the political picture.



MR. S. W. R. D. BANDARANAIKE will be the Leader of the House in the New Parliament. He will have the delicate task of arranging the business of the House in consultation with various sections of it. The task of the Leader of an Assembly like Ceylon's first Parliament will call for great tact and skill. Mr. Bandaranaike is eminently fitted for these tasks. He will be in a position similar to that of Mr. Morrison in the British House of Commons, where, it may be remembered, Sir Stafford Cripps failed to deliver the goods in the same capacity owing to his impatience with some sections of Parliament.

His skill in debate and more particularly the brilliance of repartee for which he is celebrated will make it possible for him to meet truculent opposition with firm and yet unoffending rebuke.

As is well known, Mr. Bandaranaike is the finest orator Ceylon ever produced and will be heard with respect in any Assembly in the world whether it be an Asian Conference or a Conference of even greater International standing.

MAHA AMARASINGHA

WHATEVER THE OCCASION,
WHEN IT'S

CAKES

REMEMBER THE PLACE

Don Alexander & Sons

Bakers, Confectioners & Green Grocers,

ALSTON PLACE,
COLOMBO.

'Phone : 3774.

'Grams : "ALEXSONS" (1)

Workmen's Compensation Employer's Responsibilities

It is the responsibility of the employer to assure the safety of his men engaged in hazardous occupations. The law provides for workmen so engaged who are hurt or injured and requires the employer to compensate his employee. Workmen's Compensation Insurance is your best safeguard.

Enquire for particulars from

The General Insurance Co.
of Ceylon Ltd.

(Incorporated in Ceylon. Liability of Members is Limited.)

P. O. Box 334

COLOMBO

SPORTS

Commentary

COVER-POINT

THE choice of this week's lead story is a difficult one as the sport that went into the making of the week hardly hit the headlines.

After much hesitation I have decided to fall back on racing for my lead. The C.T.C. September Meet starts this week and will run, without a break, into the October Meet, thus providing five Saturdays of racing on the Havelock Racecourse. The entries for the September Meet which closed last week were by no means up to standard. Several of the top-notchers are absent, enjoying a much-needed rest after the strenuous time they had during August. Fields are, therefore, likely to be small in most events, bar possibly the Class III Arab races. The September Meet caters in the main for sprinters, with a few 7 furlongs and mile races thrown in, and, on paper, does not appear likely to provide anything very exciting.

I have had many inquiries about the future of KUNJ LATA, the Governor's Cup winner who in the brief space of a little over six weeks shot up from the bottom of Class II to the dizzy height of a handicap of nearly 11 stones in the top division. The position, I am afraid, is still rather uncertain. The Indian ban on the importation of foreign horses has not yet, to my knowledge, been lifted. If this ban is to

remain on the Statute Book, Kunj Lata will have to be satisfied with purely local triumphs but all lovers of racing will, I am sure, hope that this super mare will be given a chance of taking on the best in India. I understand that India's greatest filly, HER MAJESTY, may have a tilt at the Calcutta Classics and it would be interesting to see how Kunj Lata would fare against her. If the ban is lifted, there is also a possibility of LUZON being sent to Calcutta. The waler is a fairly good handicapper, but I doubt whether she will hit the high spots.

The prospectus for the new racing season which starts next month has been approved and the excellent public support given to the resumption of racing is reflected in a general increase in stakes.

CAUGHT up as I was in the vortex of election duty, I was able to see only the tail-end of a rugger match which might have provided the biggest upset of the season. That was when the Havelocks in the return match with the C.R. and F.C. gave their opponents a fright by holding them to a clean slate till gathering darkness coincided with two good three-quarter movements which ended in two tries, one of which was converted. The forwards of both sides were very much in the limelight and till the closing stages the Havelocks had most of the game.

IF this Rugger clash revealed a plenitude of talent in the Ceylonese ranks, the Charity Soccer match between Up-country and Sunrise F.C. showed that Soccer in Ceylon has deteriorated with the passage of time. For two teams, which were presumed to include the best barefooters in the game today, the standard of Soccer was more than disappointing. The match eventually ended in a sharing of six goals but the Sunrise team had the Cup and the spoils for the asking had they not taken things far too lightly.



F. C. de SARAM

THE Ceylon Swimming Championships provided excellent sport. The outstanding performance was that of D. ARNDT who clipped off 1.1 second off his own record for the 440 Yards free style. Arndt went on to win the 100 and 220 Yards as well but could not improve on the time records.

The standard of Swimming in Ceylon is on the up grade but, as the Otters' Coach, HARRY NIGHTINGALE, an Olympic swimmer himself, said the other day, Ceylon's Olympic aspirations in Swimming would best be deferred for another six years.

cellation of Ceylon's match with the Indian cricketers, who will shortly be leaving for Australia.

A VERY interesting Cricket match was played last Saturday on the S.S.C. ground where the home team were hosts to the Colts in a time-honoured fixture. Despite the obvious disparity in strength of the two teams, quite a fair crowd of cricket enthusiasts turned up to watch the exchanges and were treated to a brilliant century by F. C. DE SARAM and a sound 64 by Wicket-keeper RODRIGO.

Most of our cricket stars have now reached the peak of the form, thus making even more tragic the enforced can-

So much for local sport. A more fitting climax to the English County Cricket season could not have been provided than the achievement of the Middlesex "Twins," COMPTON and EDRIKH, in the Champions vs the Rest match at Lord's. Compton hit up his 18th century for the season and actually went on to make 246, which is his highest score in England, while Edrich also broke HAYWARD'S record aggregate. It is, I think, a safe bet to assert that it will be many years before one County can provide in a single season two batsmen to beat this rare record—unless, of course, Compton and Edrich themselves do so next year!

NET

—for Mosquito Nets
or Curtains

72" wide. Wider mesh for better ventilation,
still designed to shut out mosquitoes etc.
In shades of Blue, Green, Pink, Yellow and
White.

VERY SPECIAL PRICE 4/- YARD

CROWNS

118, MAIN STREET, COLOMBO

SELF CONFIDENCE

Your Self Confidence depends upon one vital factor. Are you stable financially?

However stable your income may be, remember, income fluctuates. It can never be an absolute asset.

Insurance is an asset altogether absolute.

Absolute security is what we offer you.

The
Trust Company Limited

No. 15, First Floor, Gaffoor Buildings, Fort, Colombo

Phone 3600

(6)

WHAT WAS THE MANDATE?

By Vernon Phelps

WHAT is the universal verdict of the General Election? It is that the country must march forward and not look back, lest like Lot's wife, it become a pillar of salt.

I make bold to assert that not a single voter in the General Election cast his vote for looking back or retracing our steps on the path to political and economic emancipation. That is why I say that candidates who stood precariously on window ledges and shouted: "Down with the Soulbury Constitution and 'Long Live the Revolution,'" have still to ascertain the terms of their mandate.

Neither the rejection of the Soulbury Constitution nor the Revolution nor for that matter the Indian issue was at any time the issue of any election contest. The voters sent in their representatives to Parliament to finish the job on hand of piloting, or assisting to pilot, the country through the final stages, to the status of a free and self-supporting nation.

The voters decided, and their decision is not questioned, that men of different political creeds, could all lend a hand to the task of accomplishing this feat. Let not anyone, therefore, ever again, shriek from a window ledge that he was returned to, down the Soulbury Constitution or fan a revolution.

There is much to be done and done speedily with the urgent national problems on hand. The voters sent in men to form a government that would tackle these problems with vision and efficiency, and still others to assist the

government by constructive criticism. That is the scope of the verdict at the polls to both categories of Parliamentarians, and that is a mandate that must not be misconstrued deliberately or otherwise.

No mandate was ever given to a candidate to express any particular point of view as representing the point of view of his constituents.

Let candidates (who have already displayed a remarkable alacrity to air their pet views and claim that they are endorsed to the hilt by his constituents) remember, therefore, that the electors who sent them in, expect them to decide issues on their merits when such issues are debated in Parliament and not on any pre-conceived conceptions of their own. This is what the voters expect of their representatives to do on any issue, whatever that issue may be. Such candidates should also remember that the essence of good parliamentary government is based on responsive co-operation between the component elements within that Parliament and not by an insistence on supercilious niceties between the "ism" of one group or another.

Men of excellent qualities have been returned to Parliament and the electors expect them to use these gifts to promote the country's progress.

When they have done that (as indeed the electors will demand to know by an examination of their stewardship) then perhaps the electors may decide to dismiss the indiscretion of the Parliamentarian (and others of his ilk) who shrieked foolish nothings, clinging precariously to a window ledge at the Registrar General's Office in the Fort, as the pardonable folly of a fledgling flapping his new-found wings.

LET'S LEARN TO SELL CEYLON ABROAD

By
"Coliph"

YOU can't "sell" the sea to a child who is frightened or not interested. But you can "sell" Ceylon to a world ignorant of the beauty of this Island if you send the right type of salesmen abroad. Ceylon is nearing Dominion Status and the world (especially the Empire) is interested to know all about this "grown-up." But we have no one to tell them. We leave it to those on the other side to tell their people all about us, and they tell them wrong.

We could then avoid the propaganda typified by the English woman who wrote in a London paper recently: "I know Ceylon because I have been there. A good part of the natives are Veddas roaming wild in the forests of Bintenne. Some have advanced a stage further but they have not forsaken their tribal dances, with masks, drums and cymbals. They dance round their pagodas at certain seasons. But the rest, thanks to the influx of British civilisation, are more civilised." This smells of the travellers' tales of the Victorian era. But no one cared to correct her, though she should have known that it is a reflection on "British civilisation" to grant Dominion Status to these "wild natives." Soulbury, Rees and Borrowes, what have you done, by gad?

We could have also avoided the mischief of disgruntled officials like James Thorburn Multhead, who in his book, "Brother Ceylon," has a grouse even against Ceylon's animals!

"Even the domestic animals of Ceylon are sanguinary minded. Pariah dog, water buffalo, and bullock, in common, loathe the white man, but are docility in perfection to the native."

He wrote again: "Ceylon is utterly illogical. It is quite hopeless for the

sane white man, accustomed as he is to right thinking, balanced judgment, and logical deduction, to attempt to understand, even in a superficial manner, the paradoxical idiosyncrasies of that crazy little island."

HE capped it all with a most damaging statement on ourselves: "The native in Ceylon completely fails to comprehend the subduing fact that this little island, with its grandiloquent pretensions and inflated ideas of its own importance, is a mere speck in a great big outside world. . . . Erudite people have been known to imagine its natives to be anything between coal black Negroes and Eskimos."

We could also have avoided the sting (or at least removed it after being afflicted) of Bishop Heber's controversial poem.

THIS selling business must be viewed from the shop-keeper's point of view. If his goods don't sell in any area, he sends a smart salesman there to push them up. If the customers care to enter his shop his one object is not only to please the customers, though the latter are not always right, but also to make them come again—and again.

We must not only send "salesmen" out but also apply the second cardinal principle of the shop-keeper. Without resorting to how-touring to the tourists we should make him feel comfortable. Petty annoyances like touting must be eliminated.

An organised Tourist Bureau, like the one we had in pre-war days, will do good. But it must also arrange for the pleasure of the tourist. The Ceylon Tours Ltd. has been enterprising enough to arrange picnic trips, by rail, road or air for visitors as well as for us here.



Puttalam Lagoon

It will be a good idea if this company is State-owned. Or may be it may be given the work of the Tourist Bureau. Either way may be beneficial. Anything in the way of constructive tourist trade should be encouraged.

gone to buy my engagement ring. So had a Serviceman, a Scot. The jeweller and I were talking of the mass impersonations and thuggery at the Municipal election just concluded in that ward. The Serviceman was interested.

ONE instance of how we sell ourselves down the river occurred at a jeweller's shop. I had

Our jeweller friend blurted thoughtlessly: "In Ceylon, this has become the usual thing." The Serviceman absorbed it.



Ceylon's Wonderful Coastline



“THE
ISLAND'S
CHOICE”

Issued by:—
COLOMBO DISTRIBUTORS LIMITED

REGAL

Now showing daily at 3.15, 6.15 and 9.30 p. m. and also morning shows on Sat. & Sun. at 10.15

IT IS A CLASH OF EMOTIONS... EXCITEMENTS... DANGER... AND DEATH... IN THIS STORMY DRAMA OF SUPER-SLEUTHING !!

The famous director—FRITZ LANG—gives another display of technical excellence !!
Warner Bros'.

"CLOAK AND DAGGER"

starring :

GARY LILI
COOPER PALMER
ROBERT ALDA

MAJESTIC

Now showing daily at 3.15, 6.15 & 9.30 p. m.

It is a charming story of mutual treading on one another's corns... and the spirit of tolerance that made these different men and women live a pleasant experience !

AMUSING BRITISH FILM !!

J. ARTHUR RANK presents

"SCHOOL FOR SECRETS"

starring :

PAMELA MATHEWS, RALPH RICHARDSON

EMPIRE

Now showing daily at 3.15, 6.15 and 9.30 p. m.

FABULOUS ROMANTIC HERO OF "ARABIAN NIGHTS" STILL STEALING HEARTS IN TOWN!!

R.K.O.'s

"SINBAD THE SAILOR"

IN TECHNICOLOR

starring:

DOUGLAS FAIRBANKS JR., MAUREEN O'HARA,
WALTER SLEZAK

ALSO DAILY: Dodgem Cars, mat slides etc. ON SUN 28th at 10.15 KIDDIES KINEMA KARNIVAL

MYLAN Theatre NOW SHOWING

DAILY AT 3-15, 6-15 & 9-30 P. M.

(Opposite Hindu Temple, Sea Street, Pettah)

TEARS AND SACRIFICE

were the price of a charming woman's

INNOCENCE !

SOHRAB MODI'S

NEWEST HIT

SHAMA

Starring: MEHTAB The Queen of Emotions with Wasti & Abubakar.

NEW OLYMPIA

Now Showing Daily at 3-30 & 9 p. m. only

Morning Shows on Sat. & Sun. at 10-15 a.m.

MISS NOT THE OPPORTUNITY OF SEEING THE GREATEST MOTION PICTURE EVER PRODUCED....

Thousands have seen it. Decide to see it today.

Do not postpone.....It may be too late

A THROBBING STORY OF THE OLD SOUTH IN GRANDEUR, PAIN, DEATH, AND TRIUMPHANT RESURRECTION!!!

"GONE WITH THE WIND"

with

CLARK GABLE, VIVIEN LEIGH, LESLIE HOWARD,
OLIVIA DE HAVILLAND.

N.B. Pass-holders can make use of their passes from now onwards.

SEATS BOOKED AND NOT PAID FOR 10 MINUTES BEFORE THE STARTING TIMES OF THE SHOWS ARE LIABLE TO BE SOLD.

HOUSEHOLD PRODUCTS OF SUPREME QUALITY

SNOW-WHITE SOAP

Manufactured to meet the growing demand for a superfine household soap for washing delicate fabrics, and general laundry purposes. Since it is absolutely pure, many people use it for face and hands also.

Cents 22 per tablet



HEALTH JOY SOAP

An excellent antiseptic household and bath soap.

Its germicidal lather gives protection against all infectious diseases, and makes it invaluable for use in sick rooms, hospitals, schools and colleges.

Cents 27 per tablet



DAINTY TOILET SOAP

Dainty in name, dainty in use, it cleanses the skin and imparts a delicate lingering fragrance.

Cents 35 per cake



B.C.C. SANDALWOOD SOAP

Contains pure Mysore Sandalwood Oil, soothes and protects.

Cents 55 per cake



B.C.C. COAL TAR SOAP

Refreshing as a breath of air from snow-clad pine-covered hills—all men prefer it

Cents 55 per cake



B.C.C. SHAVING STICK

Gives a rich, creamy, lasting lather for a comfortable shave—the closest of your life!

Cents 50 per stick



PESTOX INSECTICIDAL SOAP

An unfailing remedy for all kinds of insect pests that infect Tea, Rubber and Coconut Plantations, Fruit, Flower and Vegetable Gardens. A very effective dog and cattle wash.

Rs. 3.25 per 2-lb. tin



"COOKS-JOY"

Puts the O.K. in cooking and costs only cents where formerly you spent rupees.

Rs. 1.50 per bottle

VEGEOL SALAD OIL

Undoubtedly the most popular on the market. Cooks can't go wrong with Vegeol.

Rs. 1.80 per bottle



PYNOL

Nature's delightful disinfectant, germicide and deodorant. Non-toxic, non-irritating and non-corrosive.

Rs. 2.00 per bottle

HI-POWER CONCENTRATED DISINFECTANTS

"As strong as the strongest made" Guaranteed Carbolic Coefficient 18—20. Fluids with high disinfecting and deodorising properties excellent for household use and for the sanitation of hotels, hospitals, schools, office buildings, factories, theatres, restaurants and such other places.

Red Seal Black Fluid Rs. 1.50 per bottle
Red Seal White Fluid Rs. 1.25 per bottle



Please obtain the above from your dealer and NOT from the manufacturers.

The
British Ceylon Corporation Ltd.
Colombo