QUESTIONNAIRE :-

This study is conducted to assess the attitude of consumers towards advertising. So I would like to ask you a few questions. For the questions that follow, there is no right answer or wrong answer, since I am interested in your opinions, attitudes and personal experiences.

(Make ✓ marks at appropriate places)

Male / Female Age Group - upto 30 / 30-40 / 40-50 / 50 and above

Educational Qualifications -

Total Family Monthly Income - 5,000-15,000 / 15,000-30,000 / 30,000 and above.

1. Can you name any 4 products you have seen advertised recently ?.

2. Where have you seen them advertised ?.

   Newspaper - Films -
   Magazines - Posters / Sign Boards -
   T.V. / Video - Radio -

3. Do you think too many advertisements appear in media ?.

<table>
<thead>
<tr>
<th>YES</th>
<th>NOT SURE</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td></td>
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<tr>
<td>Magazines</td>
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<td>T.V. / Video</td>
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<tr>
<td>Posters / Sign Boards</td>
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</tbody>
</table>
4. Have you personally used any of the above mentioned products? - Yes / No.
   If Yes, then, has it given you the kind of satisfaction promised by advertisements? - yes / no.

5. In general, do you think that advertisements often make tall claims for products? - yes / no.

6. Do you think advertising needs to be controlled in India? - yes / no.
   If yes, who should control advertising?.
   - Government by making laws.
   - Self control by Industry.
   - Control by Consumer groups.
   - Professional body (Like Indian Medical Council, Institute of Chartered Accountants).

7. Have you felt uncomfortable while watching advertisements in any form in public, or along with family members or with friends? - yes / no.
   If yes, can you recollect which advertisements?.

8. a. Do you feel that children watch advertisements very carefully? - yes / no.
    b. Do you think advertisements have an undesirable influence on children? - yes / no.
    c. Do you think advertisements directed or related to children should be controlled? - yes / no.
    d. Have you ever witnessed children below 14 forcing their parents to buy specific products as an effect of advertising? - yes / no.
    e. If yes, can you recollect which products?
9. Do you think there is excessive or unnecessary use of children and female characters in advertisements? yes / no.

10. Day by day neon signs, posters, floats etc are increasing at public places like gardens, seashores, country sides, hill stations etc. Do you think it should be stopped? yes / no.

11. a. Have you seen any advertisement of alcohol anywhere? yes / no.
   b. Do you consume alcohol? Occassionally / Never / Regular.
   c. Do you feel a ban on alcohol advertisements in media is helping any way to restrict the consumption levels in India? yes / no.

   b. Are you aware that there is statutory warning printed on every Cigarette pack and in every Cigarette advertisement? yes / no.
   c. Do you think any smoker bothers to think about the warning before taking a puff? yes / no.
   d. Do you think that ban on Cigarette advertisements can help in restricting the consumption in India? yes / no.
   e. Do you think it is ethical to take sponsorship of Cigarette companies for sports competition or cultural events etc? yes / no.
13. There are few statements related to advertising, you are given 5 options A, B, C, D, E.

A - Agree Strongly    D - Disagree Somewhat
B - Agree Somewhat    E - Disagree Strongly
C - Cannot say

You have to use any of the above options for each statements. Once again please remember that there is no right or wrong answer. Different people believe differently about these statements. So please express your options. Write your option in empty brackets:

1. Advertisements are informative ( )
2. Advertisements are entertaining ( )
3. Advertisements claims on quality of products are accurate and justified ( )
4. Advertisements sometimes make us buy the products we do not really need ( )
5. Advertisements are loud and vulgar ( )
6. Advertisements promote fantasy, false, values, rarely reflect reality ( )
7. In developing country like India, money spent on advertising is an unproductive expenditure and waste of resources ( )
8. Advertised products are of better quality than non advertised products ( )
9. Without advertisements, T.V. Radio, Newspapers, Magazines cannot survive ( )
10. Most advertisements exploit sex ( )
14. Now few advertisements will be shown to you. Please tell me your spontaneous reaction to these advertisements - Whether you find them acceptable, not acceptable or you are not sure about their acceptability. If you feel any advertisement is not acceptable to you, then try to reason out. Standard objections against advertising are given below. You have to write your objection number against those advertisements which are not acceptable to you. Objections are -

<table>
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<th>Reasons for being Not Acceptable</th>
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<td>9.</td>
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<tr>
<td>10.</td>
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</table>

Thank you for your Co-operation.
APPENDIX - 'B'

QUESTIONNAIRE :-

This study is conducted to assess the attitude of consumers towards advertising. So I would like to ask you a few questions. For the questions that follow, there is no right answer or wrong answer, since I am interested in your opinions, attitudes and personal experiences.

(Make ✓ marks at appropriate places)

Male / Female Age Group - upto 30 / 30-40 / 40-50 / 50 and above

Educational Qualifications -

Total Family Monthly Income - below 1,000 / 1,000-3,000 / 3,000-5,000

1. Can you name any 4 products you have seen advertised recently ?

2. Where have you seen them advertised ?

   Newspaper - Films -
   Magazines - Posters / Sign Boards -
   T.V. / Video - Radio -

3. Do you think too many advertisements appear in media ?

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NOT SURE</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
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<tr>
<td>Magazines</td>
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<td>Radio</td>
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<tr>
<td>T.V. / Video</td>
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</tr>
<tr>
<td>Podter / Sign Boards</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
4. Have you personally used any of the above mentioned products? - Yes / No.
   If Yes, then has it given you the kind of satisfaction promised by advertisements? - yes / no.

5. In general, do you think that advertisement often make tall claims for products? - yes / no.

6. Have you felt uncomfortable while watching advertisement in any form, in public, or along with family members or with friends? - Yes / No
   If yes, can you recollect which advertisements?

7. a. Do you feel that children watch advertisements very carefully? - Yes / No
   b. Do you think advertisements have an undesirable influence on children? - Yes / No
   c. Do you think advertisements directed or related to children should be controlled? - Yes / No
   d. Have you ever witnessed children below 14 forcing their parents to buy specific products as an effect of advertising?
   e. Can you recollect which products?

8. Do you think there is excessive or unnecessary use of children & female characters in advertising - Yes / No

9. Day by day posters, floats, etc. are increasing at public places like gardens, seashores, country sides, hill stations etc. Do you think it should be stopped? - Yes / No

10. a. Have you seen any advertisement of alcohol anywhere? - Yes / No.
    b. Do you consume alcohol? - Occasionally / Never / Regularly

11. a. Have you seen any advertisements of Cigarettes or panmasalas? - Yes / No If yes, where?
    b. Do you think any smoker bothers to think about the warning before taking a puff? - Yes / No.
CHAPTER-I.

To ensure the Truthfulness and Honesty of Representations and claims made by Advertisements and to Safeguard against misleading Advertisements

1. Advertisements must be truthful. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by The Advertising Standards Council of India.

2. Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.

3. Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute. If and when required to do so by the Advertising Standards Council of India, advertisers and advertising agencies shall produce explicit permission from the person, firm or institution to which reference is made in the advertisement.

4. Advertisements shall not distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentations which directly or by implication or by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.

5. Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers.

For example

(a) Products shall not be described as ‘free’ where there is any direct cost to the consumer other than the actual cost of any delivery, freight, or postage. Where such costs are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.

(b) Where a claim is made that if one product is purchased another product will be provided ‘free’, the advertiser is required to show as and when called upon by The Advertising Standards Council of India that the price paid by the consumer for the product which is offered for purchase with the advertised incentive is no more than the prevalent price of the product without the advertised incentive.

(c) Claims which use expressions such as “Upto five years, guarantee” or “Prices from as low as Y” are not acceptable if there is a likelihood of the consumer being misled either as to the extent of the availability or as to the applicability of the benefits offered.

(d) Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of any physical attributes such as height or bust development, obesity, illness, impotence, infertility, baldness and the like to ensure that claims or representations directly or by implication, do not exceed what is considered prudent by generally accepted standard or medical practice and the actual efficacy of the product.

(e) Advertisements inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, rates of return or terms of amortisation; where any of the foregoing elements are contingent upon the continuance of or change in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisement.

The Advertising Standards Council of India
Advertisements inviting the public to take part in lotteries or prize competitions permitted under law or which hold out the prospect of gifts shall state clearly all material conditions as to enable the consumer to obtain a true and fair view of their prospects in such activity. Further, such advertisers shall make adequate provisions for the judging of such competitions, announcement of the results and the fair distribution of prizes or gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of results, it is clarified that the advertiser’s responsibility under this section of the Code is discharged adequately if the advertiser publicizes the main results in the media used to announce the competition as far as is practicable, and advises the individual winners by post.

6. Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.

7. In mass manufacturing and distribution of goods and services it is possible that there may be an occasional, unintentional lapse in the fulfilment of an advertised promise or claim. Such occasional, unintentional lapses may not invalidate the advertisement in terms of this code.

In judging such issues, due regard shall be given to the following:

(a) whether the claim or promise is capable of fulfilment by a typical specimen of the product advertised.

(b) Whether the proportion of product failures is within generally acceptable limits.

(c) Whether the advertiser has taken prompt action to make good the deficiency to the consumer.

CHAPTER II

To ensure that Advertisements are not offensive to generally accepted standards of Public Decency.

Advertisements should contain nothing indecent, vulgar or repulsive which is likely in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

The Advertising Standards Council of India

CHAPTER III

To safeguard against the indiscriminate use of Advertising in situations or of the Promotion of Products which are regarded as Hazardous to society or to individuals to a degree or of a type which is Unacceptable to Society at Large.

1. No advertisement shall be permitted which:

(a) Tends to incite people to crime or to promote disorder and violence or intolerance.

(b) Derides any race, caste, colour, creed or nationality.

(c) Presents criminality as desirable or directly or indirectly encourages people particularly children to emulate it or conveys the modus operandi of any crime.

(d) Adversely affects friendly relations with a foreign State.

2. Advertisements addressed to children shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, no advertisement:

(a) Shall encourage children to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like.

(b) Should depict children leaning dangerously outside windows, overbridges or climbing dangerous cliffs and the like.

(c) Should show children climbing or reaching dangerously to reach products for any other purpose.

(d) Should show children using or playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks or other injury.

(e) Shall feature minors for tobacco or alcohol-based products.

3. Advertisements shall not, without justifiable reason show or refer to dangerous practice or manifest a disregard for safety or encourage negligence.
4. Advertisements should contain nothing which is in breach of the law nor omit anything which the law requires.

5. Advertisements shall not propagate products the use of which is banned under the law.

6. Advertisements for products whose advertising is banned or restricted by law must not circumvent legal restrictions by purporting to be advertisements for other products the advertising of which is not banned or restricted by law. In judging whether or not any particular advertisement is an indirect advertisement for a product whose advertising is restricted or prohibited, due attention shall be paid to the following:

(a) Whether the unrestricted product which is purportedly sought to be promoted through the advertisement under complaint is produced and distributed in reasonable quantities having regard to the scale of the advertising in question, the media used and the markets targeted.

(b) Whether there exist in the advertisement under complaint any direct or indirect clues or cues which could suggest to consumers that it is a direct or indirect advertisement for the product whose advertising is restricted or prohibited.

(c) Where advertising is necessary the mere use of a brand name or company name that may also be applied to a product whose advertising is restricted or prohibited, is not reason to find the advertisement objectionable provided the advertisement is not objectionable in terms of (a) and (b) above.

CHAPTER IV

To ensure that Advertisements observe fairness in competition such that the Consumer's need to be informed on choice in the Market-Place and the Canons of generally accepted competitive behaviour in Business are both served.

1. Advertisements containing comparisons with other manufacturers or suppliers or with other products including those where a competitor is named, are permissible in the interests of vigorous competition and public enlightenment, provided

(a) It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.

(b) The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.

(c) The comparisons are factual, accurate and capable of substantiation.

(d) There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertised or that with which it is compared.

(e) The advertisement does not unfairly denigrate, attack or discredit other products, advertisers or advertisements directly or by implication.

2. Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trade mark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.

3. Advertisements shall not be so similar to other advertisements in general layout, copy, slogans, visual presentations, music or sound effects as to be likely to mislead or confuse consumers.

4. As regards matters covered by sections 2 and 3 above, complaints of plagiarism from advertisements predominantly viewed abroad will lie outside the scope of this Code except in the under-mentioned circumstances

(a) The complaint is lodged within six months of the first general circulation of the advertisements/campaign complained against.

(b) The complainant provides substantiation regarding the claim of prior invention/usage abroad.

The Advertising Standards Council of India
APPENDIX - 'D'

Set of advertisements shown to the respondents of Class A for their reactions. In detailed analysis of their reactions is shown in Tables 9.9, 9.10 and 9.11.
CANCER CURED THROUGH AYURVEDA:

So many Cancer Patients have been cured by the System of Ayurvedic treatment since 17 years. Sufferers may contact after knowing well successful Patients. Statements will be provided on request.

Dr. M. BABU RAO,
Cancer Infirmary,
1-1-271/3, Chikkadpally,
Hyderabad-500020.

<table>
<thead>
<tr>
<th>Address:</th>
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<th>Consulting Days:</th>
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</thead>
<tbody>
<tr>
<td>HEAD OFFICE:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancer Infirmary</td>
<td>64735</td>
<td>Every Thursday &amp; Friday.</td>
</tr>
<tr>
<td>1-1-271/3, Chikkadpally,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Near Bus Stop, Hyderabad-20.</td>
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<tr>
<td>C/o. HOTEL SUDHARA</td>
<td>445164</td>
<td>Every Saturday.</td>
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<tr>
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<td>C/o. HOTEL BRINDAVAN,</td>
<td>573271</td>
<td>Every Sunday.</td>
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<td>BANGALORE-560001.</td>
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<td>C/o. HOTEL K.K. INTERNATIONAL,</td>
<td>366010</td>
<td>Every Monday.</td>
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<td>Opp: South Railway Station,</td>
<td>366040</td>
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<tr>
<td>Ernakulam, COCHIN-682016.</td>
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<td>522699</td>
<td>Every Tuesday.</td>
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<tr>
<td>Pahar Gunj,</td>
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<td>Near Imperial Cinema,</td>
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<td>NEW DELHI-110055.</td>
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<td>C/o. HOTEL MID-TOWN,</td>
<td>628882</td>
<td>Every Wednesday.</td>
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<tr>
<td>Opp: Andheri Railway Station,</td>
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<td></td>
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<tr>
<td>(West), BOMBAY.</td>
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</tbody>
</table>

(Source - Hindustan Times; July 29, 1986).
HOMOEOPATHY TREATMENT

LORD'S ASSURES

Slim & Trim from Bottom to Top

with LORD'S SLIMEX-DROPS

Lose Extra Weight Style Your Body into A Slim & Shapely Figure In a Natural, Safe Homoeopathic Way

Also Manufactures of:
- TONE-UP
  The Powerful Tonic for Men
- GLOW-CARE
  Complexion Drops & Cream
- LORD'S ARNICA SHAMPOO
  with Extra Conditioners
- LORD'S ARNICA HAIR OIL
  with Jabonachi

Distributors Enquiries Solicited

LORD'S HOMEOEPATHIC LABORATORY
B-49, Naraina Industrial Area-II, N.Delhi-110 098
Phone: 5721438

AUTHORISED DEALERS BOMBAY:
M/S. BANAJI & CO. 248, Princess Street, Ph: 319458, M/S. ROY & CO. 176, Shamal Das Gandh Marg 310504, M/S ORIENT HOMEOEPATHIC PHARMACY, Opp. Apsara Cinema, Lamington Road, Ph: 398196, M/S ZORASHTRIAN HOMEOEPATHIC PHARMACY, 600, Girgaum Road, Ph: 312706, M/S ORIENT HOMEOEPATHIC PHARMACY, Dx. Bhadkamkar Road, Ph: 391916, M/S NARESH HOMEOEPATHIC PHARMACY, S.V. Road, Malad Ven. Ph: 6428123, M/S PRINCESS HOMEOEPATHY, Nagri Bldg. First Floor, Station Rd. Santa Cruz West, BOMBAY, Ph: 6124477, M/S VINAYAK Homoeo Centre, Sarvani Rd. Santa Cruz West Ph: 6493741, M/ S BHAGAT CO. Khodad Circle, Dadar, Bombay.

(Source - Indian Society of Advertisers).
Complan tops the list!

Class XII, Central Board Examinations, 1987.

Bhavani Natesh Kumar
English Core Topper with 91%, Padma Seshadri Bala Bhavan, Madras.

Amit K. Agarwala
Economics Topper with 92%, Bal Bharati Public School, New Delhi.

B. Kailash
Commerce Topper with 91%, Padma Seshadri Bala Bhavan, Madras.

Umesh Behal
Scored 100% in Mathematics, Bal Bharati Public School, New Delhi.

Meenakshi Khanna
History Topper with 88%, Carmel Convent, New Delhi.

Ajit N. Gautam
Accounts Topper with 99%, Padma Seshadri Bala Bhavan, Madras.

All these toppers drank Complan regularly during their examinations.

Complan provides excellent nourishment for children in their growing years and students at exam time.

Complan has the best protein—milk protein—plus 22 other vital foods the human body needs every day.

Congratulations!

Complan Toppers

The complete planned food.

(Source - CERC)
When you're swelling with pride,
Sharmana kaisa?

Raymond's

(Source - Poster at Haji-Ali; Aug, 1992).
OSWAL AGRO MILLS

Rs.10,000 invested in 1983 has grown to over Rs.10 lakhs in just 6 years.

RIGHTS ISSUE CLOSES TODAY

- Issued Bonus Shares in the ratio 3:5
- Dividend — 224% (50% Interim in 1988) even after Bonus Issue.

<table>
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<tr>
<th>Year</th>
<th>83</th>
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<th>85</th>
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<td>Dividend (%)</td>
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<td>30</td>
<td>32</td>
<td>42</td>
<td>50</td>
<td>50</td>
</tr>
</tbody>
</table>

- Rs.10,000 invested in 1984 has grown to Rs.6,84,000 in 5 years.
- Rs.10,000 invested in 1986 has grown to Rs.1,75,000 in 3 years.
- Rs.10,000 invested in 1987 has grown to Rs.45,000 in 2 years.
- Rs.10,000 invested in 1988 has grown to Rs.20,600 in 6 months.

Preferential allotment in issues of Oswal Agro Furane Ltd. and Bindal Agro Chem. Ltd.

Fully Convertible Bonds on Rights basis for Rs.308.70 crores.
Each Bond of Rs.100 will be converted into 2 Equity Shares at a Fixed price of Rs.50 per share in just 180 days.

**Market Price of Rs 103 (ex Right) as on 23-12-88 on Bombay Stock Exchange.**

OSWAL AGRO MILLS LIMITED
Regd. Office: 25-B/8, New Panchak Road, New Delhi 110 005

(Source - Financial Express; Feb 13, 1985).
Lead a tax-free life!
Invest in National Savings Scheme and

Get 100% Income Tax exemption

Save with National Savings Scheme and reap rich tax benefits. The National Savings Account 1987 allows for tax rebate under Sec. 80-CCA on the entire amount deposited in one year. The amount plus interest, withdrawn after three years is added to the income so that in the year of accrual the interest is tax-free.

Don't be handicapped by tax problems. Be smart and invest in National Savings Schemes.

National Savings Scheme
For Income Tax-Free

(Source - ASCI).

Director of Small Savings
143, Anna Salai, Madras 600 002
Phone: 840223/840003
SAFE.

SAFER.

SAFEST.

This message is important for your family’s safety. It concerns the purity of the water they drink.

A water filter generally removes dust and suspended particles, but allows germs to pass through.

If you boil water, you must know that it takes as long as 20 minutes to destroy all bacteria.

Also, it’s a scientific fact that boiled water can get recontaminated while cooling.

As compared to kneeling and boiling, consider the Zero-B assurance.

The Zero-B assurance

Zero-B is your family’s safest protection against dangerous waterborne bacteria which cause diseases like gastroenteritis, diarrhoea, dysentery, cholera and typhoid.

It’s unique, scientifically proven water purification medium eliminates all these bacteria on contact. Also, if properly stored, the water remains社团和 SAFE for several hours.

Thus, by merely slipping it onto your kitchen tap, you are assured of pure and safe water instantly.

All this is made possible because Zero-B uses the purification technology of advanced countries like the USA.

A technology so advanced that leading laboratories in India and abroad have recommended it as a very effective method for water purification.

Zero-B comes in three convenient forms:

- The Municipal Tap Attachment has a unique double action that filters and purifies water.
- The Candle Filter Tap Attachment purifies filtered water from a candle filter and other storage vessels.
- The Zero-B Tumbler is a handy travel pack that ensures pure water wherever you go. All three cost almost nothing for the convenience and assurance they provide.

Zero-B comes to you from Ion Exchange (India), experts in water purification.

You will find Zero-B at leading stores, chemists and appliance shops.

Zero-Bacteria drinking water ....instantly.
RAPID HAIR LOSS
A constant source of anxiety
THE MHC TREATMENT
A source of natural hair
(in certain types of baldness)

The more hair you lose, the more worried you get. The more worried you are, the more hair you lose. It's a vicious circle that could result in very easy baldness.

Because what actually happens when you are under stress is that the vital blood vessels supplying your hair contract, depriving it of a healthy flow of blood. This results in undernourished hair. It becomes weak and falls off. Of course your anxiety starts all over again.

But now if you are bald or balding and worried, you needn't be.

Here's a treatment for baldness and falling hair that really works in certain types of baldness. Based on a formula developed by doctors and trichologists (hair specialists) in U.S.A., the treatment has its roots in medicine. It is the only treatment of its kind, and has effectively grown hair on bald and balding men and women the world over. Why, success rates in most cases have been very high.

Now the MHC Treatment is available in India. If you are bald, balding, have scanty or falling hair, it could just be THE thing for you.

Because hair problems are so varied, individual assessment of the difficulties is always best - especially in certain types of baldness. MHC realises this, and offers a free, confidential consultation by appointment & see if you qualify for the treatment.

Similar Treatment:
• Approved by Govt. of Canada (Ref. NEWSWEEK Oct. '86 issue)
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FDA, U.S.A. staff reviews have concluded that it is sufficiently safe and effective enough to meet Federal Standards. (The Times of India, 26th Jan. '87)

(Source - Indian Society of Advertisers)
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