Dhaka Day by Day Adphobia

by S Bari

One day I was feeling the itch to spend some money. This was an unusual occurrence, since the itch normally requires having money. which is a state I rarely find myself in. A little unsure as to how to cope with the situation, I turned to the television for guidance, thinking "Return to Eden" would inspire me to indulge in lavish consumerism. Before the shares war Down Under could begin, though, the advertising war began on BTV, and lasted nearly as long as News at Ten. In the process, I tried to choose from among the products advertised.

BTV policy is to space ads in clusters, so you can enjoy 20 minutes of cows jumping out of tin cans and cardboard moons shining over diligent students. Powder milk and toothpaste were once the darlings of the advertising agencies, and even now the entire modelling popu-

lation of Dhaka seems to parade through Close-Up and Peps Gel ads, where true love blossoms only if you've brushed your teeth with the right toothpaste. The relationship between love and dental health is a traditional one in the world of advertising, but the makers of Matador toothbrushes seem to have stretched it to rather esoterie limits. Toothbrushes are serenaded off the assembly line to the strains of the theme from Love

Story. What else could spend my money on ? Laundry detergent is a hot item. To judge by the commercials, washing clothes is an activity enjoyed by an alarming percentage of the population. Soap suds and soft hands are the highlights of the day for these enthusiasts. Their you.

example is hard to follow: housewives must dress in their best silks and wedding jewellery before plunging their hands into the satisfying foam of Cosco 101 or Wheel laundry soap.

One curious sales pitch caught my 'ye. The girl in a shampoo ad should take some time to seriously think about her hair. Gift-wrapping a bottle of shampoo is less a sign of romance than a hint that your hair hygiene leaves much to be desired; maybe her admirer is trying to tell her something.

Though we refuse to accept it (dare I even

mention it in a respectable family daily), the truth, the unspeakable truth, is that we are a dark race. Fairness creams are the cosmetics industrys' answer to the aversion we have towards this fact of life. One attractive (because she is paper-white, the only prerequisite for beauty, never mind if you look like a gremlin) model asks another (even whiter) why she looks so much better. The answer: Tasmeri fairness cream. The convincingness of this commercial almost prompted me (like most Bengalis, beyond redemption by the most efficacious of creams) to go out and spend my money trying to look like Meryl Streep.

But I was held prisoner in my chair by the next series of offerings. Before my amazed eyes a bevy of buxom ladies erupted into song and dance. On the hillside, in the kitchen, at the

> zoo, in the office, these squadrons swung their substantial hips in a rather menacing manner. The most frightening shot is in a large drawingroom with a staircase. A group of women sits demurely, as if at a kitty party. Two or three bars of music, and total transformation. In they unison, spring up and march threateningly towards the camera. The viewer instinctively backs up in his chair. This army of Amazons wears Johnny (or Zia, or Bourani) print saris. Without exception, print sari ad vertisers believe in selling by intimidation: the physis ognomy of the models and the dance-cum-martial arts display ensure that the commercials scare the wits out of potential buyers.

The session over, my heartbeat back to normal af-

ter the sari vendetta, I pondered long and well over my options. What ads had effectively sold their products? At Taka 8000 per minute (prime time rates), a lot is at stake for the makers of print saris and soap bars. From the commercials I had sat through, my shopping list was clear. At the end of the day, I emerged from the shop with Lipton tea bags, a Sharif umbrella, a copy of Ajker Kagoj, and a bottle of Mortein insect repellent (the advertisement showed me that it was the best way to slap your husband).

Hearing on Anwar's petition resumes on July 7

Hearing of the former communications minister Anwar Hossain's petition to quash his trial now pending in the Special Tribunal and Sessions Judge Court, Dhaka, continued on Thursday before a I Wision Bench of the High Court Division, reports BSS.

The court comprised Justice Anwarul Huq Chowdhury and Justice Habibur Rahman Khan.

Attorney General, Aminul Hug, argued on behalf of the state. Khondker Mahbub diossain appeared on behalf of the petitioner, Anwar Hossain Monzu.

38 Damp

39 Flower part

41 Hosp: asst.

43 Wear away

46 Calling 48 "Rockford

Files" star

51 Anglo-Saxo

money 52 Locations

54 Guido's

55 Footlike

56 Malice

1 Cut of meat

2 Frozen water

3 Fondled

5 Simian

6 Sun god

4 "- Rider"

45 Prohibit

42 Church

ACROSS

1 Joint

4 Peels

9 That woman

12 King topper

13 Separate 14 Cage for

15 Courage

17 Sarcasm

20 Royal

19 Pedal digi

21 Encounte

23 C-F linkup

24 "The Big

27 In additio

28 Light rain 30 Brother of

Jacob

31 Tantalum

symbol 32 Repasts

35 Kind of

37 Father

34 Tin symbo

60,000 acres to be brought under afforestation

Government had taken Taka 10,26 crore programme for afforestation of 60,000 acres after the April 29 cyclone and tidal surge and Cox's Bazar had been included in it. This was disclosed by State Minister for Environment and Forest Abdullah Al-Noman in the Jatiya Sangsad Thursday, reports BSS.

Print sari advertisements can scare the wits out of

Some char areas of the newly accrued chars in the coastal areas of the country have been made suitable for afforestation. The State Minister also stated this in reply to a question from Prof Rafigul Islam (AL-Jessore).

Answer to Previous Puzzle

T A S K MENU

APES STARTLES
FACTS ARIAMAM
OUT COMET ORA

LEBANESEDISH

LIDS ROAS

TIARANARROWS

BEESAGESSTY

7 Gaelic

9 Facial

8 Antiered

animals

@ Part of HMS

11 Female sheep

FADE YARNS

16 Small child

20 Breathe

21 Partners

23 Plunges 25 Mollifies

26 Footbal

kicks

36 Musical

47 Exist

49 Yalie

53 Agave plant

38 Gave prior

32 Trap

18 "Canterbury

CROSSWORD PUZZLER

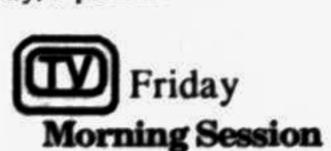
Noman further informed

the House that some other char areas are formed with sand and these chars did not even come above the water level during low tide and as a result they are not suitable for afforestation.

He said the government had taken the following steps for afforestation in the suitable char areas. This, he said, are: transfer of char areas from Land Ministry to Forest Department, raising nurseries for intensive afforestation and creating new forest in char ar-

Announcement to promote dairy industry hailed

President of the Dairy Association of Bangladesh, MA Jabbar, Thursday hailed the announcement of Commerce Minister M Keramat Ali for floating a fund with a view to promoting local dairy industry, reports BSS.



	8-00	cement, Al- Quran
	8-10	News in Bengali
ŧ.	8-15	Documentary film Zoo 2000
	8-40	Natun Kuri
	10-00	News in English
	10-05	Documentary film Animation Special
	10-15	Moner Mukure: Nayol
	12-30	Close Down
	Ev	ening Session

(1)	
3-00	Opening Session, A
	Quran
3-15	Tripitak Path
3-20	Alor Dishari
3-40	Education Programs
4-10	Film: The Chronicl
	of Narnia
4-40	Sourave Gourabe
5-20	News in Bengali
5-30	Sports programme
6-30	Agrajatra
7-10	Madhuchhanda
8-00	News in Bengali

8-40

10-30

11-30

Drama of the Week

"Chhoto Ekti Bon"

News in English

News in English

Film: L A Law

Close down

BUET admission test July 9

By BUET Correspondent

The written examination test for undergraduate admission to the Bangladesh University of Engineering and Technology (BUET) for 1990-91 session will be held on July 9 and 10 for the Faculty of Engineering and Architecture respectively.

A total of 5,988 applications have been filed for 560 seats for first year B. SC, engineering courses at BUET. For engineering faculty, a total of 4,158 applicants had submitted their forms for 510 seats including 3 reserved seat for the tribal students. Out of them, only 3500 applicants have been allowed to sit for the written examination.

A total of 1830 applicants have been vying for 50 seats including one reserved seat



Members of Bangladesh Nurses Coordination Sangram Parishad holding a rally in city on Thursday to press home their - Star photo

Fire at Jamuna

Fertiliser Project

By Staff Correspondent

• What's on today •

BCL (N-S) press conference

Jatiya Samajtantrik Dal (JSD-Inu)-backed faction of Bangladesh Chhatra League (N-S) will hold a press conference today (Friday) at 11 am at the DUCSU building. The press conference has been convened to present BCL (N-S) leaders views on the maintenance of a congenial academic atmosphere on the Dhaka University campus after it reopens tomorrow.

Rotaract Club meeting

The 111th regular meeting of Rotaract Club of Dhanmondi Lakeview will be held today (Friday) at 5 pm at 2/3 Shahjahan Road, Block-C, Mohammadpur in the city. Members have been requested to attend the meeting, the

Carmichael College ex-students meet

first one of the Club 1991-92 session.

Carmichael College Old Boys Association executive committee meeting will be held today (Friday) at 5 pm at 91 New Elephant Road (2nd floor of New Geetali).

All executive committee members of the association have been requested to attend the meeting in time.

ATAB press conference

The Association of Travel Agents of Bangladesh (ATAB) will hold a press conference today (Friday) at 7 pm at the Purbani Hotel in the city.

ATAB executives will describe at the conference the problems arising from the recent imposition of value added tax (VAT) and other problems the travel agents are facing with different airlines including the Biman.

Bangladesh Tissue Bank

A central executive meeting of Bangladesh Tissue Bank will held today (Friday) at 5 pm at the Bank Secretary's residence at 669 Dhanmondi Residential Area in the city.

SSMC students

A four-day amusement programme of the final year students of Sir Salimullah Medical College begins today (Friday). The students will start for Shafipur where they will spend the day amid various entertainment programmes.

Relief employees' conference

The bi-ennial conference of Relief and Rehabilitation Directorate Officers and Employees Combined Welfare Council will be held today (Friday) at 3 pm at the Auditorium of Bangladesh Chemical Industries Corporation (BCIC) at 30-31 Dilkusha Commercial Area in the city.

State Minister for Relief Lutfar Rahman Khan will attend the conference as chief guest. Relief Secretary M Akhter Ali and Relief Directorate Director General Brig (Retd) Mohammad Mosahed Choudhury will be special guests.

National Literacy Award

The national literacy award-giving ceremony of Bangladesh Jatiya Sahitya Sangsad will be held today (Friday) at 4.30 pm at the Jatiya Press Club auditorium.

Jatiya Sangsad Speaker Abdur Rahman Biswas will distribute the awards. Bangladesh - Press Council Chairman Justice Ruhul Amin will chair the function.

Janata Dal meeting

Bangladesh Janata Dal (BJD) holds its central committee meeting today (Friday) at 3 pm at the party central office at Asad Gate in the city.

Joy Bangla Sangskritik Jote

A joint meeting of 45 units of Joy Bangla Sangskritik Oikya Jote will be hold today (Friday) at 9 am at the Awami League central office at 23 Bangabandhu Avenue in the city.

Jessore Dist School reunion

A meeting of the Jessore District School old students will has been convened today (Friday) at 4.30 pm at 67 Segun Bagicha in the city.

The meeting will discuss the issues relating to the July 18 reunion of the school's ex-students scheduled to be held at the Ladies' Club in Dhaka.

Interested persons have been asked to contact Kazi Wahidul Alam over tel 834306 or 416418 or Dr Kazi Meshabuddin Iqbal over Tel 501899 or 834269.

... and tomorrow

Mango Festival at Sonargaon

Sonargaon, a Pan Pacific hotel, starts a week-long Mango Festival tomorrow (Saturday) at the hotel's Cafe Bazar and Karwan Sarai restaurants during lunch and dinner.

Monsoon brings not only the dark clouds it also brings mangoes, the king of fruits. Bangladesh's mangoes are famous for their colour, aroma and the succulent flesh. These are sweet and fleshy and they give out the tropical scents.

The Executive Chief of the Hotel Dabbarh Hassan has taken full advantage of these unique property of the mangoes while preparing the extensive a-la-carte lunch and dinner menu for the Cafe Bazar and a dinner set menu for the Karwan Sarai restaurant. He has carefully selected a wide range of appetizer, mouthwatering main course and delicious dessert to be served during the festival.

The regular nightly themes at the Cafe Bazar will remain suspended during the period of Mango Festival.

CIRDAP anniversary

The twelfth anniversary of the Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP) begins tomorrow (Saturday). The anniversary programme will take place from 10 am to

12 noon at the 'open house' at CIRDAP headquarters, Chameli House, 17 Topkhana road, in the city.

Lecture on viral hepatitis

A lecture series on 'viral hepatitis : Bangladesh perspective' will be held at the Dhaka Community Hospital, Malibagh tomorrow (Saturday) at 10 am. In the lecture series, Dr Mahbubur Rahman will speak on 'epidemiology' while Prof Nazrul Islam on 'pathophysiology' and Prof Mahmud Hassan on 'complication and management'. Maj Gen (retd) Anis Waiz will preside over the programme.

5-year action plan to create environmental awareness

to create environmental awareness for sustainable development in cooperation with non-government organisations (NGOs) and institutions in Bangladesh is now being developed.

The Ministry of Environment and Forests has invited the Worldview International Foundation (WIF), an international NGO having consultative status with the United Nations, to assist the development of ple. the programme.

Khaleda Zia expressed her

Two technicians were in-

jured when a fire broke out at

the compressor house of

Jamuna Fertilizer Project in

Jamalpur on Wednesday after-

welding work that was being

carried out at compressor

house of the project currently

Tarakandi, says a Bangladesh

Corporation press release is-

ployed by the Chinese sub-con-

tractor Messrs CNCEC, were

injured in the incident. The

injured were not identified.

One of the injured is

undergoing treatment at the

on-site contractors' camp,

while the other injured person

Vested Property

Act under

examination

examining Vested (Abandoned)

Property Act to settle out-

standing problem about the

property abandoned by Hindus

who migrated to India, State

Minister for Land Jamir Uddin

Sircar informed Jatiya Sangsad

(parliament) on Thursday, re-

acres of vested property in the

Moni (Ind-Barguna) and

Suranjit Sengupta (Ganatantri

Party-Sunamganj) during

question hour, the Minister

said there are legal complica-

over the Hindu property was

created after the 1965 Indo-

Pakistan war following pro-

mulgation of the Defence of

Pakistan Rule (DPR) by the

pealed despite demands from

various quarters, Sircar said

adding the Awami League gov

ernment also could not repeal

Twinning of

Rajshahi

with French

city discussed

Bangladesh Mr Serge Degallaix

called on State Minister for

LGRD and Cooperatives

Mohammad Kabir Hossain at

his office in Bangladesh Secretariat on Thursday, re-

They discussed matters of

mutual interest and expansion

of bilateral cooperation be-

tween the two friendly coun-

tries. The prospect of working

out a "twin municipality" sys-

tem between Rajshahi City

Corporation and a French mu-

nicipality was also discussed, according to an official hand-

modalities of improving facili-

Ambassador of France in

this law in 1972.

port BSS.

The law could not be re-

then Pakistan Government.

He said legal complications

tions in repealing the Act.

There are 8,27,705.28

Replying to Nurul Islam

ports UNB.

country, he said.

The present government is

Two local technicians em-

Industries

being implemented

Chemical

sued on Thursday.

The fire broke out from the

By Staff Correspondent campaign of this kind on Wednesday when Arne Fjortoft,

The premier showed her interest in reforestation, recycling of resources, new environmental technologies and other activities which may help generate employment and improve the social and economic condition of the peo-

Bangladesh, called on her.

The proposed five-year pro-Prime Minister Begum gramme aims at coordinated efforts by government de-

was released after first aid.

BCIC said that the fire has

caused some damage to the

machinery, particularly the

electrical and instrumentation

system. The extent of damage

is being assessed by the engi-

neers of the corporation and

the general contractor of the

project, Messrs Mitsubishi

A 5-year action programme keen interest in a nationwide partments, NGOs, and national institutions to mobilise the people in environmental Secretary General of WIF, and awareness action. Nazrul Islam, Director WIF Sources say, several

demonstration projects are expected to be implemented in different ecological areas of the country. Special emphasis will be given to cyclone-prone areas to prevent damage to lives and property. It is believed that massive

tree plantation campaign in such areas will help reduce the effect of cyclones and other natural disasters.

The Prime Minister had emphasised the need for the government and NGOs to work together with the people in achieving sustainable develop-

Call to resist communal forces

By Staff Correspondent

Combined Cultural Alliance in a statement Thursday said that it would resist any communal activity aimed at disfurbing religious harmony of the country following the communal activities in India by The Statement said any

Heavy Industries Ltd. communal activity in India can Mitsubishi Heavy Industries never be the reason to create is implementing the project communal unrest in Banglaon a turn-key basis. The prodesh. It also wanted adminisject is scheduled to be comtrative alertness against the pleted by the end of December collusion of the communal forces.

To Let

2200 Sq. ft luxury flat in newly built exclusive block in Dhanmondi R/A. Large living area, dining, 3 bedrooms with bathrooms, separate servant's room plus toilet, store, garage space. Rent Tk 16000/- p.m Contact : Res : 325845, 813594, Off : 241554, 833425.



this year.

ROTARY SCHOLARSHIPS

Applications are invited from meritorious medical students studying in different Medical Colleges in Bangladesh for award of ten Scholarships of Tk. 25,000.00 each. Applications should contain following details: Name and Address of Applicant

Name of Institution and year of study

Date and place of birth Name and occupation of Father/Guardian

Academic record Name and address of two references

Applications should reach G. P. O. Box No. 2050 by 20 July, 1991.

Office of the Court of Money Loan Sirajganj

Auction Notice

Sonali Bank, Sirajganj Branch ... Decree Holder

Md. Abdus Sobhan, Hossainpur, (Khalifa Para), Sirejganj

... Judgement Debtor Suit No — Money Decree Execution — 56/90

This is for information of all concerned that to recover the decree holder's dues, the following property (as mentioned in the schedule) of the judgement debtor will be auctioned in public. The successful

bidder will be handed over possession of the property. Place of Auction : Date of Auction

Nezarat Section, Court of Money Loan, Sirajganj. 27-07-91 at 12.30 Noon. Tk 79,075.10 (Taka Seventy nine thousand seventy five and ten paisa

Type

only) up to 27-07-91

Decree holder's

claimed amount

Schedule of the Property

District - Sirajganj, Upazila and District - Sirajganj, Municipality-Sirajganj, Mauja-Raipur, J.L. No - 190 which is situated at Hossainpur (Khalifa Para).

Khatian No Daag no SA-891 3182

0.15 decimal House Approximately 13X8 cubit corrugated Tin-shed with brick

Quantity

On the aforesaid land :

wall, verandha on the north, door on the south, ration shop on the east (East-West lengthwise), one door, window and accessories.

Approximately 18X8 cubit wattle-fenced east facing corrugated Tin-shed together with a North-South lengthwise verandha, one door, window and accessories.

Approximately 14X7 cubit corrugated Tin-shed with 8 cubit verandha, one door, window and accessories. 13X7 cubit corrugated Tin-shed with brick walls including one door, window, accessories and electrical goods.

They also discussed the SB Jan/16/180/91 ties for learning of French lan-DFP(BA) 5294-30/6 guage at the University of Rajshahi.

BY ORDER OF THE COURT Md. Abid Hossain Serestadar, Court of Money Loan, Sirajganj.

G-271

40 Clayey earth 42 Deface