

THE
Triplicane Urban Co-operative Society,
Limited.

Dhananjayrao Gadgil Library



GIPE-PUNE-048762

SILVER JUBILEE, 1930

PREFACE.

Towards the end of January, 1930, the Triplicane Urban Co-operative Society, Ltd., celebrated its Silver Jubilee both at the Headquarters as well as at the several Branches. A very interesting and varied programme had been drawn up by the Jubilee Celebration Committee and it was carried out with great success. At one of their first meetings the Celebration Committee unanimously resolved to publish a Souvenir Volume in commemoration of the unique event and the present publication is the outcome of that resolution.

The volume consists of six sections. The first section contains fraternal greetings and messages sent by prominent co-operators and well known co-operative organisations in the different parts of the world, the second gives a succinct account of the origin and growth of the T.U.C.S., the third contains special articles contributed by prominent co-operators, the fourth narrates briefly the celebrations held at the Head Office and the Branches on the 25th and 26th of January last, the fifth gives a complete list of all the present Honorary officers and Employees of the Society and of its past Directors and Secretaries and the sixth is set apart for a few select advertisements.

It is sincerely hoped that this volume will serve as a stimulus towards popularising in this country the Co-operative Movement in general and the Stores Societies in particular; and if this hope is realised it will not have been published in vain.

The sincere thanks of the Silver Jubilee Celebration Committee are due to the authors of messages and special articles included in this book and also to Mr. V. Venkatasubbiah, Mr. K. C. Ramakrishnan and the other members of the sub-committee who have spared no pains in bringing out this Souvenir Volume.

EGMORE, MADRAS,
26th March, 1930.

A. SIVARAMA MENON,
President, S.J.C. Committee.

CONTENTS.

	Page
MESSAGES: FOREIGN	1
MESSAGES: INDIAN	13
HISTORY OF THE T. U. C. S., LTD.	27
SPECIAL ARTICLES:	
ECONOMICS OF CONSUMERS' CO-OPERATION	53
T. U. C. S. TO THE RESCUE OF PRODUCERS	56
THE SILVER JUBILEE AND AFTER	58
SOME SUBTLE FRAUDS STORES CAN SAVE US FROM	60
CO-OPERATION IN DENMARK	63
LINKING CONSUMERS' AND PRODUCERS' SOCIETIES	70
THE FUTURE OF THE T. U. C. S.	75
SILVER JUBILEE CELEBRATIONS:	
AT THE HEAD OFFICE PREMISES	79
AT THE BRANCHES	91
STAGING OF 'MARKANDEYA'	103
EXTRACTS FROM THE VISITORS' BOOK	105
MEMBERS OF THE EXECUTIVE COUNCIL AND BOARD OF DIRECTORS	107
STANDING COMMITTEES	107
PANCHAYATDARS	108
SUCCESSION LIST OF PRESIDENTS	112
SUCCESSION LIST OF DIRECTORS	112
SUCCESSION LIST OF SECRETARIES	117
SILVER JUBILEE CELEBRATION COMMITTEE	119
EMPLOYEES OF THE T. U. C. S.	120

OUR FOURTEEN PIONEERS.

1. Rt. Hon'ble V. S. Srinivasa Sastriar.
2. *Rao Bahadur K. B. Ramanatha Iyer.*
3. Rao Saheb T. K. Hanumantha Rao.
4. *Dr. C. V. Krishnaswami Iyer.*
5. *Dewan Bahadur M. Ramaswami Naidu.*
6. *T. A. Sundaram Iyer.*
7. V. Ramaswami Dikshitar.
8. N. Kuppuswami Iyer.
9. Mahamahopadyaya Swaminatha Iyer.
10. *Pandit S. M. Natesa Sastriar.*
11. *S. Venkataramana Iyer.*
12. *C. V. Gangadhara Sastriar.*
13. Rao Saheb T. S. Subramania Iyer.
14. *Singaravelu Chettiar.*

N.B.—Names in italics are those of deceased Pioneers.



RT. HON'BLE V. S. SRINIVASA SASTRIAR,
P.C., C.H.
Pioneer and President



RAO BAHADUR K. B. RAMANATHA IYER,
Pioneer and First President.



RAO SAHEB T. K. HANUMANTA RAO,
Pioneer.



DR. C. V. KRISHNASWAMI IYER,
Pioneer and First Secretary.



DEWAN BAHADUR M. RAMASWAMI NAIDU,
Pioneer.



T. A. SUNDARAM IYER,
Pioneer.



V. RAMASWAMI DIKSHITAR,
Pioneer and Secretary.



N. KUPPUSWAMI IYER,
Pioneer.



MAHAMAHOPADYAYA SWAMINATHA IYER,
Pioneer



PANDIT S. M. NATESA SASTRIAR,
Pioneer.



S. VENKATARAMANA IYER.
Pioneer.



C. V. GANGADHARA SASTRIAR,
Pioneer.



RAO SAHIB T. S. SUBRAHMANYA IYER,
Pioneer.



MR. SINGARAVELU CHETTIAR,
Pioneer.

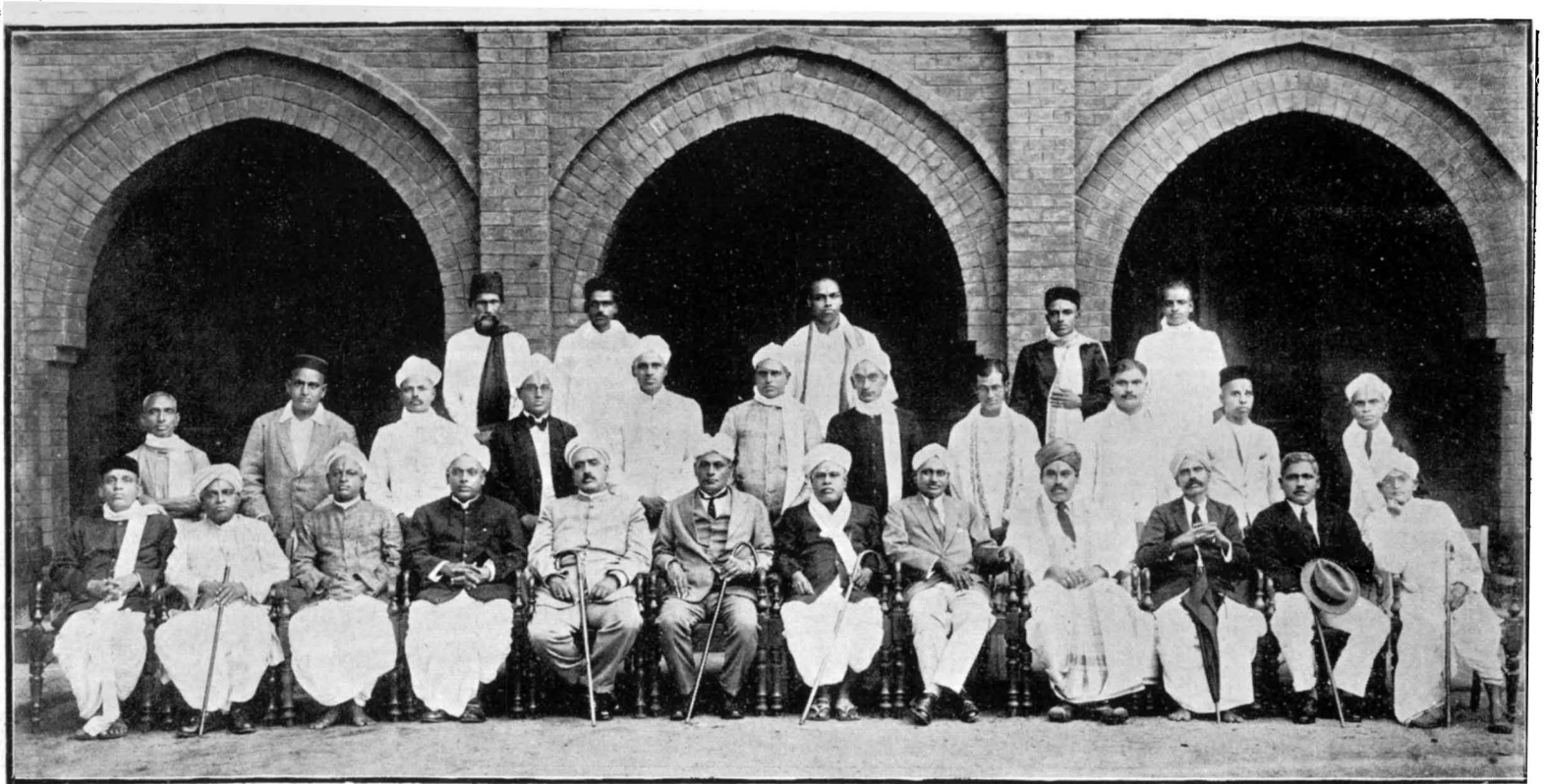


K. P. MADHAVA RAO,
Director and First Legal Adviser.

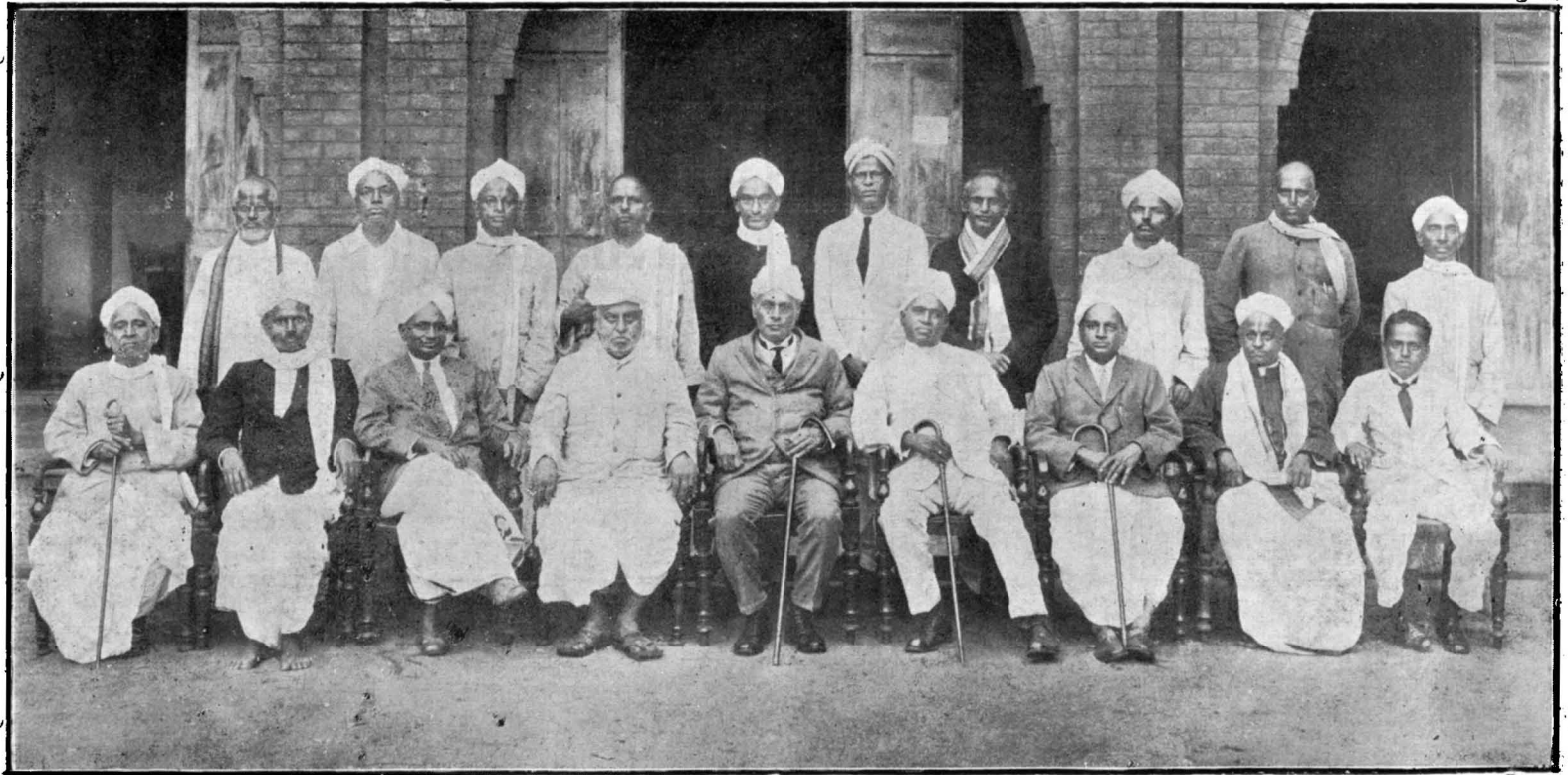


RAO BAHADUR K. CHINNATHAMBI PILLAI,
Director.

MESSAGES.



SILVER JUBILEE CELEBRATIONS SPECIAL COMMITTEE.



DIRECTORS OF THE T. U. C. S. LTD., AS IN DECEMBER, 1929.

MESSAGES

FOREIGN

Mr. R. A. Palmer, General Secretary, The Co-operative Union Limited, Manchester.

On behalf of the Co-operative Union of Great Britain and Ireland and its six million members I feel privileged to convey to you hearty congratulations on the occasion of your Silver Jubilee.

Many co-operators in England have followed the rise and success of the Triplicane Society with great interest in the articles, pamphlets and reviews on Indian Co-operation which come into their hands from time to time.

In a Co-operative Movement like that of India in which credit co-operation holds so large a place it is pleasing to find that a large retail distributive society can be established and maintained with success in a great city like Madras. From this point of view the Triplicane Society occupies the same position in India as the famous Rochdale Pioneers do in our own country, for the Triplicane Society is the pioneer of successful retail co-operative distribution in a country which we hope very shortly will have a vast network of similar co-operative societies.

With every expansion of your Society's services you will, I feel sure, find fresh opportunities of assisting the educational and social advance of all classes and creeds in your district and it is our earnest desire to see your work rewarded with that measure of continuous progress that it deserves.

The Co-operative Union Limited, Manchester.

We were glad to receive your letter of the 11th September and to know that your Society is about to celebrate its Silver Jubilee. We heartily congratulate your Society upon the position it holds as the Premier Stores Society in India, for that gives it a place in history, and the Society may one day be as famous in

India as our own Rochdale Pioneers Society has long been in Great Britain.

We see no reason why your Society should not play a great part in the social progress of the Indian people. The human needs of men do not greatly differ, and however much we are divided by differences of colour, race and creed, those needs unite us all as human beings, and make it possible for us to be united in one world-wide movement of co-operators.

That union along the lines of our common needs and interests is the secret of all the success we gain, and we believe that out of the unity co-operation has already thus created, a much larger unity will one day grow. All our societies and organisations can help to foster the growth of that deeper unity of thought and feeling, and bodies like the National Co-operative Men's Guild—which will one day spread to India—serve a useful purpose in the world by proclaiming the true principles of co-operation which must be the basis of all international action. "Co-operation for all the purposes of social life," is an old motto of Robert Owen that our guild has made its own; and we rejoice with you in the celebration of your Jubilee, because we know that every advance you make in India is an advance towards the realisation of our tremendous aim.

We rejoice in your success and glory in your achievement; and as we now send you greetings on this day of Jubilee, we express our fervent hope that your Society will continue to flourish and grow more important and more useful every year.

The English and Scottish Joint Co-operative Wholesale Society Limited, London.

It is with great pleasure that we send you our warmest congratulations on the attainment of your Silver Jubilee and trust that your splendid organisation will continue to flourish and prosper and so propagate the great work of the Co-operative Movement throughout the vast Empire of India which, we are convinced, will benefit greatly by its beneficent influence. To the pioneers and founders of your Society we offer our most cordial felicitations on their wonderful energy and enthusiasm and to your members for their loyalty all of which have contributed so vastly to your great achievement. In this respect your society stands out as a shining light and a notable example of what our movement could achieve in India, and we earnestly hope that other consumers' movements will imitate your worthy example.

Scottish Co-operative Wholesale Society Limited, Glasgow.

We received your letter of September 11th, and the Board are pleased to note that your Society proposes celebrating their Silver Jubilee in December of this year, and I am asked to extend to you their congratulations on this interesting occasion, also to express to you their best wishes for the success and prosperity of Co-operation in India, and the hope that your Society may continue with the good work in extending and strengthening the principles and practice of united effort in the interests of the people, and in promoting and maintaining peace and friendship amongst the nations of the world.

National Guild of Co-operators, Manchester.

On behalf of the above organisation, I have much pleasure in sending to your Society, the T. U. C. S., greetings and our sincere good wishes for your continued progress and prosperity.

We in England know so little of the common life of the Indian people and are unable to judge how far the Co-operative movement in India resembles that of our own country, but as Co-operators, we believe, that wherever men and women are helping to build up a Society to cater for their common every-day needs and at the same time seeking to develop the highest ideals of self-help to raise the standard of life, such men and women are helping the entire human race irrespective of country or race.

When the people of every nation have learned to control the business side of supplying their own common needs, the pathway will be open to that common ground where the peoples of the world will meet on terms of real equality.

We wish your movement success toward this end.

Co-operative Productive Federation Limited, Leicester.

Allow me to offer you our sincerest congratulations and good wishes on attaining your Silver Jubilee.

Without pretending to have any special knowledge of Indian affairs we may nevertheless be allowed to say that we regard voluntary co-operation as the hope of India as it is the hope of the world so far as economic revival and social stability is concerned.

International Co-operative Women's Guild, Hampstead, London.

The International Co-operative Women's Guild sends fraternal greetings to the Triplicane Urban Co-operative Society of

Madras hoping that the evolution of the society will always be splendid and useful for the people of your country.

We send also the best greetings to all the women co-operators in India and we hope that the women in India will not only help to get the best co-operative evolution of your people, but that we will also see in a short time the Indian women-co-operators as members in our International Guild.

Women's Co-operative Guild, Hampstead, London, N. W. 3.

The Women's Co-operative Guild, with its 65,000 members, send their hearty congratulations to Indian Co-operators on the celebration of the Silver Jubilee.

They are pleased to know that Co-operation is making progress in Madras, and hope that the next 25 years will see a much larger growth and development of the Indian Co-operative movement.

They would appeal to the Indian people to support the Co-operative movement in India as a bulwark against the system of private vested interests. The Co-operative movement is now spreading world-wide and is becoming a great international movement, knowing no frontiers, imbued simply with the idea of human brotherhood, and sooner or later we are hoping that we shall be able to build up, through our movement in all countries, a World Co-operative Commonwealth that will bring Peace and Prosperity to all peoples.

Scottish Co-operative Women's Guild, Glasgow.

On behalf of the Scottish Co-operative Women's Guild we beg to send to your members hearty congratulations on the occasion of the Silver Jubilee Celebrations of your Society. We trust that the success you have attained during the past 25 years will be trebled in the coming years and that not only will you increase in membership and trade but also in the spheres of education and propaganda, the theory of co-operation and the problems of the movement, the knowledge of the principles of the Co-operative movement will be strengthened and extended. With best wishes for your future prosperity.

The English Co-operative Wholesale Society, Manchester.

The oldest Co-operative Wholesale Society in the world—it has already celebrated its Diamond Jubilee—stretches forth its

hand in sincere greeting and warm congratulation to the premier co-operative store society in India on its attaining to its Silver Jubilee. And thus, through co-operation, East and West meet in happy communion.

We, in the Motherland of Co-operation, view with the greatest pleasure and satisfaction the excellent work being done by the Triplicane Urban Co-operative Society, and rejoice that its spirit of enterprise runs through so many branch establishments in Madras.

The English C. W. S. is now 64 years of age and has 1,251 society members, comprising over 4,540,000 individuals which means that it supplies all the daily needs of getting on to 20,000,000 people from the cradle to the grave. And to satisfy those needs we have our own farms, factories, flour-mills, work-shops, and coal mines some 120 in number—all over the country; besides which, in order to get at the sources of supply of prime necessities, we have depots in India, Africa, Canada, Denmark, Spain and the United States.

The measure of our business is the total sales of over £43,485,000 for the half year ended July 13th last, whilst over the counter of our own bank there passes over £2,000,000 on every working day of the year. That shows what a power is the C. W. S. in the national economy of England.

Your Society is but young—25 years of age—but it may be an inspiration to your members to know that just twenty-five years ago, the C. W. S. had just over 1,594,000 individual members, with net sales of £19,809,000.

Great time and distance separate us from you, but we are nevertheless united in the perfect bond which is Co-operation, the only hope of salvation from the evils of the profit-making system of modern commerce.

We salute you, our Indian friends, and wish you peace, progress, and prosperity.

Co-operative Secretaries' Association, Limited, Newcastle-on-Tyne.

The Co-operative Secretaries' Association operating in England, Scotland and Wales sends you heartiest greetings on the attainment of your Silver Jubilee, and trusts that your celebrations in connection with this important event will have the effect of arousing still greater enthusiasm for the work of co-operation in India.

It is a common spirit that links us together with a common purpose in view, and we rejoice that the co-operative influence is slowly but just as surely being permeated amongst all the peoples of the world.

With all good wishes for your continued success.

The American Institute of Co-operation, Washington, U. S. A.

It is a great pleasure indeed to congratulate the Triplicane Urban Co-operative Society, Ltd., upon the occasion of its Silver Jubilee.

No words of ours could express greater hope and confidence in your future efforts than does the simple fact that your co-operative endeavour has already lived and grown through 25 years of service.

I bespeak the goodwill of American co-operatives.

The Co-operative League of the United States of America, New York.

We are indeed glad to send greetings to the premier Co-operative Stores Society of India on this occasion of its Silver Jubilee Anniversary. You people are indeed to be congratulated on being listed among co-operative pioneers of the great countries of the East, and we extend to you the hand of fellowship and our best wishes for continued progress of your Society.

Canadian Co-operative Wheat Producers, Limited, Wheat Pool Buildings, Winnipeg, Canada.

Co-operation, like fellowship, is a universal thing. Its hopeful face comes peering through the economic and social fogs of India and Canada and Russia and Great Britain, to achieve happiness. When men put their shoulders together to achieve good ends the result is progress. The method is co-operation. In Canada co-operative methods are fighting a stout and successful battle against the old-established order of things, against the competitive cruel system which decrees that "the devil take the hindmost". The outstanding success we have achieved in the new field is exemplified by the Canadian Wheat Pools, which have banded together in one magnificent co-operative effort more than 140,000 farmers. Last year these men marketed through their

co-operative organization over 225,000,000 bushels of wheat. Better prices and happier homes have been the outcome of our efforts.

We are happy to extend fraternal greetings to our fellow co-operators in India, and to express the hope that your efforts will be crowned with success and happiness.

Alberta Wheat Pool, Calgary, Alberta.

The Alberta Wheat Pool, an organization of 40,000 farm producers in the most westerly of the Canadian prairie provinces, sends sincere greetings to the Triplicane Urban Co-operative Society on the occasion of your Silver Jubilee. Although separated by thousands of miles—land and ocean—a mutual tie binds these organizations together. We in the Western Canada are pleased and interested to know that your organization has experienced twenty-five years of progress. The cause of co-operation in its many forms is making rapid advances throughout the world and this must be a matter of encouragement to all true co-operators. The Alberta Wheat Pool sends you its best wishes for continued success.

Manitoba Co-operative Conference, Winnipeg, Canada.

The Manitoba Co-operative Conference, representing the entire co-operative movement in the province of Manitoba, Western Canada, sends greetings and congratulations to the Triplicane Urban Co-operative Society on the occasion of the celebration of its Silver Jubilee.

Our organization is young, younger than some of its members, but its members are wondering as yours would be twenty-five years ago, if good fortune will attend it through twenty-five years to the celebration of its Silver Jubilee. The fact that you have attained yours and the fact that in all parts of the world the co-operative movement is gaining in strength, and that each year records success upon success, gives us courage and faith and the hope that twenty-five years from now will be exchanging with you reciprocal jubilee greetings—our silver jubilee, your golden jubilee.

The Co-operative Union of Canada, Brantford, Ontario.

I am glad to learn of the approaching celebration of the Silver Jubilee of your Society. Co-operative success is depend-

ent upon the extent to which we can develop in the people a practical interest in our movement, and a willingness by their own self-help to apply its principles to their social and economic welfare. The difficulties in the way of achieving this ambition in India, as in our own country, are great, although, it may be, for different reasons. The fact that your Society has successfully solved the initial problems of organisation and operation and has had so long a career is evidence of the devotion and capacity of your officials and the steadfast loyalty of your members.

It is with much pleasure I tender your Society on behalf of this Union our cordial congratulations on its Silver Jubilee, with a wish that it may continue to grow in success and usefulness.

Federation Nationale de la Mutualite et de la Co-operation Agricoles, Paris.

I have the honour to acknowledge receipt of your letter of 11th September informing me of the celebration of the Twenty-fifth Anniversary of your Society.

I am glad to convey to you the good wishes of the French agriculturists who are members of the Agriculturist Associations affiliated to our Federation, and also our sincere wishes for the success of your celebration and the development of co-operation in all its forms in India.

I have pleasure in sending you a copy of the Report of our Federation for 1928.

The National Federation of Consumers' Co-operation, Paris.

We have learnt that your Society is going to celebrate its Jubilee.

We rejoice in thinking that, thanks to your efforts, Co-operation is developing in India.

The French Co-operative Movement associates itself with your celebration and desires your organisation to contribute more and more to the general success of Co-operation.

Accept, dear Co-operators, the assurance of our best regards.

Central Union of German Distributive Societies, Hamburg.

We have been given to understand that your Society celebrates its Silver Jubilee in December 1919; and we feel induced to convey to you our heartfelt congratulations on that day.

Although yours is the first consumers' society in India, it will serve as a model for all societies that may subsequently be established. We wish, therefore, that your Society should always grow wider and wider so that it may influence the general spread of the consumers' movement in your land.

Once more our hearty congratulations and best wishes for the success of your celebrations.

Verband Deutschösterreichischer Konsumvereine, Kien, II Praterstrasse, B. Austria.

The Austrian Co-operative movement sends the most heartfelt and fraternal greetings to the Co-operative movement of Madras. We are indeed very happy that we have brothers and sisters everywhere in the world and that we can see that in all countries the movement of Co-operation is growing. In our country also we have had good progress, although there were economic crises and the difficulties produced by the War and the breakdown of the Austrian Empire, which changed the economic basis of our State. Co-operation helped the people to overcome the difficulties and all Austrian Co-operators have the conviction that Co-operation is the real help for all people.

We hope that the co-operative movement in India will always grow and that we shall have the honour and the pleasure to welcome our friends from India at the next International Congress in Vienna, 1930.

Gepag Wholesale and Productive Society of the National Union of Consumers' Societies, Cologne.

We thank you for your letter of the 11th ultimo from which we learn with great pleasure that your Society is celebrating its 25th year Jubilee in December 1929.

It gives us great and particular pleasure to send you on this occasion the heartiest congratulations from this country to yours.

May your undertaking, which has by its work during the past twenty-five years already risen to such a lofty position, still continue in future to become more and more prosperous so as to do good to all your members and to the co-operative movement in general.

National Union of Consumers' Societies, Cologne.

Allow us to convey to you our hearty congratulations on the passing of the 25th year of your Society. May your Society attain wider success in the future and may it become the seed for the wider spread of the co-operative movement in your land.

Gec Verband Fur Erwers-und Wirtschatsvereinigungen, registrierte genossensthaft mit beschränkter Hainting, Brag II.

We thank you for your kind invitation and have much pleasure in learning from it, that your goodselves, the premier Stores Society in India, are celebrating its Silver Jubilee, finishing the first quarter of a century of a prosperous co-operative activity.

We take the liberty in congratulating you most heartily on this occasion and are firmly convinced, that co-operative successes of every co-operative organization always and everywhere in the world are serving to the advance of the International Co-operative Organization, being epochs on the way of emancipation of all working people.

On this occasion we send you our cordial and co-operative greetings.

Verband Deutschosterreichischer Konsumvereine, Wien.

On the occasion of the Silver Jubilee of your Co-operative Society we beg to submit you our kindest congratulations.

Co-operation in India has grown very fast in the after-war time. But your Society has done pioneer work and we hope that in future also your activities will develop on a sound basis as up to now in the interest of peace and common welfare.

Verband schweiz Konsumvereine (V. S. K.), Verwaltungskommission, Basel.

We take the opportunity to present to you our most sincere felicitations for all that you have done during these 25 years and at the same time we convey to you our best wishes for the prosperous development of the Co-operative movement in Madras and in India.

With best regards,

SWISS UNION OF CONSUMERS' SOCIETIES.

Centrala Savieniba 'Konzums', Riga.

For the approaching Silver Jubilee of the Triplicane Urban Co-operative Society, Ltd., the Central Union and Wholesale of Co-operative Societies in Latvia—Centrala Savieniba "Konzums"—sends its hearty congratulations.

Norge Ko-operative Landsforening, Hovedkontor, Oslo.

Co-operators in the Land of Midnight Sun send their co-operative Friends in T. U. C. S., Ltd., their congratulations and best wishes for the future.

Ente Nazionale Della Co-operazione, Roma.

The Italian Co-operative sends you their warm salutations to your flourishing Association which celebrates the important event of its Jubilee and expresses the most fervent wishes for its future prosperity.

Co-operative Centrale des Agriculteurs de Tunisie, Tunis.

We are happy to learn that your Society will soon be celebrating its Silver Jubilee. That celebration is the best testimony to the development of co-operation in the world and of the activity displayed by the several members of your Society. On that unique occasion we offer to you our sincerest compliments and the cordial greetings of the Co-operative Agriculturists of Tunis.

Co-operative Groothandelsvereenings, De Handelskamer, Rotterdam.

We herewith beg you to accept our best wishes on the celebration of your Silver Jubilee. However unknown to each other, we think it a favour that co-operation links us together in our international organisation for the same purpose. To know that co-operation is marching on in a fair way also in British India is a stimulating idea, and we hope sincerely that you will grow steadily in power for the benefit of the people.

Banca Centrala Co-operativa, Bucuresti.

It must be in reality a great pleasure for all those who work together in an institution and especially in a co-operative one to see prosperity as the result of so many years of work.

We send you our sincere wishes for your future and the progress of co-operation in general and your institution in particular.

Sangiokumiai Chuokai, Central Union of Co-operative Societies of Japan.

On behalf of the four million co-operators of Japan we send on your Silver Jubilee our sincere congratulations.

We know the recent great development of Indian people in economic and political life. In present conditions which dominate the great capitalist production, the co-operative movement which must be democratically constituted is the greatest basis of such a development of your country. We are very glad to know your movement has a primary society that has become so great that it can celebrate the Silver Jubilee.

We hope that your movement will continue the progress with great strides for the true object.

INDIAN

THE RT. HON. V. S. SRINIVASA SASTRI.

To one who had a humble share in the starting and working of the T. U. C. S., Ltd., an occasion like this naturally gives peculiar pleasure. One feels thankful that the institution has withstood the trials of its early days and is all the stronger for having weathered some storms. But while feeling glad about the progress which it has made and the position it has acquired in the world of Indian Co-operation, we cannot forget the vast field that remains to be covered and the various directions in which we have to develop, if our country should take a worthy place among the nations of the world. Being the premier consumers' organisation in India, it is our privilege and duty to experiment and lead.

I feel sure that the necessary capacity is in us and all that is needed is courage in a sufficient degree. We have a very vigilant General Body. I do not by any means wish them to be less so. But they should also take care not to interfere needlessly with bodies created by them while discharging their respective functions. Let them select their representatives with all possible care, but having done so, they ought to give freedom to the latter to work according to their best lights. Without such trust and confidence they cannot venture on progressive lines but can only mark time; and the Society will stagnate. The special dangers to the Society from the General Body are extreme apathy on the one hand and on the other too much interference; the one is as bad as the other.

Another moral need is that every member should realise that his fitness for the Society is measured exactly by the degree in which he realises the value of co-operation in a programme of national uplift: the ways in which it has served this noble purpose in other lands and its vast possibilities, many of them still untouched in India. There is an education of the co-operator as there is of every other servant of humanity who would be efficient and worthy. Watchfulness over details and criticism of the daily routine are excellent things in themselves, which

the executive should not only tolerate but learn to welcome. But the real bearings of the co-operative movement to national life, the virtues which it requires in the individual member and the constant remembrance of its exalted mission should be kept vividly in mind by those who direct or influence the Society's affairs, and it cannot be forgotten for a moment that wherever co-operation has borne the richest fruit, it will be found that the educative and propagandist aspects of the movement are fully active.

SIR LALUBHAI SAMALDAS, *Bombay.*

It is a genuine pleasure to all friends of the co-operative movement and especially to those interested in the progress of the Co-operative Stores movement that the Triplicane Co-operative Stores is going to celebrate its Silver Jubilee in the near future. The co-operative stores side has not been as successful as the other branches of the co-operative movement. For some reason or other many stores have had to be closed down and very few, if any, have attained the eminence of the Triplicane Stores, which occupied the first position as early as 1915, when the Maclagan Committee toured round India to see the working of the movement. The first place that it then occupied has been kept up till now and we can surely prophesy that its usefulness will go on increasing and that it will remain as at present the Premier Stores in India.

Most of the Directors of the Triplicane Stores are Brahmins and many of them are either Lawyers or Teachers. We often hear the sneering remark that the Brahmin is incapable of being a good businessman. We also hear the remark that Lawyers can talk and argue but can never do any practical work. Triplicane Stores falsifies both these statements.

I wish the Stores very very long life for rendering valuable service to its members and standing as a bright lighthouse to show the correct path to others.

DIWAN BAHADUR AMBASHANKER U. MALJI, *Divisional Honorary Organiser, Co-operative Societies, N. D. Broach.*

Triplicane practically leads India in Co-operative Stores and its Silver Jubilee is certainly a matter of great rejoicings in the country. In sending my greetings I beg to observe that the consumers' movement is principally based upon loyalty of members and its success is generally guaranteed by the Producers. In

order to see that they both help each other, it behoves the Producers to manufacture only such goods as can be consumed by their neighbours. This will save transport cost and help in producing the right type of goods, with all facilities to detect errors and correct them very soon. In these days of keen competition resulting in fraudulent adulterations it is necessary to see that in buying cheaply the object of purchase should not be lost. In buying provisions at cheaper rates one needs guard against loss of vitamins and thus uselessly wasting the prices paid. The danger of cheap buying cannot be over emphasized and need not be exaggerated.

MR. V. K. H. CAMPBELL, *Joint Registrar, Co-operative Societies, Ceylon.*

With reference to your letter, I have the honour to inform you that I feel that it would be presumptuous on my part to attempt to contribute an article on distributive Co-operation to a volume being prepared by so august an institution as the Triplicane Stores. I may, however, be permitted to send you my best wishes for the success of your Silver Jubilee Celebrations. When I visited your society, I carried away a very great respect for the perseverance with which so notable an organisation had been built up from small beginnings, and for the rigid adherence to strict Co-operative principles, which had enabled you to overcome the obstacles which have proved fatal to so many institutions with similar aims.

MR. R. R. PAWAR, *Registrar, Co-operative Societies, Baroda.*

It is a matter of great congratulation to the management of the Triplicane Stores Society, for its being able to celebrate its Silver Jubilee. This store has set an example for the whole Indian Co-operative world to follow. There is a great necessity in a poor country like India to eliminate the middlemen by starting such stores, by which the consumers will be able to get good articles of utility at a cheap price. Besides, managing such stores gives a very practical lesson in the organisation and conduct of corporate work; which is a great necessity for disorganised and fatalistic people like those of our country. Such stores have done an amount of good to their members in the Western countries; and there is no reason why they should not do the same thing here in India.

Once more I offer my hearty congratulations to the management of this store and wish it further success in the future.

MR. VAMAN GANGADHAR APTE, *Chairman, Indore Co-operative Central Association, Indore.*

I am much obliged to you for your letter dated the 1st October 1929. During my short visit to Madras at the time of the Conference held in August last I could not find time to study the working of your institution but I have full sympathy with your activities. I am glad to know that you have resolved to celebrate the Silver Jubilee of your institution and to publish a Souvenir Volume on that occasion. I heartily wish you all success in your endeavour.

MR. R. VAIDYALINGAM PILLAI, *Registrar of Co-operative Societies, Travancore.*

The Triplicane Stores, the premier consumers' society in India, stands out both as a beacon light and an encouraging fact to co-operators in all India in their struggle to follow the footsteps of the Rochdale Pioneers. The Institution has outlived the ordinary and usual vicissitudes of new ventures and has attained a position to enter into more ambitious fields. Thanks to the foresight and wisdom of the promoters, among whom we have been happily spared several, the society has withstood difficulties and troubles. It is an object lesson to all as to what they themselves can accomplish though in varying degrees within their spheres of influence. I feel that to take part in the celebration and to be present on the Jubilee day would be a great inspiration. May the institution continue to prosper and grow in volume and intensity is my fervent prayer. I wish the celebration all success.

MR. V. GOVINDASWAMI NAIDU, *Registrar of Co-operative Societies, Pudukkottai.*

Many thanks for your kind letter of the 9th instant.

I regret very much that owing to pre-occupation I have to forego the pleasure of attending the Silver Jubilee Celebration of your Society, the Premier Store Society in India.

The success of your institution has dispelled from the minds of many the idea that Indian soil is not quite suited to non-credit activities of the movement.

We have been watching from here the lead given by your Society to the non-credit side and we admire the zeal and enthusiasm which the members of your Society have shown for the successful working of the organisation.

I wish you every success on the occasion.

MR. V. L. MEHTA, *Managing Director, The Bombay Provincial Co-operative Bank, Limited, Bombay.*

I beg to acknowledge receipt of your circular letter asking me to contribute an article to the Souvenir Volume to be published on the occasion of the Silver Jubilee Celebration of your Society. I am afraid, I have not now at my disposal sufficient time to enable me to send you an article for publication; and the only message I, as a student of and an ardent believer in the co-operative creed, can send is that I fervently wish we had in India many more examples of strenuous co-operative endeavours of the type which have earned for the Triplicane Urban Co-operative Society an honoured place in the annals of the Co-operative movement in India. I have had the privilege of seeing, reading, and hearing of selfless sustained service in the cause of co-operation in various parts of India, but I doubt if I have come across any single institution which has called forth creative effort on the part of its members in the sense in which the Triplicane Society has succeeded in doing. In the co-operative world, however, we are not satisfied with individual efforts, great though these might be in themselves. So the Triplicane Society cannot and should not remain the sole example of true co-operative effort in urban India, for posterity will judge its success by the extent to which its message gives rise to similar constructive effort in other parts of the country. May that be the message of this Jubilee Celebration is my ardent hope.

THE MANAGER, *Bengal Provincial Co-operative Bank, Limited, Bengal.*

I congratulate your Society on the occasion of its Silver Jubilee and trust that it will continue its useful career as a consumers' society in your province.

MR. A. A. MUHAMMAD ZAKAULLAH KHAN, M.A., *Registrar, Co-operative Societies, Lucknow.*

I am much obliged for your letter dated October 1st, 1929. I am glad your society is doing very useful work and I wish it a

long life of prosperity. I shall also be glad to receive and read a presentation copy of your Souvenir Volume which you propose to bring out on the occasion of the Silver Jubilee Celebration of your Society.

The Registrar of Co-operative Societies, Patna.

I have to thank you for your very kind invitation to the Silver Jubilee of the Triplicane Society which will be celebrated on the 25th and 26th of January next. I very much regret it is not possible for me to join the celebrations. All that I can do is to send on behalf of this province our sincere good wishes for the further success and prosperity of the Triplicane Stores Society. This is the premier Stores Society in India and its success has demonstrated the vast possibilities of successfully running stores through co-operative methods.

MR. R. N. BANERJEE, I.C.S., *Registrar, Co-operative Societies, Central Provinces and Berar.*

I beg to thank you for your letter dated the 1st October 1929, sending me intimation of the Silver Jubilee of your Society which you intend celebrating on the 25th and 26th of January next. Co-operative stores or societies of consumers have not made any progress in this province and whatever experiences we have had of such institutions is not very encouraging. I have read with great pleasure of the remarkable progress which this form of co-operation has made in the Madras Presidency. Your success in this direction has much to teach co-operators in other provinces. I offer you my congratulations on what you have achieved and my best wishes for the success of your Silver Jubilee.

MR. K. N. SUBBA RAYA, *Registrar, Co-operative Societies, Coorg, Mercara.*

I sincerely wish every success to the function.

DIWAN BAHADUR R. RAMACHANDRA RAU, C.S.I., *Retired Registrar of Co-operative Societies, Madras.*

The Triplicane Stores, Limited, founded on and run by the enthusiasm of genuine co-operators, has outlived its first quarter century, and surviving years of inertia, criticism and perhaps

corruption, has demonstrated the necessity for co-operative organisation. More, it evidences our fitness to manage distributive co-operation, and is an example to all India. I hope that in the years to come it will enlarge its usefulness and by knitting itself to other co-operative bodies will blossom out into a Wholesale. My best wishes for its continued prosperity.

MR. S. SATYAMURTHI, B.A., B.L., M.L.C.

The Society has every reason to be proud and thankful that it has grown, during these twenty-five years from "The seed, the little seed, they laughed at in the dark", into "the bulk of spanless girth that lays on every side a thousand arms". This remarkable growth is due, *inter alia*, to the devoted and selfless work of several gentlemen, some of whom are no longer with us. On this auspicious occasion let us express our profound and sincere thanks to those selfless pioneers and predecessors of ours. May it be given to us to follow in their foot-steps and build magnificently on the foundation they have so securely and so wisely laid!

But no individual or institution can live on the past. We must either progress or stagnate and perhaps perish. Let this celebration spur us on to greater activities. Let us not rest, until we have made the "Triplicane Stores", as we are familiarly known, something like the Scottish Co-operative Wholesale Society. Let us learn to buy in the cheapest and the best market, sell at market rates and divide the profits among ourselves. Let us earn for our goods the title of the best and the cheapest in the market. Let us even manufacture goods to satisfy some of our needs. Let us learn to live and work as brothers.

All this and more is possible, if the true spirit of co-operation will permeate all of us, especially our Directors and Panchayatdars. Let us learn to ask "What can we give to the Stores by way of service?" and not "What can we get out of the Stores for ourselves?" God grant that it may be so.

THE HON'BLE S. MUTHIA MUDALIAR, *Minister, Government of Madras.*

It is indeed a source of great pleasure that the Triplicane Urban Co-operative Society Limited, one of the societies started in the early years of the co-operative movement, and probably the first of its kind in the whole of India, has worked successfully for 25 years and its Silver Jubilee is to be celebrated next month.

As one of its first members and one connected with the management for some time, I am really proud of the progress that has been made in the field of Distributive Co-operation and this society has served as model for others elsewhere. I trust the zeal and earnestness of the members, management and the employees, which has secured for the society the pre-eminence which it now occupies, will continue and add more and more to the prestige and usefulness of the society.

THE HON'BLE M. R. SETURATNAM AIYAR, *Minister, Government of Madras.*

On the eve of the celebration of the Silver Jubilee of your Society, I offer my humble yet sincere congratulations on the excellent work your Society has been doing all these years of its existence. I am optimistic about the future of our country when I see that Co-operative organisations are developing on right lines. Your Society, as one of the premier societies in this Presidency, has a good record of useful work to its credit. I wish the Society all success and an era of prosperity and usefulness.

I take this opportunity of offering my sincere congratulations to the organisers who have, by their untiring efforts and characteristic earnestness, brought the Society to its present flourishing condition. I only wish and pray that the interest you evince in its progress is sustained.

MR. J. GRAY, I.C.S., *Labour Commissioner, Madras.*

Many thanks for your letter inviting me to send a message for the Souvenir Volume which is to be published in connection with the Silver Jubilee of the Triplicane Urban Co-operative Society. Although it is now some years since I had anything to do with the Co-operative Department I still follow with great interest the career of the Triplicane Stores. It is, I believe, the most successful society of its kind in India and its long career of unbroken progress has attracted the attention and the emulation of co-operators throughout India. I hope it will continue to prosper in the future as it has done in the past.

RAO BAHADUR M. K. VENKATA ACHARYA, *Retired Joint Registrar of Co-operative Societies, Madras.*

This celebration is a striking evidence of the magnificent achievement of a few young enthusiastic educated gentlemen who

joined together a quarter century ago, for the introduction to our country of the 'imposing movement' inaugurated in the West by the twenty-eight poor weavers of Rochdale, drawing from them the necessary inspiration just in the same way as *Ekalavya* of yore learnt by his innate and superior devotion to *Dhrona* all the feats of archery without even the knowledge of that Great Guru and surpassed even his favourite sishya *Arjuna*, though he sat at his master's feet for the purpose.

This institution stands to-day ahead of all the others of its kind in this Presidency, nay, in the whole of India; while several others started after it for the same purpose have nearly failed, even in spite of this illustrious example. The official Administration Reports of successive years have attempted to offer various explanations for these failures. But, there can be no two opinions that the unique success of this Institution was due to the fact that those who organised and started it have been men of exceptional apostolic fervour, who pioneered and championed the idea and laboured in person, not merely lecturing and writing, but in the actual administration of its work in a humble manner devoting personal attention to all its minute details. They did not indulge in attempting prematurely any great schemes, or establishing kindred institutions all over, nor did they seek any special privileges from Government. But by their unassuming labours starting with simple ideas, simple aims and simple facts, they overcame each difficulty as it arose, and perfected the working of this institution to meet the needs of this vast population by establishing branches one after another, quite cautiously and on business lines all over this great city and its suburbs. Thus, the success of this Institution, the Silver Jubilee of which we now celebrate, is the result of the long-continued practical efforts of zealous men, who, while informed with the details of every method yet tried elsewhere, working amongst the people vivified them with some of their own enthusiasm, and with them, worked in actual fact, on the humblest lines, developing it gradually to such a grand edifice. It is the *want of such work at the foundation* that has resulted in the failure, wholly or partly, of several mofussil stores, and even to some extent of our credit movement.

I wish that the wings of this institution may soon spread all over the Presidency by the establishment of more branches. I also hope that this celebration would create an impetus in the Co-operators and other public workers all over, to perceive this *Basic Cause for its success* and to follow its footsteps. The course sketched out is nothing new. It was announced *thirty-four years ago* in bold and unmistakable terms by *Nicholson*, that

great apostle of Co-operation. His words have been quoted here almost *verbatim* to stimulate ourselves on this auspicious occasion.

RAO SAHIB V. KRISHNA MENON, B.A., *Secretary, The Malabar District Co-operative Bank, Limited, Calicut.*

I congratulate the members of the Board of Management, past and present, of the Triplicane Urban Co-operative Society on the continued success in the working of the Society and I wish the persons responsible for the management of the Society better success in future. I hope they will be able to tackle the difficult problem of undertaking the wholesale purchase of articles required for the various stores in the Presidency.

D. N. STRATHIE, Esq., *Registrar of Co-operative Societies, Madras.*

The Triplicane Urban Co-operative Society, Ltd., is the oldest co-operative store in India. It was started by a band of voluntary workers prior to the Act of 1904 and has had a long and honourable career. I wish it every success in the future.

SIR M. HABIBULLAH, *Member, Education, Health and Lands, Government of India.*

It gives me great pleasure to send you my best wishes on the occasion of the celebration of the Silver Jubilee of the Triplicane Urban Co-operative Society, Ltd. Yours was the first non-credit society formed in the Madras Presidency, and I am very glad indeed to find from the recent Report of the Committee on Co-operation in Madras that it is still the most prosperous. May it long continue its successful career.

SIR P. S. SIVASWAMI AYYAR, K.C.S.I., C.I.E.

The Silver Jubilee Celebration of the Triplicane Urban Co-operative Society must afford gratification to those who are interested in the co-operative movement generally as well as to those who have been connected with the management of the Society. Twenty-five years is a long period in the life of institutions in this country. The history of the Society has been one of steady growth and the fact that the Society now reckons nearly 6,000 members, twenty-five branches and a volume of business

exceeding a lakh of rupees a month, is sufficient indication of the good work that has been put into it and of its stability and popularity. Though co-operative purchases and sales may not be the highest expression of the co-operative spirit, they appeal to the self-interest of everyone who is a consumer and are particularly helpful to the poor in reducing the cost of living. It may not be possible or desirable for the Society to undertake other forms of co-operation, but there is immense scope for extending the work of distribution over a much larger range of commodities. The activities of the Society are directed to catering for the needs of the poor and middle classes of our country, but as the standard of living tends to rise and wants become multiplied, the Society will have to extend its functions. It would be a legitimate ambition for the Society to become in course of time an organisation like the Army and Navy Co-operative Stores and the great firms of universal providers. Honesty, trading capacity and co-operative enthusiasm will be required to maintain its progress and will, I trust, be forthcoming.

RAO BAHADUR A. VEDACHALA AIYAR, *Retired Registrar of Co-operative Societies, Madras.*

The Triplicane Stores (Urban Co-operative Society) is the premier institution for proving the success of the distributive side of co-operation, launched into existence even before the advent of the Co-operative Societies Act of 1904. Its usefulness hitherto has been felt by the salaried men of Madras and it is sufficiently strong to serve as wholesale buyer of ryots' produce and seller to retail stores and also to expand co-operative buying and selling so as to be beneficial to the masses. It is expected to be the forerunner of many a small venture which co-operators are expected to launch out. I wish the Silver Jubilee Celebrations every success.

RAO BAHADUR K. V. BRAHMA. B.A., LL.B., M.B.E., *President, The Berar Co-operative Institute, Ltd., Amraoti.*

The Berar Co-operative Institute sends its greetings and wishes "The Triplicane Society every success in its endeavours to ameliorate the condition of its constituents."

RAO SAHEB T. S. SUBRAMANIA AIYAR, M.A., L.T., M.E.S., *Retired.*

Speaking at the First Co-operators' Day in 1908, I had occasion to dream a wild dream in regard to the future of the store

movement in India. Though our creation, this solitary store has grown beyond the wildest dream, still I cannot help feeling, especially after witnessing the potency of the movement in other lands and more congenial environments, that the work before us is out of all proportion to even the measure of progress and success hitherto achieved. And I fervently pray that in the fulness of time, the tiny seed sown by the Pioneers in 1904 may grow into a mighty and umbrageous tree affording shade and solace to vast multitudes, eager to seek relief from the traditions and methods of blatant and aggressive capitalism.

HIRALAL L. KAJI, Esq., M.A., B.Sc., I.E.S., *Vice-President, Provincial Co-operative Institute, Bombay, and Honorary Secretary, All-India Co-operative Institutes Association.*

The Triplicane Urban Co-operative Society is a unique Institution in the whole of India and the celebration of its Silver Jubilee is therefore an event of more than usual importance. The Consumers' Movement in India has so far failed and almost the only bright spot in that picture is the remarkable success achieved by India's Pioneers—the Triplicane. The Triplicane has lessons to teach and it is my fervent hope that it will stimulate the Consumers' Movement in other parts of India. The Distributive Movement has great possibilities in our country for it is the chief instrument to bring together the agriculturist producers and the urban consumers and I would wish very much to see great provincial co-operative wholesales, ultimately federating or associating into an all-India organisation.

My hearty congratulations to the Triplicane on its Silver Jubilee.

M.R.Ry. K. V. RAGHAVACHARI, Avl., B.A., B.L., *President, The Nellore District Co-operative Banking Union, Ltd., Nellore.*

Let me convey my hearty good wishes to the Triplicane Urban Co-operative Society on its Silver Jubilee Celebration Day. The T. U. C. S. is now the premier Society of its kind in the whole of this Presidency. It started with a small beginning by the Pioneers of the movement in this Presidency and has now assumed huge dimensions by the indomitable work and interest shown by the Madras co-operators. All credit is due to Rao Saheb T. K. Hanumantha Rao and the late Mr. K. B. Ramanatha

Aiyar, who spared no pains in the infancy of the Association.

This premier institution should not rest content till it has become the sole Wholesale Co-operative Society for the whole of this Presidency at any rate. It must be made to expand in all directions.

Rice is the largest article of consumption by the T. U. C. S. Nellore rice is much in demand from the consumers. Nellore rice is demanded not only here but in almost all the other stores societies working in this Presidency. The whole of the Nellore rice comes from two Taluks of Nellore, namely, Nellore and Kovur Taluks. The rice supplied is no other than what is locally known as 'Molakolukulu', known as Samba or Sirumani in some other places.

At present the T. U. C. S. buys Nellore rice from local mill-owners. The recent experiment made by Messrs. V. Venkatasubbiah and M. Parthasarathi Aiyangar, two of the Directors of the stores, must have convinced the T. U. C. S. that what is purchased as Nellore rice by the stores is a mixture of Nellore and cheap Tenali rice. This kind of selling adulterated rice should be put an end to. It is not always possible for the T. U. C. S. to send its Directors each time it purchases paddy. There must be an organisation to purchase and supply the genuine stuff.

The T. U. C. S. should arrange to purchase paddy at the cheap season, store it at convenient places and have a stock always enough for at least three months' consumption. This can easily be done by a suitable agency. Paddy may be milled in a hired mill at the beginning and in course of time the T. U. C. S. must own a mill which will cost about ten thousand rupees. Gradually the T. U. C. S. must be in a position to advance money to the growers of paddy, encourage them to grow a particular kind of paddy, purchase the whole stock thus produced, store the same at their own mill and take rice monthly by milling from time to time. This kind of arrangement will induce the growers of paddy to look to their borrowing to the T. U. C. S. and also to the sale of their produce.

Thus the whole of rice now purchased by the T. U. C. S. and also by sister institutions in other parts of the Presidency must be mobilised by the T. U. C. S.

Similar arrangements are possible with regard to other main articles of consumption.

I wish the management of the T. U. C. S. will turn their attention in this and other similar directions to make it really a Co-operative Wholesale Society for the whole of South India.

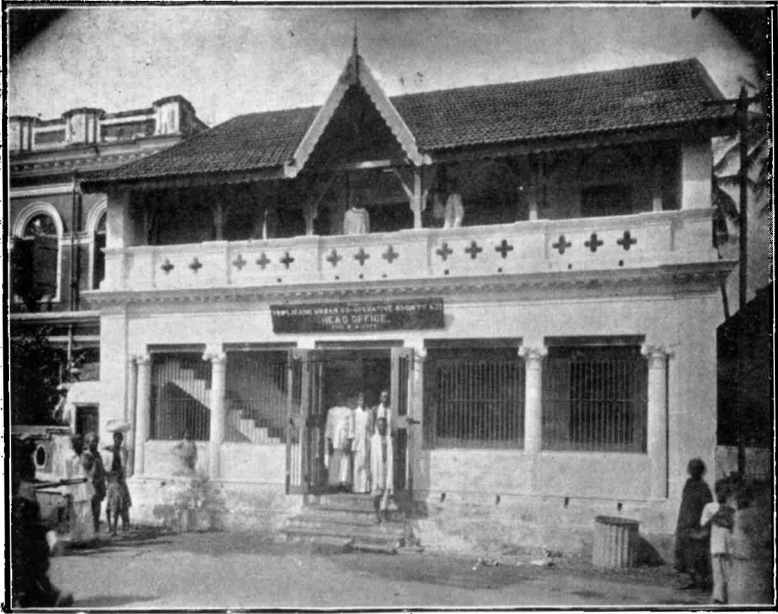
May their endeavours be crowned with success.

RAO SAHIB T. K. HANUMANTHA RAO, M.E.S., *Retired.*

It gives me the greatest pleasure to hear that our Triplicane Store is to celebrate its Silver Jubilee and that His Excellency the Governor of Madras is to lay the foundation for the Jubilee Hall. Although I am not, on account of disabilities just at present, able to contribute any lengthy discourse to the Jubilee Souvenir volume which would prove useful, I cannot resist the temptation to offer you my heartiest congratulations and convey to you my sincere hope that the encouragement received at the coming Jubilee celebrations would help to raise our Society from being a solitary society however big to the position of a large Wholesale Society with a propagandist and a Banking Department attached, to disseminate throughout our Province, the seeds of moral and material progress for our struggling population. This might look like a dream. Dreamers some of us indeed have been in the past about the future of Co-operation, but we have had the good fortune to see our dreams realised as well. What else can this Jubilee celebration of our T. U. C. S., with its 25 branches, with its membership in thousands, and business calculated in figures far beyond the reach of the elementary arithmetic of the 14 members of 1904, be but the realisation of a dream to the mind of a humble member of our Store of 1904 who had to walk a long way off to "Mecca and Medina" to carry home from it a few annas worth of groceries. The premises in a thatched out-house, in which our Store was born, was called "Mecca Medina", and it has, people will say, proved the Mecca and Medina of our Co-operative movement in India.

With heartiest greetings once more.

HISTORY.



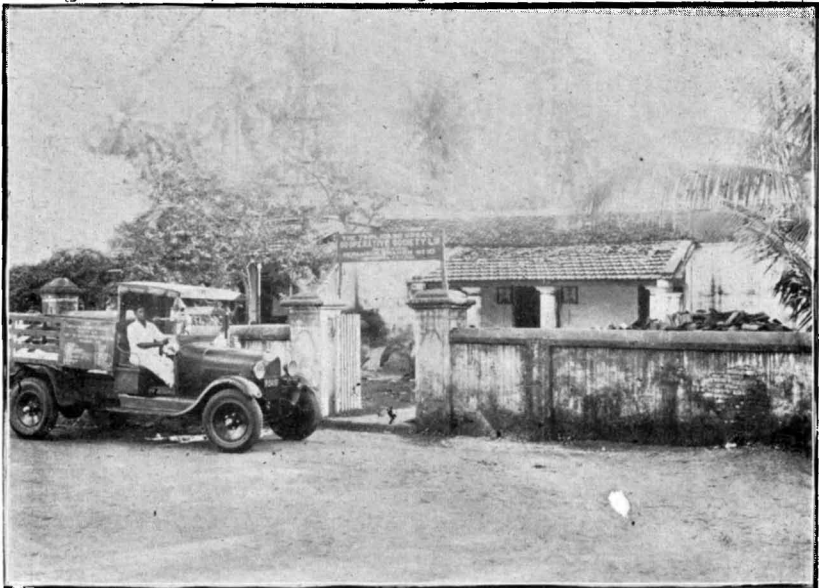
T. U. C. S. HEAD OFFICE, TRIPLICANE.



T. U. C. S. MOTOR LORRY.



T. U. C. S. PREMISES :—SAIDAPET I. BRANCH.



T. U. C. S. PREMISES :—PERAMBUR BRANCH.



T. R. VENKATARAMA SASTRIAR, C.I.E.,
President.



A. SIVARAMA MENON, B.A., B.L.,
President.



DR. M. SUBRAMANIA IYER,
President.



T. S. ANANTHARAMA IYER, B.A., B.L.,
President.



T. NATESA IYER,
Legal Adviser.



HON'BLE V. RAMADAS PANTULU,
Legal Adviser.



T. V. GOPALASWAMI MUDALIAR,
Legal Adviser.



A. VENKATACHALAM PANTULU, B.A., B.L.,
Legal Adviser.

A HISTORY
OF
The Triplicane Urban Co-operative Society, Ltd.

BY

MR. A. SIVARAMA MENON, B.A., B.L., PRESIDENT, T. U. C. S., LTD.

Origin and early days.

In the early part of the year 1903 a few young intellectuals living in and around Triplicane formed themselves into a study group and conducted weekly meetings at which they discussed economic subjects. These weekly meetings were held in the premises of the Triplicane Literary Society and in the course of a few weeks they became very popular and attractive. Within a short time of the starting of the study group the young enthusiasts resolved to combine business with pleasure. Consequently they agreed to arrange for social as well as intellectual treats week after week at the house of each member by turns. This worked very well for a few months. Various subjects relating to the economic improvement of the country were discussed by them and the discussions were characterised by erudition and zeal. But after a short time the members began to lose their interest in the weekly debate. Attendance became small; even tea and *laddu* could not keep up the old enthusiasm, and before the year had run its normal course the study group ceased to exist.

But the work of the young men was not absolutely lost. What appeared to be an end of a laudable enterprise was not really so. Death was soon followed by resurrection. The Indian National Congress held its session in Madras in December 1903 and among the delegates that attended the Congress was Mr. Ambika Charan Ukil, an ardent advocate of Co-operation. Advantage was taken of Mr. Ukil's presence in Madras and to meet him an "At Home" was arranged by Mr. V. S. Srinivasa Sastriar who was one of the chief organisers of the defunct study group. At that meeting a free and frank discussion took place

on the potentialities of the co-operative movement. This discussion had an important effect. Mr. Ukil invited his Madras friends to become members of the Co-operative Union of Calcutta of which he was then the Secretary. After Mr. Ukil left Madras, Mr. Srinivasa Sastri and his friends carried on discussions on the Co-operative movement and its possibilities and finally, at a preliminary meeting held in Mr. Sastriar's residence in Sydoji Lane towards the end of January 1904, it was resolved to open a Co-operative Store as soon as a capital of Rs. 1,000 was collected, and a provisional Committee was appointed for the purpose. The task assigned to the Committee was by no means easy. Days and weeks passed without encouraging response. There were even people who openly scoffed at the fantastic ideas of the Triplicane visionaries, but the visionaries carried on a continuous and persistent propaganda in which the leading part was taken by Mr. T. K. Hanumantha Rao. "The History of the Rochdale Pioneers"—was the subject on which Mr. T. K. Hanumantha Rao lectured with great conviction and zeal. He narrated the story of the 28 Flannel-weavers in his own inimitable style. Nearly four months of active propaganda followed and at the end of it there were found fourteen people prepared to start the enterprise with a capital of Rs. 310 all told. Some more discussion followed and finally a resolution was passed to establish a store. Let me describe the actual opening of the store and of its working in the early days, in the language of one of the Pioneers, given expression to on the occasion of the celebration of the First Co-operators' Day on 9th April, 1908.

"At 7-30 A.M. on the 9th April, 1904, the Triplicane Co-operative Stores was opened. Dr. C. V. Krishnaswami Aiyar was our first Honorary Secretary. Our establishment numbered two, a manager and a salesman, each on Rs. 8 a month. The Manager was new to the business but the salesman, a Chetti by caste, had good experience in the grocery line. Through the latter, we got a loan of a pair of scales and a set of weights and measures for the opening day. The late Pandit S. M. Natesa Sastriar was asked to bless the undertaking by purchasing at the outset some turmeric, betel-nut, sugar-candy. Our sales that day amounted to the satisfactory sum of Rs. 90-9-8. Persons who formerly considered the call for co-operation as a cry in the wilderness now saw an actual working model before them, and began gradually to shake off their scepticism and distrust. Our number increased, but only very slowly. The first few months of our activity were discouraging in the extreme. I well remember a gloomy evening when we counted up the day's sales at only 8 annas and 4 pies,

and Mr. Hanumantha Rao stirred up the despondent Manager by reciting the poem "Good times are coming, boys". Once the stores was an accomplished fact, we had to give up all thought of educational and intellectual activity and had to devote all our attention to the practical management of the stores in all its infinite details. Some of us spent all our available leisure at the Stores, and occasionally even acted as Manager and salesman when those functionaries were away to make purchases. And some of us carried our ideas of economy so far as to preserve all packing paper and twine and return them periodically to the Stores to save it so much expenditure. Our Secretary had a wonderful patience and his equanimity was never disturbed. We too became gradually inured to both flattery and censure. We knew that co-operation had come to stay with us, we saw before our vision a slow but steady progress, and felt that the movement had gone on far enough to be no longer the concern of an interested few, but the property of the public, safe from all fear of defeat or extinction."

It is thus seen that the Triplicane Stores commenced its career in a truly humble way, with a borrowed pair of scales for the opening day. In the early years the Pioneers had to face difficulties of different kinds. Their material resources were indeed slender and the support they received at the hands of the enlightened public was anything but encouraging, but their enthusiasm was unbounded and they had complete faith in themselves and their cause. These carried them on from one step to another, so much so that at the end of the first half year they were enabled to feel their ground and submit on the whole a satisfactory report. On the closing day of the first half year the number of members on the rolls rose from 14 to 91 with 144 shares to the value of Rs. 720. As shown by the following table the transactions for the period went above five thousand rupees in value and the working of the first six months resulted in a net profit of Rs. 218-4-5.

Month	Purchase.			Distribution.		
	Rs.	A.	P.	Rs.	A.	P.
1904—April ..	775	0	9	441	15	3
May ..	542	6	6	595	13	6
June ..	408	4	9	469	2	1
July ..	1225	9	9	1152	9	5
August ..	1196	9	9	1130	8	1
September ..	1427	10	2	1469	8	5
	<hr/>			<hr/>		
	5575	9	8	5259	8	9
	<hr/>			<hr/>		

It is worthy of note that out of the net profit a sum of Rs. 14-6-0 was set apart for the purchase of cloth for presentation to the Employees and the balance of Rs. 203-14-5 was disposed of as per rule 9 of the Stores which ran as follows:—

“Of the net profit one half shall be declared as dividend to the purchasers proportionately to their purchase, one fourth shall be retained as Reserve Fund and the remainder one fourth shall be devoted to such common good as may be determined at a general meeting of members.” The above rule clearly shows that the Pioneers were fully alive to the importance of conducting the store on true and sound co-operative principles. At the close of the first half year a dividend of 4 pies in every rupee of purchase was declared.

The successful working of the store for the first six months naturally encouraged the Pioneers to persevere in their work with greater zeal and vigour than before and the result was that at the end of the second half year the number of members and share capital had both become double, while the business had trebled itself in value. The net profit earned for the 2nd half year ending 31st March, 1905 amounted to the satisfactory sum of Rs. 546-10-2. The fixed contribution to the Reserve and Common Good Funds were made in the first instance and the balance net profit of Rs. 252-12-1 was utilised in paying the usual bonus to the employees and dividend to members at the rate of 3½ pies in every rupee of purchase. At the end of the first year the number of members on the rolls of the Society was 184 holding 248 shares, the total purchase and distribution amounted in round figures to Rs. 21,000 and Rs. 20,000 respectively, and the total of the Reserve Fund, Common Good Fund, and the dividend distributed to members came to Rs. 806-5-3. The 184 members who made their purchases at the store got as good articles there as they would have got in the ordinary bazaar, while the sum of Rs. 806-5-3 noted above represented, as was pointed out in the second half yearly report with pardonable pride, “the value in rupees, annas and pies of the benefits of co-operation.”

During the third half year in the period ending 30th September, 1905 two important events occurred which are worthy of being noted. The first was the opening of two new branches and the second the registration of the Society by Government under the Co-operative Credit Societies Act (Act X of 1904). The success of the novel attempt of the Pioneers created widespread interest. This was evidenced firstly by the increase in membership and volume of work of the Society, and secondly by the receipt by the Committee of management of about half a dozen

applications for the opening of branches from residents living in the different divisions of the City. The Directors were no doubt glad at such notable recognition and appreciation by the public, and after careful consideration they opened one branch at Singarachari Street, Triplicane, on 28th May, 1905 and another at Mylapore on 10th September of the same year. The question of registration created some little difficulty in the first instance. It was pointed out to the Pioneers by Mr. P. Rajagopalachariar, the first Registrar of Co-operative Credit Societies in this province, that Act X of 1904 contemplated the registration of only credit societies and a store as such did not come within its purview. On their part the Pioneers tried to convince the Registrar that their venture was not only a right co-operative step but was even a necessary foundation for a system of co-operative credit. The parties finally agreed to revise the constitution of the store and add a credit branch to it, as it was thought that a purely distributive society was outside the scope of the Act. The by-laws were suitably drafted under the instructions and guidance of the Registrar, and a credit branch was organised in such a manner as to include the indigenous co-operative system of chit funds in addition to such banking items as fixed and current deposits and loans. The order of registration was issued on 20th September, 1905 and it should be remembered that our Society got the privilege of registration not as a store but as a credit society; only it was allowed to retain the store alongside of the credit branch. It may be incidentally remarked that the Act was afterwards amended to prevent similar anomalies and under the present Co-operative Societies Act II of 1912 both credit and noncredit societies come within its operation.

One more incident relating to the early days may be of interest to the readers. On the 7th May 1905, a gentleman employed in the Madras University Office (Mr. V. Krishnamachari) applied to the Society in the prescribed form for being admitted as a member. Along with the application he paid his share money and entrance fee and in accordance with the practice then prevailing he was provisionally allowed to make his purchases at the store. The application was in due course placed before a meeting of the Committee of management on 13th August, 1905 and the Directors for reasons not recorded rejected the application. The result was communicated to the applicant on the 17th August, 1905 but he was not prepared to take it lying down. He first applied to the Directors requesting them to reconsider their decision, and on the latter declining to do so, he next sent a petition to the Registrar of Co-operative

Credit Societies praying for his intervention. The Registrar refused to interfere since he was satisfied that there was no violation of the by-laws in rejecting an application for membership. The aggrieved applicant then filed a suit in the City Civil Court against the Society, represented by the Secretary, Dr. C. V. Krishnaswamy Iyer, seeking to have it declared that he was a member of the Society and as such entitled to all the rights and privileges thereof and also to recover Rs. 50 damages sustained by him by the defendant's alleged action in depriving him of his membership under the pretence of rejecting his application. This was Original Suit No. 74 of 1906. The defendant Society contended that the Directors acted within their rights in rejecting the plaintiff's application and that the latter's suit was incompetent. Mr. C. V. Kumaraswami Sastriar (now Justice Sir Kumaraswami Sastriar) tried the case which was keenly contested on both sides. In the end the suit was dismissed on 24—4—1907 on the ground that the plaintiff was never a member of the defendant society.

The spread of the movement and statistical progress.

After the registration of the Society its activities increased in an appreciable manner from half year to half year. Even prior to registration the demand for an expansion of branches had, as already pointed out, to be met by opening two branches. In this matter the Directors moved with great care and caution. At the time they responded to applications from Triplicane and Mylapore, they had similar applications pending with them from such important centres as Egmore, Nungambakkam and Saidapet. They opened the third branch at Egmore on 3rd February, 1907. In the matter of opening new branches not only were they averse to any rapid advance but the by-laws also had restricted the sphere of activity of the Society to a limited area. Even the whole of the City of Madras was not within the jurisdiction of the Society in the early years. In the sixth report relating to the period ending 30th June, 1907, it is recorded that the request for the opening of a branch by the residents of George Town could not be complied with as the place was not included within the sphere of operation of the Society and the General Body Meeting held on 24th November, 1907 to consider the sixth report amended the by-law and brought the whole municipal limits of Madras and the villages of Saidapet and Adyar within the territorial sphere of activity of the Society. The following figures, showing the progress of the Society in membership and sales will be read with interest.

<i>Year.</i>	<i>No. of Members.</i>	<i>Total sales.</i> Rs.
9th April 1904	14	
31st March 1905	184	19,942
" 1906	408	1,04,826
30th June 1907	637	1,79,527
" 1908	797	2,41,469
" 1909	1,375	4,41,473
" 1910	1,430	4,15,959
" 1911	1,649	4,46,711
" 1912	2,024	5,37,211
" 1913	2,335	6,16,772
" 1914	2,739	6,40,644
" 1915	2,795	5,63,004
" 1916	2,806	5,04,587
" 1917	2,798	4,74,049
" 1918	2,899	5,37,073
" 1919	3,559	9,34,099
" 1920	3,902	10,78,589
" 1921	3,875	9,44,698
" 1922	3,914	8,93,816
" 1923	3,853	7,82,576
" 1924	3,935	8,72,131
" 1925	4,195	10,15,912
" 1926	4,578	11,42,723
" 1927	5,032	11,33,721
" 1928	5,137	11,09,852
" 1929	5,781	11,15,128

These figures show that while in the matter of membership there has been continuity of progress a corresponding growth in turn-over is wanting. As a matter of fact a set back is noticeable regarding turn-over for several years after the world war broke out with the exception of the year 1920. This period—1914 to 1923—represents a period of depression, but since 1924 a slow but steady resumption of progress is noticeable.

The growth in the number of branches is evidenced by the following table:—

<i>Name of the branch.</i>	<i>Date of opening.</i>
Triplicane	9—4—1904
Chepauk	1—8—1905
Mylapore I	21—8—1906
Egmore	3—2—1907
Saidapet I	3—12—1908

<i>Name of the branch.</i>	<i>Date of opening.</i>
Car Street	13—1—1909
Nungambakkam	31—1—1909
George Town I	5—4—1909
Purasawakkam	1—8—1909
Saidapet II	2—10—1909
Perambur	23—7—1911
Mylapore II	19—12—1912
George Town II	10—3—1913
Royapuram	4—1—1914
Tiruvatteeswaranpet	21—12—1916
Komaleeswaranpet	20—6—1921
Kilpauk	9—5—1923
Mambalam	9—3—1924
Royapettah	12—9—1924
Sowcarpet	24—4—1925
Vepery	21—8—1925
Gopalapuram	1—10—1928
Madhavapuram	1—12—1928
Villivakkam	1—2—1929
Muthialpet	28—4—1929

The financial resources of the Society.

The financial resources of the Society consist mainly of Share Capital, Deposits, Reserve Fund and Common Good Fund. The Share Capital with which the Society started amounted to only Rs. 310 though the authorised capital was Rs. 1,000. The capital was increased in the years 1910, 1911, 1912, 1918, 1928 to Rs. 20,000; 30,000; 60,000; 1,00,000; 2,00,000 respectively. The present authorised share capital therefore stands at the figure of Rs. 2,00,000 and the subscribed capital at Rs. 1,04,659.

The deposits (fixed, current and recurring) in the different quinquennial periods are shown below:—

	Rs.
At the end of 1906	.. 855
„ 1909	.. 8,404
„ 1914	.. 42,728
„ 1919	.. 71,105
„ 1924	.. 80,268
„ 1929	.. 1,86,165

At the very commencement the Society provided as per by-law 9 for the formation of Reserve Fund and Common Good

Fund. After the registration of the Society it became subject to the statutory provisions relating to the Reserve and Common Good Funds. After a decent amount of Reserve Fund was built up the General Body passed a resolution at its meeting held on 7th April, 1921, to reduce the percentage of profit to be set apart as reserve to 10 per cent. and this was accepted by the Registrar. The Reserve Fund and Common Good Fund to the credit of the Society at the different periods are noted below:—

Year.	Reserve Fund.	Common Good Fund.
	Rs.	Rs.
1904
1905	259	193
1906	1,045	800
1907	2,554	2,007
1908	4,373	3,688
1909	6,439	5,407
1910	8,659	7,550
1911	12,692	9,741
1912	18,188	14,469
1913	23,799	17,015
1914	24,026	14,904
1915	26,694	15,510
1916	29,244	16,878
1917	39,484	20,656
1918	44,932	23,017
1919	51,555	26,484
1920	59,583	31,245
1921	59,583	30,424
1922	61,161	28,480
1923	62,200	27,288
1924	64,620	30,614
1925	70,045	31,858
1926	75,018	33,133
1927	81,314	36,021
1928	81,348	36,409
1929	84,196	36,798

The Credit Department.

The Credit Department of the T. U. C. S. which represents a very useful and important activity of the Society, came into existence as a condition precedent, so to speak, to its registration under the Co-operative Credit Societies Act (X of 1904). As the law then stood the Triplicane Stores could not receive statutory

recognition as a Distributive Society, since Act X of 1904 recognised only Credit Societies; but as this Society combined in itself the functions of co-operative distribution and co-operative banking its registration became possible with reference to its activities as a credit society. The important work of this Department consists of (1) granting loans to and receiving deposits from members, and (2) the organising and conducting of chit funds. The fund available for the grant of loans is made up of (a) such amount, not exceeding one-half of the subscribed capital, as the Executive may set apart for the purpose; (b) fixed, recurring and current deposits received by the Society from members; and (c) such chit fund moneys as have not been paid to the members. The different classes of loans that are granted to members are enunciated in By-law 33. They are (1) Simple Loans: loans the amounts of which are within the sums standing to the credit of the members in the accounts of the Society; (2) Mortgage Loans: loans granted on the security of Government promissory notes or immoveable property within Madras provided that no such loan shall not exceed Rs. 5,000 or 20 times the share capital, whichever is less; (3) Special Loans: loans granted on the security of approved Life Insurance Policies; (4) Personal Security Loans: loans granted on the personal security of a member or on the suretyship of one or more members. Loans on the personal security of a member shall not exceed Rs. 750 or three times the share capital whichever is less, and Special Loans and loans on the suretyship of one or more members shall not exceed Rs. 2,500 or ten times the share capital, whichever is less. All loans are ordinarily repayable within one year but the period may be extended by the Executive Council to a maximum of three such periods, provided that at each extension, the borrower pays the interest due on the loan for the period elapsed and one-fourth of the principal. Where the borrower happens to be a member of a chit fund, the Executive Council may grant an extension on payment of interest only, provided the member has paid to the chit fund an amount equal to at least one-fourth of the loan.

It will thus be seen that the loan section of the Credit Department is worked under certain well-defined restrictions. Applications for small loans and those intended for the purposes of making purchases from the Society are invariably shown special consideration. A vast majority of applications are for sums varying from fifteen to fifty rupees, the total number of loans granted up-to-date comes to 8,571 amounting to a total sum of Rs. 7,57,240-14-0. It goes without saying that this section has been meeting a real want, and though its operation

has not been as extensive as one would wish, it has been of real service to such of the members as had occasion to resort to it. The members are allowed to make Current and Fixed Deposits as well as Recurring Deposits. Fixed Deposits are limited to a period of one year and the maximum amount received by the Society is Rs. 4,000. The rule governing Recurring Deposits is that any member paying rupee one per month for a period of 42 months shall be entitled at the end of 43rd month to receive a sum of Rs. 46. The total sum of deposits received under the different heads approximately amounts to Rs. 26,19,225. One important activity of the Credit Department is the conducting of Chit funds. The number of members of any particular chit should not be less than 10 or more than 24 and the period of the chit should not exceed 24 months. The maximum amount of any chit has been fixed at Rs. 2,400. Though the auction system is the rule in the conduct of chits, reference may be made to a special rule by means of which the discount at an auction is not permitted to be less than 3 per cent. or more than 6 per cent., thereby preventing excessive competition among members. The members that subscribe for a particular chit are jointly and severally responsible for any loss arising by the chit transactions and the Society has only general supervisory powers over the conduct of the chit. The total amount of chit transactions organised up-to-date comes to Rs. 67,046.

The Credit department has on the whole been a very useful adjunct of the Society. Of late there have been criticisms to the effect that to run a Distributive Society and a Credit Society side by side is opposed to the principles of co-operation and that for the proper development of the Store it is necessary to completely close the Credit Department. Arguments may be advanced both for and against this position but the working of the Credit Department of the T. U. C. S. has not in the opinion of several gentlemen associated with its management affected adversely either its efficient working or future development. It may incidentally be remarked that under the by-laws of the Society the whole of the net profits of the Credit Department has to be carried to the Reserve Fund and the contribution by the Credit Department to the Reserve Fund amounts to above Rs. 20,000 up till now.

Common Good Fund.

The very first by-laws of the Society provided that out of the net profits one fourth shall be devoted to such common good as may be determined by the General Body and a sum of about Rs. 50 was set apart as Common Good Fund at the close of the very first

half year ending 9th October, 1904. To-day the total sum under the head stands nearly at Rs. 34,400. The earliest resolution of the General Body relating to this Fund is dated 5th May, 1908 and that was to the effect that a sum of Rs. 50 be spent out of every unit of Rs. 1,000 of the Common Good Fund for the organising of a central reading room for the benefit of members and in the year 1908 books and periodicals were purchased to the value of Rs. 150. After a couple of years the General Body passed a resolution on the 23rd October, 1910 setting apart a lump sum of Rs. 800 for starting reading rooms in the various branches of the Society and also empowered the Directorate to incur a recurring expenditure of Rs. 250 out of the same fund every half year for their upkeep. As per this resolution a reading room is at present attached to everyone of the branches of the Society. Another purpose for which the Common Good Fund has been used is to celebrate the annual Co-operators' day. The first Co-operators' day was celebrated in the year 1908 at which the Pioneers played the part of the host. The expenses of the second and subsequent celebrations have been met out of the Common Good Fund.

The Co-operators' day was not at first a merely social gathering but it had also a business side to it. At these functions papers were read and discussions held on various subjects relating to co-operation and in the early years invitations used to be sent not only to the members of the T. U. C. S. but also to members of other Co-operative Societies in the province. Latterly the business part of the programme has all but disappeared.

Methods of purchase and distribution.

The object of any Distributive Society is to supply genuine articles to its members at reasonable rates. This principle was very carefully kept in mind by the officers of the T. U. C. S. from the very beginning, and great care was taken in the matter of purchasing commodities for the use of members. In the early years there was not much difficulty felt in the matter of purchase. First of all the quantity of commodities required was not very large and the Directors as a body were in a position to bestow their personal care and attention on purchase. But as years passed on and the volume of business increased, the system had necessarily to undergo some modification and we find that in a very short time a body of workers known as members of the Testing Committee was brought into existence to help the Board of Directors for making purchases. It was the duty of the Testing Committee to examine the articles to be purchased in the first instance and then send them with their opinion as to quality

to the Directors so that the latter may finally settle the bargain. There was from the very commencement one paid agent known as the Purchasing Agent and his expert knowledge of the conditions of the market has always stood in good stead whenever any difficulty arose in connection with the purchase. But with all the care taken by the Board it was inevitable that there should be complaints now and then by members regarding quality as well as price of some of the articles sold at the Stores. The Board of Directors however have always done their utmost to see that only pure and unadulterated articles are sold to the members. As early as the 20th May, 1906 a resolution was passed by the General Body to the effect that articles which have deteriorated in quality by lapse of time or other causes shall not be vended to the members at the ordinary selling price, but at reduced rates for a specified period, after which they shall be sold by auction. For the past several years it has been the custom to hold periodical auctions at the Head Office of all condemned articles.

The question of introducing the tender system for making purchases has often been considered by Directors though it has not yet been definitely adopted. It is no doubt one of the chief aims of the Board to eliminate the middle men as far as possible in the matter of purchase and various attempts have been made in this direction from time to time. Since the year 1920 the duty of making purchases had been entrusted to a special Committee known as the Purchase Committee, as the Board of Directors found it impossible to attend to that work as a Board. The procedure governing the Purchase as well as the Testing Committees finally came to be reviewed in the year 1923 when it was resolved that purchases of articles should be under the immediate direction and control of a committee of 3 Directors to be chosen by the Board once in a year and that to help this Committee, a Testing Committee shall be constituted consisting of 9 members who shall also be chosen year after year. The members of the Testing Committee are attending to their work in batches of three and all samples have in the first instance to be placed before them for being tested and ordinarily it is only after they approve of the quality of the articles to be purchased that the sale could be proceeded with. For several years there was also another Committee at work known as the Price Alteration Committee. Their main function consisted in ascertaining the market rates from time to time and regulating the selling prices of the articles of the society. But this Committee was as a result of experience found to be unnecessary and was consequently abolished. All the articles purchased by the Society are first stocked in the central

godowns and are distributed to the various branches as per incidents received from the latter. Until recently the articles were being despatched to the various branches by means of carts drawn by the Society's coolies, but the purchase of a motor lorry last year has introduced a welcome innovation in this respect. Hand power has been replaced by motor power for despatching goods to the various branches. There is at the present time a quicker and more and more satisfactory service in the matter of despatch of goods from the Head Office to the branches.

Changes in the Constitution.

As has been pointed out already the T. U. C. S. was organised on a truly democratic basis. The Pioneers at the commencement no doubt combined in themselves the functions of both the General Body as well as the Board of Management. But a Board of Directors was formally constituted within a short time of the formation of the Society. The first Board consisted of Messrs. V. S. Srinivasa Sastrigal, K. B. Ramanatha Iyer, S. Veeraraghava-chariar, K. P. Madhava Rao, S. Srinivasa Iyer and C. V. Krishna-swami Iyer. The Board had from the outset the assistance of an Advisory Board. When branches were opened in different parts of the City each branch was allowed the privilege of sending one member to the Advisory Board. The members of the Advisory Board took part in the deliberation at the meeting of Directors but had not the power to vote since their function was purely advisory. The chief function of the Advisory Board was to elect the members of the Board of Management and this power was conferred on the Advisory Board by means of a resolution of the General Body.

Later on when members increased the Advisory Board was for purposes of electing the Directors enlarged by the addition of one member from every branch. Thus it will be seen that the first committee of management was constituted by direct election by the General Body. When the Advisory Board was formed in 1905 the duty of electing Directors was assigned to that body. Later on in the years 1910 an Electoral Board was constituted and it was given the powers of electing all Directors and filling up interim vacancies therein but not from among themselves. It was further provided that 'no appointment of a Director shall be valid unless he secures votes of the next number above $1\frac{1}{3}$ of the electors.' This restriction was subsequently removed. The strength of the Board of Directors was originally six but a seventh director was added to the Board as per the revised by-law No. 17 dated the 1st September, 1912. With the growth in the number

of branches as well as in the strength of the Society there was a demand from the various branches for increased participation in the management of the Society. To meet this demand local panchayats were constituted in the year 1910. Each branch was allowed to have a local panchayat of 5 members to be elected by the members of the branch once in 2 years and the members of the panchayat were allowed to elect a President from among themselves. The functions of the panchayat at present are enumerated below:—

(a) to investigate the complaints and grievances of local members and to make suitable representations to the Executive Council;

(b) to help the Directors in finding employees, house, etc., for the branches and in doing such other things as may be referred to them by the Directors and the Executive Council;

(c) to express their opinion on the securities or credentials of applicants for loans whenever they are called upon to do so by the Directors or the Executive Council;

(d) to suggest improvements in the administration or the organisation of the local branches or of the Society as a whole; and

(e) to inspect the branches and report when necessary to the Executive Council:

Provided that in any matter contemplated in any of the above sub-clauses (a), (b), (c), (d) and (e) the Board of Directors or the Executive Council shall, before making any permanent or final arrangements or orders invite the recommendation or opinion of the panchayats concerned, and that the panchayats also may, of their own accord, submit any suggestion in respect of the above or any other matter.

From the year 1910 the Directors carried on their work with the assistance of both the Advisory Board and the Local Panchayats. After some time a need for a thorough revision of the constitution began to be felt. The panchayat system did not fully satisfy the demands of the various branches. The strength of the Board of Management was considered to be too small and the system of indirect election in vogue also became unpopular. The Directors were anxious to take suitable steps and they accordingly arranged for a conference in 1923 to consider what constitutional changes were called for. The conference was attended by several leading co-operators as well as the Registrar and other departmental officers and after a full discussion of the subject it was resolved to introduce some important

changes in the constitution. The revised constitution which is in force at present was brought into operation in the year 1924. The new bye-law No. 17 reads as follows:—

1. The affairs of the Society shall be under the management of a Board of Directors consisting of (a) as many elected Directors as there are branches of the Society, and (b) co-opted members if any not exceeding three in number.

2. Each branch shall elect to the Board one member from among the members of that branch at a general body meeting of that branch and the quorum for such a meeting shall be 25.

3. The Directors elected by the various branches shall as soon as may be after their election meet and consider the question whether it is necessary to co-opt any Director and in case they resolve to do so, co-opt Directors not exceeding three in number from among the members of the Society who are qualified to be Directors as per bye-law 18.

4. The Board of Directors consisting of both elected members and co-opted members, if any, shall then elect from among themselves a President of the Board; and an Executive Council consisting of a President, a Legal Adviser, a Managing Director and two other members.

5. The President of the Board of Directors shall be the President of the Executive Council.

6. The members of the Board of Directors shall hold office for a period of two years and until their successors are appointed at the next election, provided that a member elected by a branch shall cease to be a Director when he ceases to be a member of that branch. Interim vacancies occurring in the Board of Directors as well as seats newly added to it consequent upon the opening of new branches or otherwise within the period aforesaid, shall be fixed up by the respective electorates only for the unexpired period.

7. The following powers shall be exercised by the Board of Directors only:—

(a) Appointment of the Secretary and every employee of the Society drawing a salary of Rs. 50 and above.

(b) The passing of the half-yearly budget.

(c) The passing of the half-yearly report to be placed before the General Body of the Society.

(d) Removal of any member of the Society under bye-law 15.

(e) Purchase of immoveable property for the Society.

(f) Sale of immoveable property belonging to the Society.

(g) Opening of new branches.

(h) Closing of any branch.

(i) Dismissal of any permanent employee of the Society.

(j) Creation and abolition of all permanent posts in the Society.

8. All powers of management except those that are reserved to the Board of Directors by clause (7) above shall vest in the Executive Council. It shall be competent to the Board of Directors by a special resolution passed by a majority of two-thirds of its members to dissolve the Executive Council at any time or to remove any member thereof. It shall also be competent to the Board of Directors to withdraw any of the powers exercised by the Executive Council or to retransfer to the Executive Council any of the powers so withdrawn whenever the Board of Directors consider it necessary to do so.

9. The Board of Directors shall meet at least once in a month in the exercise of their powers of general supervision over the Executive Council.

10. The quorum for a meeting of the Executive Council shall be three, and that for a meeting of the Board of Directors shall be one-half of the total strength of the Board.

Any Director or Executive Council member who fails to attend three consecutive meetings shall be deemed to have vacated his membership either in the Board or Council as the case may be unless he is reinstated by the Board of Directors. The meetings that break up for want of a quorum shall also be reckoned in counting the number of meetings which any Director or a member of the Executive Council fails to attend.

11. The members of the Executive Council shall hold office for two years or till their successors are appointed. Interim vacancies in the Executive Council shall be fixed up by the Board of Directors.

The principal functions of the Executive Council under the new constitution were defined as follows:—

To appoint and dismiss all employees subject to the provision in bye-law No. 17 (7) (a), to fine or suspend them, to fix their functions, pay and allowances, to direct and supervise all the affairs of the Society, to draw up and enforce rules not inconsistent with these bye-laws for the regulation of the business of the Society, to draw up the balance sheet, to prepare the

half-yearly report for the consideration of the Board of Directors, to frame rules, fixing the rate of interest on loans and deposits as well as the commissions on the business undertaken by the Society, to administer the moveable and immoveable properties of the Society and to appoint (1) sub-committees, (2) special committees to transact such business as cannot conveniently be transacted by them.

The Executive Council shall have the power to make subsidiary rules in regard to—

(1) the terms and conditions on which Societies can be admitted as members under bye-law 7 (c);

(2) the total number of shares that may be allotted to Societies, the maximum number of shares which any one Society can take and the manner of payment of the value of each share;

(3) the prices and other conditions under which goods should be supplied to Society members; and

(4) the conditions subject to which Societies shall be entitled to a share on the profits otherwise than by way of dividend on share capital and such other matters for which no express provision is made in these bye-laws.

This new constitution has been in force since 1924. Concerning its efficacy and usefulness there have been at times unfavourable criticisms. Some have even urged its annulment and a reversion to the old system of a less numerous Directorate. No doubt in the working of the new constitution certain difficulties have been experienced, particularly regarding the respective powers of the Board of Directors and the Executive Council in the work of actual administration. It is, however, too soon to pronounce finally upon the success or otherwise of the existing system and it may generally be asserted that on the whole it has worked satisfactorily and safeguarded the interests of the Society in the real sense of the term.

Some special activities.

The main uses to which the Common Good Fund were put were, as pointed out above, the opening of reading rooms attached to the various branches of the Society and the holding of the Annual Co-operators' Day, but proposals were made from time to time at the meetings of the General Body that the Common Good Fund should be utilised in opening other lines of activities as well. For instance, resolutions were passed for opening a fire-wood depot, a vegetable stall, a dispensary, a

laundry and a piece-goods department and so on. Of these various proposals only two have so far been tried. They are (1) starting a Laundry, and (2) opening of a Cloth Department. A Laundry known as "The Victoria Laundry" was organised and opened in Perambur by one of its most ardent advocates, the late Mr. Chelvakesavaroya Mudaliar, who was for some time a member of the Board of Directors. The business was started as an experimental measure in 1912 but it actually commenced business only in January, 1913. An advance of Rs. 500 was given by the Directors to the Laundry Committee out of the Common Good Fund and the result of the working of the first year though not profitable was fairly satisfactory, but the second year was not as satisfactory as the first. The management of the laundry was entrusted to a Special Committee but even after repeated trials the Committee did not succeed in demonstrating the concern was profitable. The experiment was continued with little success for some more years. But finally the business had to be closed and the Society sustained a net loss of Rs. 489-0-1 in the bargain.

The other attempt made was in the matter of organising a Piece-goods Department. It was opened in 1918 and in the first year it yielded a net profit of Rs. 260 and odd. But the second year's working ended in a net loss of Rs. 230 and odd. The department was therefore closed by the Directors. After some time, however, the General Body again passed a resolution in 1924 for the opening of a Piece-goods Department, but owing to the prevailing fluctuation and depression in the piece-goods business, the Directors thought it desirable to make a recommendation to the General Body that the opening of a Piece-goods Department be dropped for the time being. Even subsequent to the closing of the Piece-goods Department the General Body sanctioned the opening of a Dispensary for the use of members, and the details connected with the opening of the Dispensary were also worked out. This resolution, however, has not yet been put into force by the Directors.

Before closing this section a brief reference has to be made to two more events, (1) the transfer to the T. U. C. S. the books and belongings of the Triplicane Literary Society under a Deed of Trust, dated 1st April, 1909, and (2) the taking over by the T. U. C. S. of the publication of the Madras Bulletin of Co-operation from the Registrar of Co-operative Societies. The Triplicane Literary Society by a Trust Deed above-mentioned transferred to the Society all its property valued at more than Rs. 1,000. It was a condition in the Trust Deed that a separate

account should be maintained of this fund transferred by the Triplicane Literary Society to the Triplicane Urban Co-operative Society and as per that injunction a separate statement is being appended to every report published by the Society. The statement relating to this account as on 30—6—1929 shows that it has to its credit a sum of Rs. 1,000 and odd.

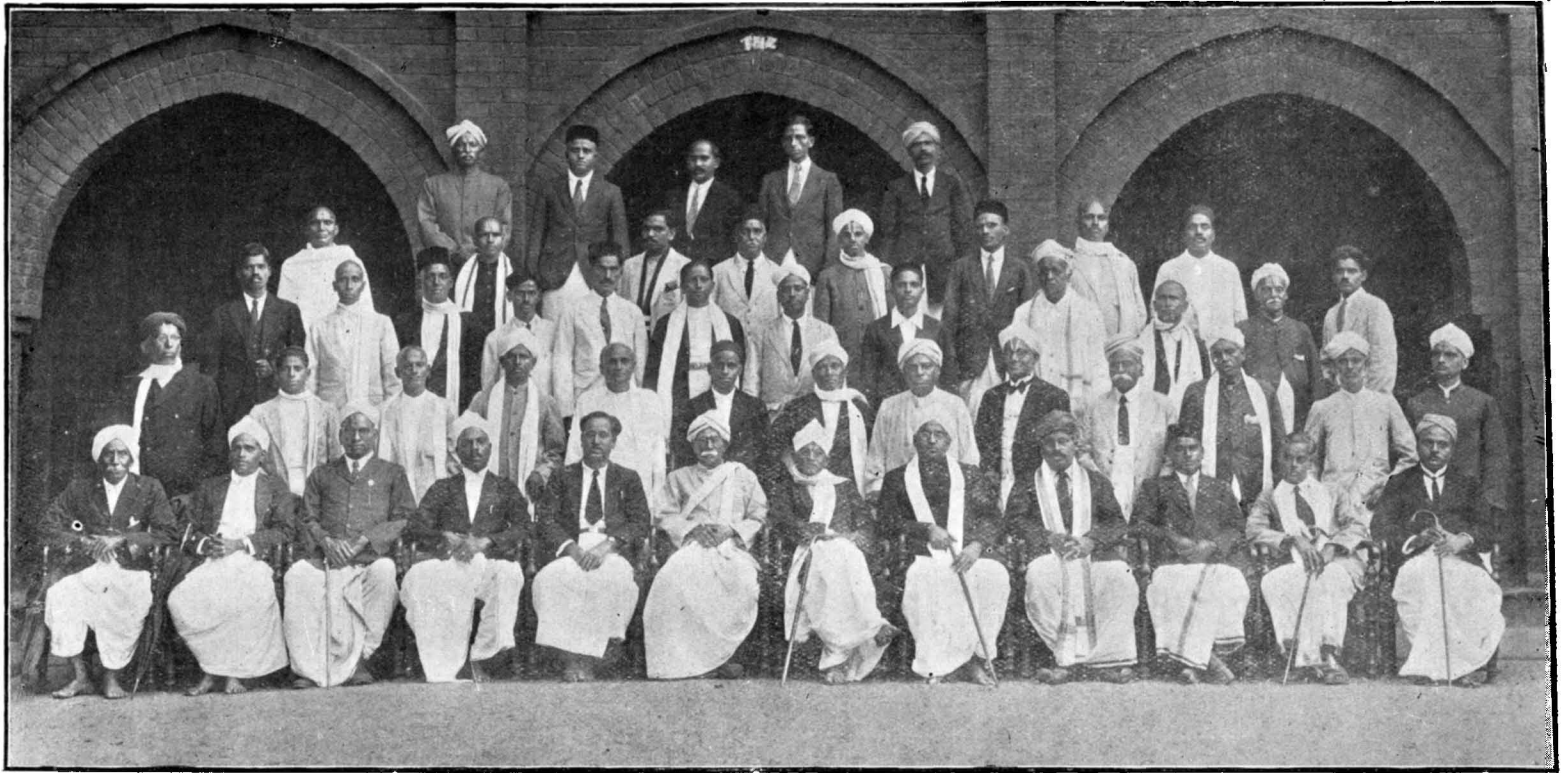
The Government which used to publish the Bulletin known as "The Madras Bulletin of Co-operation" handed over the management of the Bulletin to the T. U. C. S. by means of a G. O., dated 9th August, 1912. As a condition of the transfer the Government guaranteed the purchase of a certain number of volumes at the rate of Rs. 1-8-0 per annum per volume. The Board of Management published the Bulletin from 1912 to 1916 when the publication was taken over by the Madras Provincial Co-operative Union. It is at present issuing to the members a monthly pamphlet entitled "The T. U. C. S. Bulletin".

Employees.

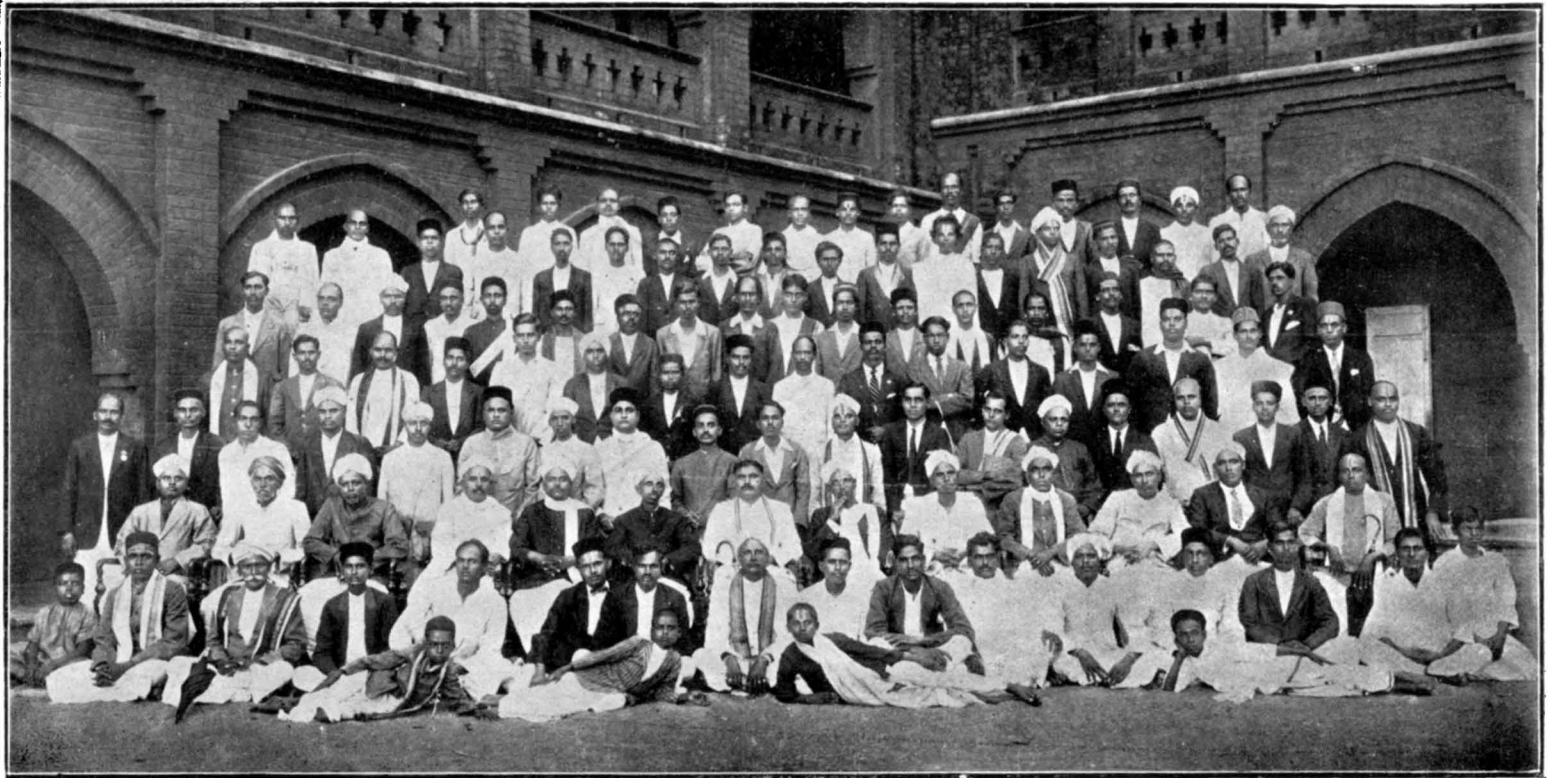
The employees of the T. U. C. S. consisted in the beginning of a Manager and a Salesman and the monthly pay of both together amounted to a sum of Rs. 16. To-day the Society is manned by a staff numbering about 140 and the yearly establishment charges come to a sum of about Rs. 45,000.

The members of the staff are divided into different sections. The Chief Executive Officer is the Secretary and he is assisted by the departmental heads known as the Chief Accountant, the Manager and the Auditor. The Chief Accountant is in charge of all the accounts of the Society, while the Manager looks after the work of the Purchase Section. The Auditor supervises the Ledger Section and the Secretary controls the work of the various departments. Every branch is under the charge of an officer known as an Accountant and he is assisted by a Salesman and a Chokra. In the year 1919 specific rules were framed with regard to the pay and the prospects of the various employees. A regular Provident Fund system is in full force and it is doing very great good to the employees. The rules of the Provident Fund were revised in the year 1929 and according to the existing rules the sources of the fund consist of—

(1) A monthly subscription of one anna four pies in the rupee from the salaries of the permanent employees of the Society holding appointments the pay or the maximum pay of which exceeds Rs. 15;



PANCHAYATDARS OF THE 25 BRANCHES OF THE T. U. C. S. LTD., AS IN DECEMBER, 1929.



EMPLOYEES OF THE T.U.C.S. LTD., HEAD OFFICE AND 25 BRANCHES DECEMBER, 1929

(2) a monthly subscription of 8 pies in the rupee from the salaries of the employees holding employments the pay or the maximum pay of which does not exceed Rs. 15; and

(3) a monthly contribution by the Society of 1 anna 4 pies or of 2 annas in the rupee according as the monthly salary of the employees falls under (1) or (2). On 30—6—1929 there was a sum of Rs. 42,088 standing to the credit of the Provident Fund. The chief object of the Fund is to encourage the employees to effect savings with a view to provide against old age and sickness. The employees are also allowed the benefits of Leave Rules framed by the Society under which they are entitled to take casual leave, privilege leave and sick leave. About the middle of the year 1927 an Association known as T. U. C. S. Employees' Association was ushered into existence for the purpose of improving the status of the employees and for affording them facilities for their social and cultural advance. All the employees are members of this Association and under its auspices they hold occasional meetings at which discussions are held on matters relating to themselves and to the Society. The Association has received recognition at the hands of the Board of Management and it is consulted by the Board on all matters affecting the interests of the employees. The Association has attached to it a histrionic section and it has during the past two years successfully staged some Tamil dramas. A representative of this Association has been included in the Special Committee appointed for the celebration of the Society's Silver Jubilee and as a part of the Silver Jubilee Celebrations the Association is staging a Tamil play entitled 'Markandeya'.

One more activity of the employees deserves to be noted. About the time the T. U. C. S. Employees' Association was formed a few members of the staff organised a Co-operative Building Society with the avowed object of constructing houses for their use. This Building Society was duly registered under the Co-operative Societies Act as Society No. 33 of 1927 and it has a membership of 14 and a paid-up share capital of Rs. 3,290. The Board of Management of the T. U. C. S. has permitted the employees to withdraw from their Provident Fund accounts the amounts required to pay their share capital and it is worthy of being mentioned that with the amounts thus released, the T. U. C. S. employees have been able to run their Society in an efficient way. Seven members of the Society have already constructed houses of their own and it is expected that in course of time every member will own a house. It is a matter of very great satisfaction that the affairs of both the Employees'

Association and the Employees' Building Society are being managed by the employees themselves without any kind of hitch or hindrance.

Some distinguished visitors.

The T. U. C. S. is now acknowledged to be the most successful distributive Society in the whole of India. The foundations laid by the Pioneers were such as to ensure its steady as well as sure growth. No doubt it has had its times of difficulty as well as anxiety. But it has all along clearly kept in view the great principles of the Rochdale Pioneers. Several distinguished persons have during the past few years visited the institution and expressed their warm appreciation of the great and good work that stands to its credit. A cursory glance at the Visitors' Book kept in the Society brings to your notice the names of such distinguished co-operators as Sir Lalubhai Samaldas, Sir Fairless Barber and Mr. G. K. Devadhar. But the visit to the Society of one great soul is specially worth mention. In March 1925 Mahatma Gandhi during his short stay in Madras honoured the T. U. C. S. by paying it a visit and the event is especially memorable because it was the only occasion in the annals of the Society when a welcome address was presented to a distinguished visitor in the presence of a large gathering of members. The President of the Society welcomed the Mahatma with an address couched in the following language:—

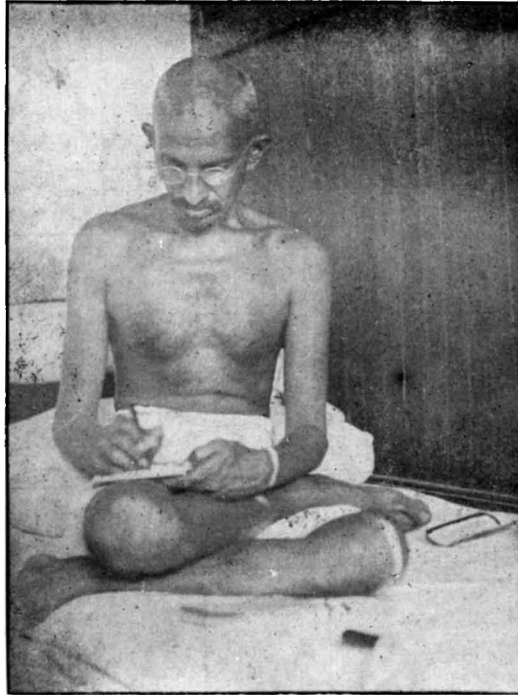
Copy of the address presented to Mahatma Gandhiji on 24th March, 1925, by the T. U. C. S., Ltd.

To

MAHATMA GANDHIJI.

Dear and Venerable Sir,

We, the members of the Triplicane Urban Co-operative Society, Madras, respectfully convey to you our most sincere thanks for conferring on us the privilege of welcoming the noblest son of India to this institution. We are aware that it was at considerable inconvenience to yourself that you agreed to honour our Society with this visit and we are highly grateful to you for including us in your crowded programme for the day during your all too brief stay in this City. We rejoice that you have in this kind conduct of yours clearly illustrated the abiding and ennobling characteristic of a genuine co-operator.



MAHATMA GANDHI
TO WHOM AN ADDRESS WAS PRESENTED ON
24TH MARCH, 1925.

This Society was started nearly 21 years ago and it owes its existence to the enthusiasm of 14 co-operators of Triplicane who were imbued with the spirit of the Rochdale Pioneers. It began with a small capital of Rs. 310 and 2 employees but to-day it has a membership of about 4,000, capital to the extent of nearly Rs. 60,000 and Reserve Fund and Common Good Fund of nearly Rs. 65,000 and Rs. 30,000, respectively, and its transactions amount roughly to Rs. 9 lakhs per year. The normal work of the Society consists in supplying the daily requirements of its members but it is not unmindful of the higher and nobler purpose of striving for their moral uplift. As co-operators we are not upholders of the system of unrestricted competition. Neither do we blindly believe in the equity or even the efficacy of the theory of the survival of the fittest. In the affairs of the world we wish to see established "service motive" in place of "profit motive". We work with the motto "All for each and each for all".

We have no politics as the term is ordinarily understood. Those that belong to the different political persuasions and those that belong to none are equally welcome to the membership of our Society. In the government of our own affairs, however, we observe the principles of democracy. In this respect we endeavour to establish Swaraj. Recently we have introduced certain modifications into our constitution and they fully support and advance the principle of the supremacy of the popular will. As an undaunted champion of the weak and oppressed you will be glad to know that it is one of the aims of our movement to see to the amelioration of the condition of the masses and to work for their uplift and we hope in course of time to take to such productive schemes of Co-operation as will make for their better economic advancement and well-being.

In conclusion, we wish to add that this day will be remembered as one of the happiest days of this institution since we are enabled to-day to welcome on its behalf one of the greatest living messengers of peace and goodwill and a living embodiment of love and service. We pray to God that you may be blessed with long life and energy for accomplishing your noble and patriotic mission of life.

We beg to remain,
Dear and Venerable Sir,

Madras,
24—3—1925.

The Members of the
Triplicane Urban Co-operative Society, Ltd.

At the conclusion of the address the world renowned champion of non-co-operation assured his admiring audience that like them he too was running a co-operative society, the biggest in the world and its membership was to be counted not in thousands but in millions.

The next step.

For some years past the question of the future developments of the T. U. C. S. has been engaging the anxious attention of several of its members. The Society has now as many as 25 branches and applications are coming in for the opening of new branches. The question has been raised whether it is wise to add to the number of branches under the existing circumstances. According to one school of thought merely increasing the number of branches is neither profitable nor wise. This school strongly advocates the introduction of a scheme of decentralisation by which the existing branches will become autonomous units. There has been some amount of agitation in favour of decentralisation for the past 3 or 4 years. The idea underlying the scheme is this that unless the various branches are as a matter of fact separated from the central office the latter will not find it possible to develop into wholesale. The rival school contend that the mere separation of the branches from the Head Office will in no way hasten the fall of the middlemen but would, on the other hand, weaken the Head Office without giving any corresponding strength to the separated branches. The right step to be thought of is according to this school to form new societies in different parts of the country and get them affiliated to the existing Society. These ideas will in due course crystallise themselves and take definite shape. The next legitimate step of the T. U. C. S. is without doubt to expand into a productive and wholesale society and let us hope that it will not be long before it increases its usefulness by such an expansion.

Conclusion.

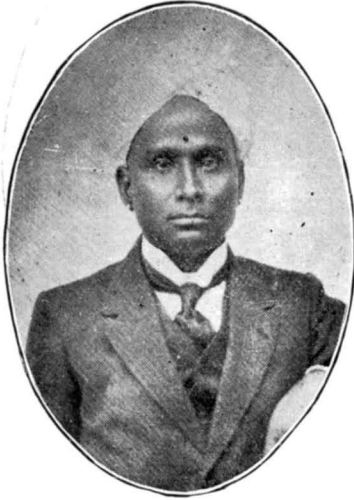
Looking back into the past 25 years of the T. U. C. S. one is struck with the marvellous manner in which it has progressed. It started its career in a truly humble way. Its constitution was from the beginning democratic and during all these 25 years it has never allowed the democratic spirit to go under. In the early days its Board of Management consisted of about half-a-dozen members, one of whom was styled as the Secretary and Treasurer. All the members of the Board were honorary

workers then as they are to-day. Till the year 1908 the Society had no President and towards the end of 1908 the General Body passed a resolution abolishing the office of Secretary and Treasurer and substituting that of the President. In point of time the office of the Legal Adviser was earlier in date than that of the President while that of the Managing Director was later. The Board of Management included in early years officials and non-officials but the Government passed an order in the year 1911 whereby permission was given to "*Government servants of all classes residing within the limits of the Municipality of Madras and of the villages of Adyar and Saidapet to become members of and to make investments or deposits in the Triplicane Urban Co-operative Society, Limited, provided they did not join the Advisory Board or the Board of Directors and that their association with the Society was strictly limited to membership only.*"

At the time this order was issued it created some sensation since it necessitated the resignation of all Government officials from the Advisory Board and the Board of Directors. From this time onwards the responsibility of management entirely devolved upon non-officials. This really proved to be a blessing in disguise for it enabled the movement in this province to grow on popular and democratic lines and be free from the evils of the bureaucratic system.

A study of the origin and growth of the T. U. C. S. impresses one with its moral and ethical basis. It instils into the mind of every true co-operator the hope that the future of the movement is pregnant with potentialities. A word of caution may perhaps be whispered into the ears of the impatient idealist that the present magnificent organisation of the T. U. C. S. is the result not of haste but of calm and deliberate action. The structure has really been built by placing brick upon brick. May it continue to grow in size as well as in usefulness and may its builders be guided in the future as in the past by the motto "*Festina Lente*".

LONG LIVE THE T. U. C. S.!



HON'BLE S. MUTHIA MUDALIAR, M.L.C.,
Director.



RAO SAHEB G. VENKATARANGA RAO, M.A.,
Director.



T. SRINIVASA PILLAI,
Director.



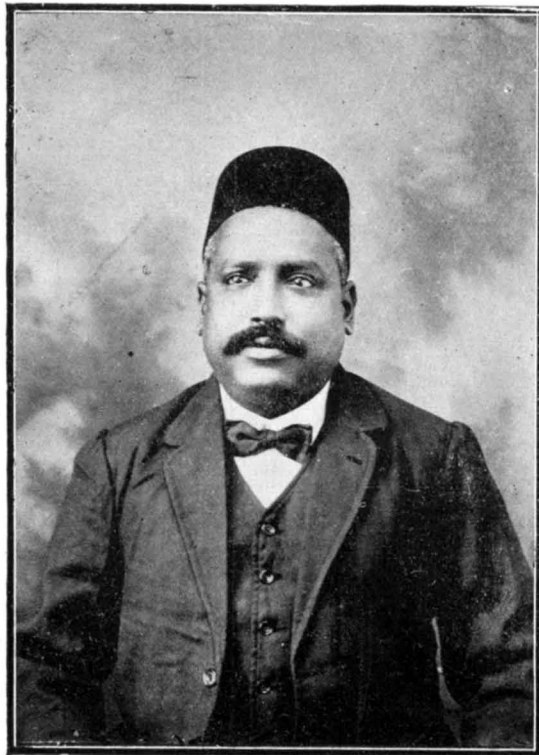
S. VEERARAGHAVACHARIAR,
Director.



C. DORAISWAMI IYENGAR,
Director.



S. SATYAMURTI, M.L.C.,
Director.



KHAN BAHADUR S. K. ABDUL RAZAAK SAHEB BAHADUR, M.L.C., *Director.*



MR. A. VENKATASUBBA RAO.
Managing Director.



RAO BAHADUR A. VEDACHELA AIYAR,
Director.



MR. V. S. RAMASWAMI SASTRI,
Managing Director.



MR. G. A. VAIDYARAMA IYER, B.A.,
Director.



T. U. C. S. PREMISES :—PURASAWALKAM BRANCH.



B. VENKATESA PERUMAL CHETTI,
Purchasing Agent.

SPECIAL ARTICLES.

SPECIAL ARTICLES

ECONOMICS OF CONSUMERS' CO-OPERATION

By

THE HON'BLE MR. V. RAMADAS PANTULU,
President, Madras Provincial Co-operative Union.

I often asked myself the question why have co-operators in India failed to make the Consumers' Movement a success. I have not yet found a satisfactory solution to it. Many of the reasons advanced by those who, in the past, attempted to organise and run co-operative stores, for the failure of their experiments, when analysed, bear mostly on local conditions, and even when they border on generalisations, do not account for India as a whole being so far an uncongenial soil for the growth of Distributive Co-operation. To discover the true reason, we may perhaps have to investigate the causes that led people in Britain and countries similarly circumstanced to organise themselves as consumers on a large scale and to ascertain whether similar or other equally potent causes are in operation in India. It is now scarcely open to doubt that in the industrial countries of the West, movements like Political Socialism, Trade Unionism and Consumers' Co-operation, owed their origin to more or less allied causes. Broadly speaking, the sharp conflict between working class interests and the producers' interests, with the bitter struggle for life that it engendered, was the parent of the conditions from which those movements arose. The invention of the steam engine and the installation of the machinery which displaced the hand tools, no doubt made production larger, quicker and cheaper and created means of increased production of wealth. But, the immediate result of it has been to throw out of work nine out of every ten men; and revolt against the new dispensation was the feature of the early part of the nineteenth century. Even after things had settled down and almost all trades were invaded by the machine, the fact remained that the huge benefits of the saving in economy effected by the machine were monopolised by the rich few who owned the machines, and in dividing the yield from the products of the machines between the capitalists' profits and the workmen's labour, the latter was exploited. Through the Trade Union Movement, labour managed to get better wages for its work. But, the capitalist, by putting up the price of the products, retrenched from the cost of living, so that the purchasing power of the increased wages was again diminished to the disadvantage of labour and benefit of the capitalist. The American Federation of Labour graphically puts the position when it says that the "Labourer simply chases himself

around in a circle, while the capitalist stands outside the ring and laughs at him''. So, the one problem that dominated social life under those conditions was, how to stop this exploitation and fix the relation between wages and cost of living.

No one can say that a similar problem has so far dominated the social life in India. Not that there has been no social and economic injustice in India, nor that the poor and the weak are immune from exploitation by the rich and the strong. It exists all over the world. In India, agriculture is the chief industry. Capitalism has not invaded its citadel. The millions of small farmers and peasants are engaged in an industry which is fed by individualistic labour and capital. It is only where labour-saving appliances have been successfully installed on a large scale to produce certain grain crops, cotton, fruits, and the like, that Consumers' Co-operative Agriculture was developed even elsewhere. Such associated effort is yet unknown to rural India. Even in the realm of manufacturing industries, the labourer has scarcely passed the stage of agitating for just wages. There is no working class movement here to eliminate the evils of the institution of private profits and to establish an industrial democracy. Labour leaders and Trade Union Organisations in India have not yet bestowed a single thought on the leakage in the inadequate wages of the workers at the consumers' end. In England and elsewhere, the Consumers' Store is not an isolated enterprise, but it is a part of a scheme to organise the society on a humane and economically just basis. The scheme of such organisations has mainly assumed the form of two types of endeavour; one to organise society on the basis of labour interests, and the other on the basis of social interests of the people as consumers. The Syndicalist attempts at the former, and the Co-operator at the latter. With the former, labour is the chief social end and consumption a means thereto, and with the latter, consumption is the chief end of the society, labour being a means thereto. One says that we eat so that we may work and the other says that we work because we must eat. The two schemes differ widely in their principles and methods, but many of their aims are akin.

The Co-operator's scheme has brought about a change in the very economies of Consumption. It has revolutionised the philosophy of production. It has brought out the inseparable connection between production and consumption and demonstrated that they flow in an uninterrupted stream. Marshall's classification of the articles of consumption into *necessaries, comforts and luxuries* has different significance to the distributive co-operator. It is no longer true to say that rice or *chappati* is a necessity, that coffee is a comfort and that the motor car is a luxury, without reference to the person to whom they are supplied and other considerations. A high class motor car may be a comfort to some and luxury to many, but it is a necessity to Dr. Rangachari. To ensure the efficiency of his eminent services to the society, by making him accessible to as large a number of patients as possible, without at the same time impairing his own health and utility in the process, you must give him a Rolls Royce. Coffee may be a comfort and its supply may not by itself increase the efficiency of a producer, but its deprivation will by inter-

fering with his long-standing habit, decrease his efficiency. So, it becomes a necessity. In plain words, whatever increases the efficiency of the producer when supplied or decreases it when deprived, will be treated as a necessity by the co-operative consumer. Similarly, the scheme of Consumers' Co-operation has revolutionised the economic significance of labour. In such a scheme, the labourer is rewarded "not on an equal basis, nor according to the time he works, but, as near as human justice can fix it according to the value his labour has to his fellows." Is it not right that it should be so? Who is to determine the worth of a loaf of bread except those that eat it, and who the value of a literary work except those who read it?

Consumers' Co-operation has, therefore, behind it a whole economic philosophy and every little store is an outward manifestation of it. No endeavour has been yet made in India to evolve a similar economic scheme of social life or to create an atmosphere in which it can germinate, grow and expand.

A Royal Commission is now touring through India to investigate into the conditions of Indian labour and to make recommendations calculated to improve those conditions. But, we do not hear from any concerned quarter even the faintest echo of a suggestion regarding the potentialities of Consumers' Co-operation as a factor in the solution of the economic troubles of the labourers. Co-operators were neither approached by the Commission for any suggestions, nor did Co-operators working the Consumers' Movement consider it worth their while to approach the Commission with any proposals. It is, therefore, evident that "Consumers' Co-operation" has not come to be even looked upon as a working class movement in India, let alone its being harnessed to the task which it is wonderfully performing elsewhere in the world, in subserving the aims and ends of the working classes. Till the utility of the movement to the workers is realised, at least in theory, I am afraid the necessary conditions for its development in this country do not arise. I am not minimising the value of its limited benefits to the middle class consumers of whom the T.U.C.S. chiefly consists. But, until the working classes are brought into the sphere of the influence of the Consumers' Movement, it cannot become the powerful and potent factor that it is in the West to reconstruct our social economy on a basis of economic justice.

THE T. U. C. S. TO THE RESCUE OF PRODUCERS

By

RAO BAHADUR T. A. RAMALINGAM CHETTIAR, B.A., B.L.,

President, Tamil Nadu Co-operative Federation.

The Triplicane Urban Co-operative Society rightly holds a high place among the co-operative institutions in this Presidency. I am very glad to send my greetings and good wishes on the happy occasion of the celebration of its Silver Jubilee.

The Society has been the one great success in distributive co-operation. While a great part of the success of the institution is due to the fact that it is located in a centre of middle class educated people who have not got the time, the capacity nor the inclination to undertake purchase of goods they want themselves and thus utilise a safe and trustworthy institution at their doors, a great deal of praise is due to those enterprising and enthusiastic workers who started and who are working the institution at great personal sacrifice. It is well known that co-operative work requires sustained activity of a trying character and does not command the same sort of public appreciation and applause as some other causes do, and so it requires no little strength of character in individuals who work in this field. The fact that this institution has worked for over a generation successfully and there has been no dearth of men to shoulder responsibility and do steady work shows the hold co-operation is gaining on educated classes.

When we went into the districts last year and the year before for the enquiry into the working of co-operative institutions, we were struck by the failure and very weak working of almost every institution started for co-operative production. The main reason urged for the failure of these institutions was the difficulty felt in selling the goods made in these institutions. We found that most of the goods produced, for example, the towels of Malabar, the cheap sarees of Madura, and the carpets of Bhavani, could find a ready market in Madras. If only the T. U. C. S. can take these things, give advance on the goods received, if necessary, and sell them on behalf of the societies, these societies can be greatly helped. In some cases we found there was a necessity for a middle institution to connect the producing and consuming societies. If the Triplicane Society can help in this way, it will be a great boon to them. The T. U. C. S. can also help the formation and working of the producing societies as far as possible. The maintenance of a register showing the requirements of consuming societies and the products of producing societies and the publication of the same are necessary. There is a great deal indeed to be done in advising about designs and quality and ensuring

of standards for which some institution or other has to take responsibility. On this happy occasion of the celebration of the Silver Jubilee of the premier distributive society in the presidency, I would, in addition to expressing my congratulations to the Society, plead for its undertaking greater responsibility both as a centre to help the other distributive co-operative societies in the presidency which have not been successful except in two or three cases, and as a medium and clearing house for the sale of goods of the producing societies, the needs and possibilities of which are very great indeed.

With best wishes for the progress and continued greater usefulness of the Triplicane Urban Co-operative Society.

THE SILVER JUBILEE AND AFTER

By

MR. T. ADINARAYANA CHETTIAR, BAR-AT-LAW, M. L. C.

In every country the pioneer is entitled to praise. It is my first duty to offer my tribute of praise to the inaugurators of the Triplicane Stores for their abundant faith and for the courage of their convictions.

These pioneers were practical idealists. They even anticipated the passing of the 1904 Act. My own experiment in Distributive Co-operation came in the summer of 1905—six months after the passing of the Act.

Although I had to give up my experiment (after a year) in favour of credit co-operation, my having dabbled for a year in the distributive field gave me the unique advantage of often meeting the three pioneers of the Triplicane Stores and discussing with them various co-operative problems. I can state, at first hand, that these pioneers were never content with the mere idea of securing to the retail purchaser the undoubted advantages of joint or wholesale purchase with the well-known advantage of good quality and correct weight. Their ambitions soared very much higher.

One of their ideals was the bringing of town and country into close touch with distinct benefit to each and it is on this aspect of co-operative endeavour that I wish to set down a few thoughts to-day. My excuse for choosing this particular aspect of the movement is my desire to secure by this means the dream of all patriots in all lands—the creation of a Co-operative Commonwealth.

At the outset, let me state that by linking town with country, I mean bringing of the produce of the agriculturist directly to the wage-earners who are mostly city-dwellers. To those who have not given much thought to this matter, it may perhaps appear as unpractical. But a moment's reflection will show that it is feasible. The rural agriculturist produces things which are needed by the wage-earners and middle and lower middle classes of people dwelling in towns. The rural man produces neither gramophones nor motor-cars which are in demand only among the rich. He produces food-grains, dairy-produce, jaggery, and hand-loom clothes which are in daily demand by the poorer people. So, the rural producer, while he can contemplate with equanimity the disappearance of the millionaire from the face of the earth, cannot do without the custom of the poorer and middle class people dwelling in towns and cities.

At present there is a vast army of middle-men who rob the agricultural producer of the just reward of his sweated labour while the same set of human leeches make living unnecessarily dear for the wage-earners of towns. Not only that. The town-dweller is unable to buy healthy, fresh and unadulterated articles of food,

If our country is to make any real advance, the leaders must set about establishing and popularising co-operative stores among the poorer sections of the people whom the Triplicane Stores with all its numerous branches has not yet touched. The leaders who are in control of the Labour Movement in the metropolis as well as in the larger manufacturing towns must be approached with a view to the establishment of co-operative stores for the mill-hands and day-labourers. Even the slum dwellers and the denizens of "cheris" and "Ubbara colonies" ought not to be lost sight of. For, it is here that the profiteer has the richest field for unhindered exploitation.

I vividly recollect the picture of the small group of Lubbai money-lenders who, prior to the establishment of the very first Scavengers' Society in India at Salem in 1912, used to waylay the scavengers of the Salem municipality on pay days with the help of budmashes armed with lathis and to lighten the purses of these defenceless and unthrifty poor of their scanty wages for cost of provisions alleged to have been supplied to them in the course of the month.

The funds of the Labour Unions cannot be better invested than in the organising of co-operative stores. I know the Madras Labour Union had at one time more than Rs. 20,000 in its chest.

In the famous Dublin Lock-out of 1913 it was amply proved that the linking of the Labour Unions with Co-operative Stores would prove to be of immense benefit.

Once started, self interest would see that these stores are supported and in doing so the urban workers would know that in helping to make life in the rural districts less miserable they will also be helping to stem the flow of labour into the towns.

I lay so much stress on the co-operative linking of town with village for the further reason that the co-operative idea is capable of almost infinite expansion and not the least among its attractions is the hope that the minds of our men once set in the direction of the achievement of a common aim, *viz.*, thrift and conservation of earnings—their thought would not cease from travelling that path until they had grasped the concept of an India of whose powers, potentialities and gifts each should be an equal heir, in whose joys and cultures all—villagers and townsmen, Hindu and Muslim, Brahmin or Panchama—should be sharers.

In holding this view I am fortified by the opinion of the great Irish genius, Mr. Russel, better known as "AE" who clearly foresees a co-operation in which the city and the country shall merge in perfecting methods of fraternal production and distribution that shall serve first to enable each to combat capitalism and finally to supplant it. The great sage sees in this the realisation of the ideal of a regenerated world.

SOME SUBTLE FRAUDS THE STORES CAN SAVE US FROM

By

DR. BHOGARAJU PATTABHI SEETHARAMAYYA, B.A., M.B.C.M.,
Masulipatam.

Each country develops institutions suited to its own needs and conditions. Therefore the co-operative plant took root in India. It grew and bore its own peculiar fruits. The great credit movement which has impressed 73,000 societies in India is one such fruit. But side by side have grown various other types of co-operation, notably production and distribution, though not commensurately with the credit institutions. We are often blamed for not developing joint sale and purchase in this country but few people recognise that the genius of people is concerned to discover and provide for their immediate needs. India's immediate need is capital or credit which is merely potential cash. Of food materials it has plenty. It is not like England which obtains its food from various parts of the world and gives them in exchange its coal and iron, its machinery and implements. In a country like England where people import their rice from India, their wheat from Canada, their eggs from Denmark, their meat from Australia and their tea from Ceylon, institutions must exist which must mobilise these stores from place to place and from centre to centre and see to the distribution, for when left to individuals the task may be equally efficient but much more uneconomical. Not so in India. Where is the province, where is the district, yea, where is the village that does not produce its rice or wheat, its pulses and cereals, that does not weave its cloth and clothe its people? Almost every territorial unit of India is a miniature India. Every village is a diminutive cosmos having its grower of food and weaver of raiment, its carpenter and smith, its dhobi and barber, its juggler and ploughman, its mason and potter, its priest and physician. What the people of the village want, therefore, is not facilities for the sale of food but money for its purchase. That is why the credit movement has taken root while the movement for stores has become a slow growing plant.

To say all this does not mean that there is no necessity in India for the co-operative wholesale society or the co-operative retail shop. The very fact that food and raiment are produced everywhere and therefore are distributed in almost every village and town has led to the other fact that the number of distributors has become many and that a certain element of competition has been introduced into the business of purchase and sale and when competition is great naturally profits tend to dwindle and therefore the professional tradesman has resort to organized fraud. It is thus that we discover almost in regard to every trade, petty or big, that fraud has become systematised and even scientific.

Our readers may be interested in knowing some of these frauds if only it be to avoid them. Take the milkman. He is a rustic creature. He is not expected to know the specific gravity of the milk or the use of the lactometer. Yet he is familiar with the simple fact or fraud that by churning away cream from the raw milk, he raises its specific gravity and, therefore, can with impunity add water so as to make it show 1027 to 1030 by the lactometer and thus delude the closest watch. Few of the educated people know that butter is lighter than milk and when separated floats and raises the specific gravity of the milk above the standard degree and the milkman simply dilutes it with impunity. In ghee you have the mixture of vegetable oils, of ashes, of plantain fruit and of various other compositions. When the cow-herd curdles the milk by adding certain peculiar substances, he so manages to curdle it that the surface becomes a hard mass while the bottom remains semi-fluid and when he is asked to deliver the contents he subverts the whole vessel upside down in one gulp.

Fine husk, the pericarp of the grain, is deliberately added to the heaps of rice sold in the market in order to raise their bulk. The commission agent complains when asked why he does not take the paddy by weight that the ryot mixes whole measures of stone and weeds in the middle of paddy bags in order to raise their weight. While the ryot reciprocates the complaint and says that the commission agent always employs different measures and different kinds of measuring which make a difference of about 8 per cent. of the volume of the stock sold, much to his own loss. In sugar they add flour deliberately. To wheat flour they add maize flour. In the cereals and pulses the particular colour is noted and stones that mix readily with them are mixed. In horse gram it is usual for the syce to clear at least $\frac{1}{4}$ th of a seer of stone from 4 seers of gram. The admixture is at least 3 to 5 per cent. Oftentimes they add earth to tamarind.

The adulteration of cotton by means of jaggery-water between layer and layer and fine particles of sand which stick to it is a well-established fraud which the foreign importer bitterly complains against and which is equally bitterly complained against by the khaddar manufacturer of the present day. When they sell hand-spun yarn, the spinners invariably lessen the number of rounds in the hank while when taken by weight the yarn is made simply coarse. The weaver always weaves the first yard and the last yard compactly and carefully while the central portions get the texture of dungree. You can hardly get white salt in the country and if you dissolve the brown salt in water and filter the solution you will find that the adulteration of salt with stone is at least 10 per cent. The same fate awaits the condiments and flavouring substances.

While this is the fraud with regard to substances, frauds practised in weighing by the salesmen are both notorious and ancient. The same piece of cloth measured in your presence by your man gives you 15 1/2 yards but the merchant measures it sixteen and a quarter. In addition to these the merchant has to give small tips to your servants and makes up with them by digging into their master's weights and measures. Even the dhobi that carries bricks in asses-loads practises the astute fraud by slipping over ten figures. At one time he takes two bricks in two hands and at another he takes three

pieces and you begin to wonder how three pieces make three bricks. He stuns you by saying that you have got not two bricks but two and a quarter or $3 \times \frac{3}{4}$ that is equal to $2\frac{3}{4}$. Then he takes four and while you are calculating that four halves make two, he takes three and goes on varying at such rapid rate that you are in doubt whether he has taken three $\frac{3}{4}$ bricks or three $\frac{1}{2}$ bricks. Suddenly you pick up a quarrel with him and have fallen into his trap. He has all along been inviting it. He explains and in resuming the count he begins with 86 having left at 68, thus you have lost in struggling between $\frac{3}{4}$ and $\frac{1}{2}$ really the difference between 86 and 68, that is, 18 pairs of bricks costing one-third of a rupee. The dhobi takes your cloths and hires them up so that for one day that you have used your clothing the unknown barber and toddy-drawer, juggler and potter wear it for ten days. The barber seldom shaves you with his best razor unless you protest and your own razor shaves ten times worse in your hand than in his. You have never heard of a goldsmith that has not mixed copper in the gold any more than you have heard of a graduate speaking Telugu without mixing some English with it or a khaddar weaver without admixing a little mill-yarn with it in the warp.

But perhaps the worst fraud is reserved to the timber trade. You want 120 scantlings of various lengths and dimensions and down comes a torrent of the $14 \times 2\frac{1}{2} \times 2\frac{1}{2}$, $15 \times 2\frac{1}{4} \times 2\frac{1}{4}$ and so on and in a minute the clerk who is taking down these measurements at the dictation of the master makes up his calculations. You are hardly equal to the task of verifying but if you do, you will find that there is a difference between your calculations and his, which is perhaps 10 cubic feet as against 60 that you have purchased. You do not know how to calculate the cubical contents by means of these huge fractions whereas he has a notation of his own and if at the end of three hours you succeed in multiplying and dividing these tiresome fractions, he protests that you are wrong. The fact is he practises two kinds of frauds. The first is in the very act of dictating measurements of length and breadth which are invariably raised by $\frac{1}{8}$ of an inch and lead to huge difference over a length of 16 feet. This, of course, you have never been able to catch. But his other frauds are in the calculation of the volume and in the addition of the grand totals. Out of these three, after a protracted bickering, he will concede you one but in the aggregate you have lost perhaps 6 cubic feet costing 30 rupees for good. House building lends itself to fraud as much as any other craft or art. The mortar merchant has mortar of various sorts, that which sticks and that which gives accidents on the Mount Road or the Chowrangee. This fraud has become by long usage systematised on a scientific basis and has become both a science and an art.

The country has to be protected from such ravages. How else can it be except by Co-operative Stores, of which the dear old Triplicane Stores is the forerunner in the Presidency?

CO-OPERATION IN DENMARK

By

MR. K. T. PAUL, GENL. SECRETARY, NATIONAL COUNCIL, YOUNG MEN'S
CHRISTIAN ASSOCIATIONS OF INDIA, BURMA AND CEYLON.

We have been gradually becoming alive to the fact that the ryot needs as much assistance in marketing as for the production and for relief from indebtedness. We started first with relief work and even to this day our movement is in the main a credit project. As we struggled on with the hydra-headed python of agriculturists' indebtedness with its many grasps on every inch of his life and limb, we were led on to the problem of increasing production. We realised very rightly that we simply must increase his producing power if the relief brought by cheaper capital was to be of adequate value. But now we see that even that is not enough. The ryot should have cheaper capital and he should produce more with it; and further he should get the worth of his produce in the market. The pronouncements of the Linlithgow Commission and the Townsend Committee on this point are very emphatic, and gradually the whole country is awakening to the situation.

When we come to think of it, co-operation can do very little in the matter of agricultural production. All that it can do is to assist in the purchase of accessories to production such as fertilisers, implements, water and cattle. As for labour which is after all the biggest factor in the matter of production it is not co-operation but individual proprietorship that holds the secret of success. It is wrong to imagine that there is co-operative production in Soviet Russia. In Russia to-day, Communism is trying not co-operative but communistic production. The individual there is not a share-holder interested directly in the results of the farming, but is just an employed labourer precisely as in a factory or under a capitalist landlord receiving his wages whatever may be the ultimate results of farming. This is really an industrialisation of agriculture and not a conversion of it into co-operative enterprise. How far this will be ultimately successful, it is too soon to judge. For practical purposes, we are not in a position to discuss it to any profitable purpose. So far as we can judge from available experience throughout the world, farming labour is not best rendered co-operatively, but on an individualistic basis. The Dane knows this, and in Denmark, the actual labour in the farm is done by the owner, the individual proprietor, of the soil. He feels the magic of property in his whole being. He brings to his farm all the sentiment and affection and acquisitive instinct which, rightly or wrongly, are implicit in human nature. In regard to the accessories for farming, he is a co-operator. In farming labour, he is individualistic.

To come back from my digression, co-operation can do little for agricultural production. Nor can it really help very much in the matter of relieving indebtedness. Co-operative credit might make, and does make cheaper money available. But does that result always, or even in the majority of cases, in an actual relief to indebtedness? The experience of co-operators among the old farming communities of the south as well as among the new farming communities in the canal areas of the Punjab, goes to show that the relief secured is not commensurate with the amount of work expended by the promoters of the movement. The reason for this is not far to seek. The difference between the co-operative rate of interest and the usurious rate of interest, seldom finds its way to the pocket of the ryot. It goes very easily to a middle man, a drink shop contractor and not seldom to a lawyer.

And there is another way of looking at it. Even if you conclude that the difference in the interest does go to the ryot's pocket, does that always mean that he actually discharges his debts the more quickly, and so becomes a free man? It does not. The fact of the situation is that the difference in the interest is not large enough really to ease the man in his total circumstances. Additional relief has got to be found for him somewhere so that he might have a higher margin wherewith to set himself free. Such a margin can be found in the price of his own produce.

The ryot, in the majority of cases, lives from hand to mouth. So he is under necessity to sell at the time of harvest without being able to wait for the price to get righted. Nor does he know how to sell or where to sell. His holding is proverbially small and the quantity he brings to the market has no power in the determination of prices. In many cases he is under obligation to sell to particular individuals, and not infrequently at a rate that was fixed long before the harvest. If measures are taken to relieve him from this tangle he will certainly have a very much larger margin than what is made available merely by reason of cheaper capital.

The much celebrated Danish Co-operation excels just at this point. Danish Co-operation is first class co-operative marketing. In perfecting this machinery, the Dane has had certain advantages. Nature has not bestowed on him many material resources to exploit. The sources of his wealth are only three, *i.e.*, eggs, milk and pigs. Practically, there is nothing else produced in the country. The Dane therefore, has had the advantage of concentrating on these three lines of production, and has made a fine art of placing them on the world's market and in securing for them the very best prices in the whole world.

Take the matter of eggs. The visitor who travels in the country, after having heard and read for years about Danish eggs, is surprised to find that there are no poultry farms on a large scale such as he has seen in America or in England. The enormous ship loads of eggs which come out of Denmark are derived mainly from the eggs laid by the few hens in each of the thousands of farms throughout the country. Egg production is not the whole time occupation of any Dane. Still, egg distribution is one of the three sources of the wealth of the whole of Denmark. Is not this very significant? In India practically every ryot's wife has a few

hens. It is no exaggeration to suggest that some 80 per cent. of the inhabitants of our 7,50,000 villages, could contribute three or four eggs a day without any additional expenditure of time or money. Right at this moment there lies in India an enormous source of wealth which is just waiting for scientific organisation in marketing. After all, the Dane does not work any magic. He has no trade secrets in this line, which have got to be learned first hand. It does not even seem to call for very much of expert business knowledge nor is any risk or adventure involved. It is just plain common sense in the application of the elementary principles of business and co-operation, with honesty and punctuality combined with a simple knowledge of human nature.

It is worth analysing the process, for it bears a direct significance to the situation in India. The Danish farmer's wife has just a few hens which lay a few eggs every day. It cannot pay her to take it along to the local market. Obviously it will be a foolish waste of time and effort to do that. It will be far better if she and her family eat the eggs. Precisely, that is the situation in India. No ryot's wife takes her eggs every day to the market. She simply cannot do it. The daily collections are mostly eaten up and what remains on the '*sandai*' day, once a week, is taken to the market and sold for what it will fetch. The price is usually so small that it is spent then and there in some domestic requirement such as tobacco or condiments. Thus, the poultry is of little economic value.

In Denmark, the farmers co-operate in regard to the marketing of eggs. The first chapter in the process is in the collection of eggs. A motor lorry goes round picking up the eggs from farm to farm, no matter how few in a farm. The lorry is expected and that point alone puts a premium on the care for collection and also on the care of the birds. Suddenly, poultry has secured an economic present worth in the eyes of the farmer's wife. She knows that across her gate every morning she can get good value in cash or an equivalent token which will come in handy toward her many needs. The second chapter in the process is the examination, which is as thorough as it is honest. The stamp of the co-operative society on an egg always unerringly implies quality. This again adds to the economic value of the art. The point need not be laboured. The third chapter is the grading, a process which by long training is carried out by the employees at almost lightning speed. The purchaser, therefore, can rely upon securing precisely what he wants. To-day in India, as in many other countries, there is no difference in economic value between a small egg which is not bigger than a pigeon's egg, and a large egg which is even twice the size of the former. The purchaser naturally chooses the bigger ones, but the seller is not in a position to dictate terms, solely because the situation has not been organised so as to command the market. In Denmark, the very fact that the eggs are placed on the market only in a graded condition, makes all the difference in value. The fourth chapter is in the study of the market. The Dane has learned that England has cash and that English people are willing to pay good price for good articles; and so the first grade Danish eggs are exported over the sea all the way to English markets. The final chapter in the process is in the matter of packing. No risks whatever are taken. By long and (possibly)

expensive experience the Dane has arrived at what is a fool-proof type of packing case. Into it the eggs are packed, nailed down, and then it is actually rolled down into the hold, and they do arrive at the port of destination quite fresh, and secure good money.

Now many of these things are practically done in India by the contractors, who supply the city markets and the steamships. Only their process is not scientific, and the profit, such as it is, is all swept into the pockets of the contractors. But enough obtains everyday in the country which proves abundantly that the Danish processes can be adapted to India. The eggs come to the weekly markets (Sandai). The contractors pack them in a crude but airily suitable way, and send them by train to Madras or Bombay or by ship from Tuticorin to Colombo. But there is no guarantee of quality nor grading of size, and of course no sharing of profits with the producer; but the point is, the middle man in South India has demonstrated that the thing can be done. What he does, a Co-operative Society can do, and all that a Danish Co-operative Society does, a South Indian Co-operative Society can also do even to the very last detail, collecting, testing, grading, packing and marketing. There is no magic in any of these. What is wanted is organisation, common sense and honesty.

Let us turn to milk, which is another of the three sources of the national wealth of Denmark. Here again, the Dane does not co-operate in the production. The Danish farmer has his own few cows, mostly of the Holstein breed. They are not the best milkers in the world, and they are definitely not prize-animals. The mind of the Dane goes to the daily return rather than to fancy prices. But he is devoted to the care of his animal.

A very significant point must be noted here. The Danish farmer does not raise food crops but only fodder. As a matter of fact, for his own table he buys wheat flour from Canada: whereas from his own fields he raises oats and rye. In true instinct he realises that food raised is mostly just consumed, but fodder raised is all invested.

In India co-operative dairying need not involve exportation as in Denmark. Our population is so large, our cows are so poor in the quantity and quality of milk, that co-operative marketing of milk is much more a problem related to the health of the population than even of the profits of the farmers. In Denmark, which is very much poorer in natural resources and has not a population larger than one of our bigger districts, co-operation in regard to milk is an essential matter of marketing. Here again, let us study the process in detail. First comes collecting. The inevitable motor lorry goes round and picks up the tall aluminium sealed flagons of milk which stand ready for it at the gate of every farm. They are brought to the dairy, weighed (not measured), accurately entered in the register, and a test tube of the milk of each farmer is carefully taken, labelled and sent over to the laboratory that is attached. The milk is turned into butter and Danish butter is famous throughout the world. Swiss milk, Dutch cheese and Danish butter! Why this specialisation! They are all the products of milk, but each of them the work of a small nation. There is a significance in this which

will repay study. In the marketing of butter, the Dane takes the same care as in the marketing of eggs. The Dane imports cocoanut and other oils from other countries and manufactures margarine for his own use, while he sells his butter to the world. It is a very hopeful economic phenomenon in the matter of international interdependence, that the difference between the price that the English consumer is willing to pay for Danish butter and the expense incurred by the Dane himself in manufacturing margarine for his own table from articles imported from distant parts of the world, this difference makes up at least a third of his national wealth. The Dane feels that the Englishmen will always prefer butter to margarine whatever the future. The economic progress so far achieved for generations on such an international basis is quite romantic. The seeds sown on the soil are not for food: imported food is eaten and manufactured artificial butter is consumed by all for the purpose of getting from other nations the largest possible percentage of value from the cow.

There is yet another point which must be remembered in regard to the test tube of milk which is carefully taken from the supply of every farmer and sent to the laboratory. The scientist in charge of it analyses it day after day and maintains a record as to the butter value of the milk of each farm. The moment he notices that the butter value is depreciating or should be improved he goes down to the farm concerned, investigates the whole situation as to the feeding, housing, exercise and the treatment given to the cows; and advises as to the changes which in his judgment ought to be effected. He does not rest until the butter value is restored up to the maximum percentage. This scientist is employed by the farmers co-operatively. The technical term for this process is "Co-operative control". Surely this throws light on the sacredness of the cow which our own ancestors realised by reason of their being a pastoral people, and this can be well understood by anyone who visits Denmark to-day.

Then there is the pig which is responsible for a third of the wealth of Denmark. But I shall spare my readers and refrain from describing the processes. Suffice it to say that there the main secret is in the perfecting of the process of marketing in such a way that it can be easily followed in our country also. Just this week a pamphlet on this very subject has been issued by the Imperial Marketing Association, London.

Distributive co-operation, however, certainly demands a greater wide-awakeness than what is obtainable in the agricultural population of India to-day. But it is not necessary to wait for a wider spread of literacy and general education for securing this wide-awakeness. Any reader of these lines can know immediately how wide-awake is the woman who goes round our houses to sell butter-milk. She is totally illiterate, cannot even sign her name. But she carries the figures of her trade in regard to a scores of houses or more with all the variations from day to day, and produce totals in surprising accuracy; she knows how to buy and where to buy the commodities that are necessary for her simple needs, especially for her family and her own household animals. She can reckon her data with much keener sense of responsibility than her male folk,

She is wide-awake up to a certain point. Her male folk also can be wide-awake much more than they are. It is not literacy that is needed. It is education which comes from dealings with the world. Organise an agricultural co-operative society in a village and in an incredibly short time the villagers learn the real implications of unlimited liability. Organise a distributive society and they will learn equally quickly all sorts of things in the course of the working of the society, without much expert assistance. They of course need supervision. But the working of a co-operative society is in itself an educational agency that is of unlimited effectiveness.

But in Denmark they are not satisfied with that alone. They organise what are called "Folk High Schools". This corresponds roughly to our summer schools, institutes, adult education classes, and so forth. In Denmark agricultural operations are impossible for several months each year. The situation is similar to what obtains in some parts of our country. These long intervals are utilised for folk schools, where lessons are given in all sorts of subjects. There is of course teaching in technical subjects relative to the main occupations of the people. But there is any amount of cultural education in subjects such as history, geography, commerce, literature, grammar, music, dance, religion, philosophy and science. In fact, the only limit to the curricula is from the possibility of securing good teachers, and of persons willing to sit at their feet. The process of national education such as these makes the people wonderfully wide-awake. Quite apart from what they study from the teachers, the very fact that they come in contact with one another, discuss informally among themselves all manner of topics and compare the experiences collected in a normal way from men and things, all these go towards nation building. With all our festivals and fairs and pilgrimages, with all our weekly markets and annual exhibitions, and periodical demonstrations, it should be quite possible to organise adult education projects similar to the Danish folk schools. Distributive co-operation is certainly more difficult than co-operative credit and therefore it will need to be supplemented by some process of adult education which is regular and organised, and if possible continuous.

The Townsend Committee recommended the employment of an expert to assist in the developing of marketing. When I signed the Report, I confess, I was not quite convinced as to the necessity of such an expert. I felt then like erring on the safe side. But the more I think of it the more I feel that such a process is absolutely necessary. Such experts should however work so as not to jeopardise the normal development of the Co-operative movement. They should not merely overweight the financial position of the movement. Provided this is safeguarded the arrival of such experts will speed up a line of development which should not be delayed any longer.

I am not ready to make any definite suggestions as to how this should be worked out. I have only indicated a departure which is worth considering.

One final point. What I have said as regards Denmark will make immediately clear that distributive co-operation cannot be developed ex-

cept with much closer co-ordination among the departments than obtains at present. This is a matter regarding which emphatic pronouncements have been made by the Linlithgow Commission and the Townsend Committee. But apparently sufficient impression has not yet been made on the powers that be as regards the elementary necessity for closer co-ordination. It is therefore imperative to point out very clearly that distributive co-operation is bound to fail except with co-ordination. Take the one instance which has so far succeeded, the co-operative marketing of cotton at Adoni and Tiruppur. Obviously, it could not have been done except through intimate co-ordination. The same will have to be applied to practically every form of distribution and marketing. The sooner this matter is taken to heart and necessary arrangements made, the better it will be for the country along every line.

LINKING CONSUMERS' AND PRODUCERS' SOCIETIES.

BY

MR. K. C. RAMAKRISHNAN, M.A.,

Economics Department, University of Madras.

I

A subject which has received in recent times a great deal of attention of the leading co-operators in Europe and the delegates of International Co-operative Congresses is that of closer relationship between the consumers' wholesales and agricultural producers' societies. The old idea of consumers organising agricultural, as well as industrial, production is being given up in favour of the movement for the creation of small independent holdings which are economically, as well as socially, the best units in at least certain lines of agricultural production. To the social joys of independent cultivation by peasant proprietors may well be added the economic gains of co-operative marketing. This is the *raison d'etre* of agricultural producers' societies, which are not merely tolerated but encouraged by modern leaders of the consumers' movement.

The linking of what are really two sides of the same movement, of two classes of the economically weak, and the elimination of the middleman and merchant make a natural appeal to the co-operator. It is felt that there is ample scope for mutual help. The consumers' societies have so far advanced in some countries as to have accumulated capital which is far more than enough for their own transactions and can place at the disposal of producers' societies plenty of funds which they are badly in need of, and render them independent of outside capital. On the other hand, the lorries of consumers' wholesales can take out for sale a load of groceries and other domestic requirements of farmers to villages around, and in their return journey fetch a load of agricultural produce of various kinds needed by their urban constituents. Such a dovetailing of commercial interests between urban stores and agricultural sale societies is also aimed at in one of the resolutions passed in the recent Provincial Co-operative Conference held at Madras.

While the ideal enunciated above is unexceptionable, it is feared that it is not quite practicable at the present stage of development of the co-operative movement in our country—or even in other countries. There is first of all the very uneven development of rural and urban societies and of credit and non-credit societies, paralleled only by the uneven distribution of population in agricultural and industrial pursuits. Very few towns in India have organised co-operative stores. If the T. U. C. S. with all its faults and the fraction of the citizens in Madras it serves (5 per cent. at the most) is rightly considered the premier store in India,

we can imagine the plight of consumers in other towns and the co-operative market that exists for the sale of agricultural produce. On the other hand, in rural areas, the joint sale of members' produce is yet in an experimental stage. The sale societies are organised mostly for the disposal of 'commercial crops' which are sent abroad or are used as raw materials in industrial concerns in India, and not so much for the sale of directly consumable goods in our towns. And this is not without justification; for it is widely believed that abuses in regard to marketing are more rampant in the case of the former than in that of the latter, for which there are near and alternative channels of trade.

But even in the case of the latter it is held that ryots sustain a great loss in not being able to hold over their produce for sale some months after harvest and stand therefore in need of advances on pledge of produce, which are now made by some Crop Loan Unions and Loan and Sale Societies. But a still further natural development will be to sell the produce to co-operatively organised consumers; and if the latter develop even at the pace at which the T. U. C. S. has done, they can render great financial aid by making the necessary advances to agricultural producers' societies.

While stores are undeveloped even in the few urban centres we have, the supply of produce may easily outstrip co-operative demand. In England the position is the reverse; the demand of consumers' societies cannot ever be satisfied by national agricultural supply. Even if a better balanced development of agriculture and industries should be achieved in all countries, geographical differences are bound to prevent the attainment of national self-sufficiency in the supply of all goods, and so of co-operative self-sufficiency within a nation. Thus, the problem of linking consumers' and producers' societies is eminently fit to be worked out on an international scale. This does not absolve us from the immediate task of exploring the possibilities of mutual aid between our consumers and producers, co-operatively organised.

II

The practical difficulties we have to surmount may be illustrated by the case of our premier store, the T. U. C. S. Rice is our foremost requirement, but no rice is purchased from any co-operative concern. Nor does it seem to be sold by any society in the districts of Nellore and Guntur in which we have to make our purchases. Joint sale of paddy is at best spasmodic and it is not easy to organise producers in the face of the competition of big millers. Even if they are organised they cannot be expected to take up in the initial stages the conversion of paddy into rice. They can safely limit themselves to the selling of paddy. On the other hand, if mixture in rice (old and new) is to be guarded against, it is up to our stores with a view to satisfy the members in respect of purity of rice sold, to instal one or more rice-mills in the paddy-producing areas.

Dal is another important requisite; but it does not appear to be co-operatively sold by producers in the Presidency or outside. Here again the produce from the field has to be converted from red gram into dal before it is sold. Much of the excellence in the dal is said to be due to

the skill in the making of it. This is so far a domestic industry and cannot be done in a factory, unlike in the case of rice. Conversion by the stores, though not unattempted, is bound to be more difficult than by producers themselves. The latter therefore need to be helped not merely in the organisation of sale but of conversion and sale.

Gingelly oil sold by the T. U. C. S. had a reputation in the days in which it was purchased from the Mambalam Co-operative Society organised for production and sale, which it does not uniformly have now. An acid test of the success of the stores is its ability to supply pure and unadulterated goods and in no commodity is this test applied so much as in gingelly oil and ghee. It must be easy for the stores with the funds it has to take up the purchase of gingelly seeds and manufacture the oil within the city with the power-driven non-metallic *chekku* now introduced by the Industries Department. Here again the producers of seeds need to be organised to sell the seeds co-operatively.

Great difficulty is bound to be felt in the case of ghee, the supply of which to the market is far short of the demand and leads consequently to a great deal of adulteration. Pure ghee is practically unobtainable in the open market in which, however, there is a roaring trade in 'ghee mixtures'. The best practicable solution against adulteration of ghee would be for the stores to indent for butter from producers who may be helped to form sale societies in butter-producing areas like Guntur, Ceded Districts, Salem and Coimbatore. The butter will have to be melted in the premises of the stores, as is done on a very small scale now. It is comparatively easier to detect adulteration in butter than in ghee, and ghee merchants in the city go in more and more for butter from Tenali and other centres. A necessary condition for the supply of pure ghee will be to educate the consumers to a proper appreciation of quality and the readiness to pay a price that is worth while. Otherwise the stores must descend to the level of the private merchant and will have itself to adulterate ghee or wink at the purchase of ghee mixtures. But who will undertake to organise the butter-producers? It might be asked whether it would not be wise to organise dairy societies in centres producing milk in surplus, which might be converted into butter and sold to the stores. The experience of butter-purchase from the Madras Co-operative Milk Supply Union for melting into ghee does not, unfortunately, warrant such a course. It is felt that the ghee obtained from cold-drawn butter has neither the flavour nor the keeping quality of ghee obtained from butter produced by the indigenous process.

Agriculturists in our country are far from strong and organised enough to contemplate co-operative manufacture of refined sugar in which such an old and well-established firm like Messrs. Parry & Co. (from whom the T. U. C. S. is making all its purchases of 'Aska') is feeling the effects of competition of Java sugar and has been obliged to contract its production of sugar.

In respect of the making of jaggery, however, for which there is still a large demand at a price quite as high as for refined sugar, there seem to be greater opportunities for co-operative production by power-

driven crushing mills and up-to-date furnaces. The progress of the co-operative factory near Coimbatore will be watched with interest by co-operators. Our stores might well give its preference to such products, other conditions remaining satisfactory.

Meanwhile some trials have already been made of purchase of jaggery from Anakapalle Sale Society. There have been unhappily complaints by our members against that quality. The big blocks, containing some dirt, are not so easily salable in Madras though they seem to be readily purchased by Hyderabad merchants who assemble at Anakapalle. Similar was the complaint against ghee once consigned by the Pedapalle Society which was put to serious loss on account of the rejection of the stuff by our Testing Committee. Long correspondence and annoyance ensued. But transactions with the Society have recommenced now, but more in respect of garlic and jaggery. With the energetic and enthusiastic co-operative *personnel* at work in that area, larger and smoother transactions may be hoped for in the future.

The Tiruppur Co-operative Trading Union has been for some time past supplying us garlic and onions. The Hindupur Loan and Sale Society has been recently sending us not inconsiderable quantities of tamarind and soapnuts which however are not of such high quality as those received from the Bangalore market. But it detracts from our gratification to hear that the goods sent by the above societies are not always the ones entrusted to them for sale by producers but are sometimes deposited by traders for loan and sale and are also sometimes purchased in the *shandies* as orders are received.

There is a special difficulty worth noting in respect of the supply of phiton nuts (and we may say of coffee seeds also). Our members require only some special sorts. Producers, and even the traders in producing centres, cannot be coaxed into supplying us only these special sorts which have to be picked out from a mass of unassorted produce, as they have neither the skilled labour for sorting out or the market for the rest. Madras merchants who purchase the unassorted produce are able to grade and find a market for all grades of produce. The T. U. C. S. not being a society composed of all grades of people but only of the middle class cannot have a similar sale and has therefore to depend on the Madras merchant.

Few as have been the transactions with co-operative sale societies, complaints have been common, particularly concerning the delay in payment by the stores for the articles purchased. This is due either to the slackness, or pressure of work, in the office or to the red-tape, long-winded methods adopted in sanctioning payments. Checks and balances are conspicuous features of democratic control. While they are not so bad in administrative offices they make for failure in the business world. A minimum of these devices, consistent with safety, and a large measure of freedom and power to act independently in emergencies can alone contribute to greater success in our dealings with sellers, and particularly young sale societies.

Another complaint which is only less common than the last is with reference to the rejection of the stuff consigned by the sale societies, though

protests are made by the latter that all that is sent is true to sample. The mishandling during transit and after and the length of time that elapses sometimes before our Testing Committee tests the stuff might to some extent account for deterioration and rejection (especially of ghee). But there is no use attempting improvement in every other direction, if it is forgotten that one of the most important essentials of successful business, in the co-operative more than in the competitive world, is the attainment of definite standards of quality in the production of goods wherever it is possible or the grading of them by a responsible and authoritative body. Otherwise there is bound to be wrangling with regard to quality and none can make much headway in such an atmosphere except the shrewd and alert individual businessman.

Is it too much to hope that the Silver Jubilee of the T. U. C. S. will mark the beginning of an era of greater comradeship with brother co-operators on the producing side, and the launching of a few productive enterprises by itself with a view to eliminate inefficient or unnecessary middlemen and secure to the consumers articles of purity and better quality?

THE FUTURE OF THE T. U. C. S.

By

MR. T. S. KRISHNASWAMI AIYANGAR, B.A., B.L.

“Not in Possessions but in Decds are to be found the Seeds of Immortality.”

Now that the T. U. C. S. had been carefully nourished and nurtured through all these years of infancy and childhood and has attained an age when we can contemplate without misgivings not alone on the immediate future but on the still distant goal of perfection, may I crave the indulgence of the reader while I attempt to unfold my hopes and ambitions of this Institution.

That it has a bright and glorious prospect before it, I daresay many will admit, who have witnessed the apathy it has overcome, the storms—internal and external—it has weathered, the insidious calumny it has successfully withstood, the hostility it has encountered and surmounted, the unfair competition it has survived and the many periods of management of doubtful efficiency it has tided over. So far by God’s providence it has been delivered, in the words of the *Litany*, “from envy, hatred and malice and all uncharitableness”. That the Society has now grown to be an important factor in the life of the citizen of Madras and that it is rapidly becoming a force to reckon with cannot be gainsaid, thanks to the abiding loyalty and enthusiasm of its members.

Whether or not the “Scheme for Decentralisation” as it has been inartistically styled, will be realised as the very next step in its practical politics, whether or not the entire Society will in the next quinquennium convert itself into a pure WHOLESALE concern with its arms spread out all over this “city of magnificent distances” and even into the suburbs, I have no doubt that the five and twenty branches will in the near future attain a distinct measure of autonomy, and, in order to conserve that autonomy, there will be a regrouping or coalescing of branches so that we shall have fewer branches (not more than 7 to begin with) with sub-depots running up to nearly double our present numbers on a modest estimate.

There will be also a change in the complexion of the management. The peculiar feature of this Society which has elicited the encomiums of all who have studied at close quarters the working of the Society has been its management by bands of honorary workers,—all honour to them,—who have from time to time stepped forth to place at its disposal their valuable time and invaluable experience and knowledge and have tended the Society till it has attained its present proud growth. But with the steady widening of its scope and activities, and the increased volume of labour consequent thereon, it may no longer be possible or safe to depend

entirely upon honorary workers, however selfless. At least some aspects of its working will have to be placed in the hands of paid skilled experts, subject, of course, to supervision and control by a small Honorary Body constituting the Executive. For, the past being an index of the future, honorary workers cannot altogether be dispensed with.

But it is not on the future constitution of the Society that I intend to dwell. I propose to visualise for a while the immense possibilities before the Society, what the Society should mean and, God willing, will mean in and by its activities to our children and our children's children.

The T. U. C. S. has so far been only a glorified provision stores—and a very successful one too, having for its ideal “Good articles, correct weights and measures, moderate prices”. In fact it has been the only Distributive Co-operative Society of any standing in India, which has been, thanks to the supreme caution of those entrusted with its management, keeping its head well above the storms that periodically raged around it. Its motto has been SERVICE as opposed to mere profits.

The T. U. C. S. can also claim to have endeavoured to educate its members in the credit aspect of the co-operative movement by bringing home to them the obvious advantages to themselves and to mankind in general, of “Short Term Loans,” though as one commissioned to examine and report on the working of the Loan Department during the last triennium, I have to express my view, without in any way professing to anticipate the Final Report or Recommendations of the Credit Committee, that for obvious reasons that aspect of the Society's activities has not been quite so satisfactory as might have been expected and that much remains to be done towards bringing the Credit Department to perfection.

Of the bigger role the Society is bound to play in the years to come signs are not wanting even now, for it is being insistently called upon to cast aside its present—I will not call it narrow—policy of hesitancy, and step forth to occupy its proper place in the History of Consumers Movement in India for which it has long been preparing itself. The demand by the Surgeon-General of the Madras Presidency that the Society should undertake the supply of the chief articles of diet to all the Hospitals in the City is an instance in point. I trust the Society will rise to the occasion, for, I believe that the curbing of excessive zeal and advocacy of caution, while they are a necessity in the infancy of an institution, become a crime after a certain stage of evolution is attained.

I have always wondered why the T. U. C. S. had not, even as it was, risen to a position of importance in the control and determination of the market conditions in the City instead of merely marking time. In half a dozen of the main articles of consumption it can easily lead the way. Madras and its citizens have been crying aloud for good rice—the staple article of food—which they can count upon obtaining at all seasons of the year without being left to the tender mercies of unscrupulous merchants. And should the Society dare, as I am certain it will, in the near future it can, with the enormous goodwill and credit behind it, supply rice—of wholesome quality and good measure—from Tanjore, Nellore and South

Arcot to suit the diversity of tastes of even entire Madras. For that purpose the rice-growing areas in South India will have to be specially studied, and the Society will have to requisition the services of a few mills in those localities, eventually purchasing them, or revive the old cottage industry of handpounding of paddy,—and lastly buy up the rice lands in some of the taluks noted for their yield of the best strains of paddy. What is true of rice is true also of cereals and other food grains.

The T. U. C. S. can also take a definite and determined step forward in the supply of milk and milk products including butter and ghee. In the earlier stages the Society will, in alliance with approved dairies and milk farms in the suburbs, ensure a good and wholesome supply of milk and its products to Madras.

In the supply of coffee, which represents a heavy proportion of the Society's sales, the Society ought to have plantations of its own, and if that is too tall an order, as I fear it is, in view of practical difficulties of finding purchaser among its members, for all the varieties of coffee grains produced,—(we now have demand for only the best two)—the Society ought at least to have the first refusal of the best coffee from the producer direct.

I have instanced just a few of the main articles of consumption which need our special attention. The multiplication of these is quite an easy task. One can easily reel off one's tongue without effort quite a large number of articles in which the Society can specialise—jaggery, tamarind, pepper, chillies, oils, potatoes and other vegetables. The field is vast and the field is open.

One other direction in which the Society can beneficially function is that of Building. With its large reserves and surplus capital it ought to be able to make a beginning in this line, buying up from time to time vacant sites, or old dilapidated houses and putting up thereon model tenements at cost for occupation by the middle class members at reasonable rates of rent.

There are besides these many other lines of business which the Society, commanding, as it does, a vast clientele of undoubted and unimpeachable loyalty, can without trepidation launch upon with assured prospects of utility and success, such for example, aerated waterworks, cabinet making, flour milling, soap making, medicines, and standardised clothing.

This is certainly not the occasion to more than suggest the possible repercussions such a forward policy may have on the economic life of South India and the revival of local industries it will lead to.

More than all these, the T. U. C. S. can quite easily turn its attention to the encouragement and starting of Co-operative Production Societies in the important produce centres and thereby ultimately help both the producer in his village home and the consumer in the busy metropolis,—“blessing him that gives and him that takes”. The T. U. C. S. stands thereby to gain the unique distinction of “reorganising the whole agriculture distribution on the most direct and comprehensive lines” and achieve what the various wheat-pools in Canada and elsewhere are en-

deavouring to do. The way can thus be paved to the ultimate interlocking of the commercial interests of the two sides of a great movement. And what a glorious vista of utility lies open before us! Production can be regulated in accordance with market demands and prices of commodities fixed on a really economic basis. Here is indeed a field for the practical economist! And the little seed sown in a cow-shed in Triplicane 25 years ago by fourteen far-sighted young men, fired by the ideals of the Rochdale Pioneers will have become a worthy partner in the WORLD CO-OPERATIVE COMMONWEALTH that is to be.

That is the ideal we to-day are working for and this is the goal towards which we ask you the present members of the T. U. C. S. to speed us.

A glorious orientation indeed! For accomplishing this are required clear and far-seeing vision, stout hearts, loving wisdom and strong hands. And believing as I do in the dispensations of Providence who "shapes our ends rough hew them how we will" I am confident that such gifted men will be forthcoming in the fulness of time. And more than all these, it behoves on the citizens of this City of Madras to rally round the T. U. C. S. with their ever-increasing loyalty and devotion so that in the words of the poet we may

"Ring out the old, ring in the new,
Ring out the want, the care, the sin,
The faithless coldness of the times.
Ring in the love of truth and right
Ring in the common love of good.
Ring out the narrowing lust of gold,
Ring out the thousand wars of old,
Ring in the thousand years of peace,
Ring in the valiant man and free
The larger heart, the kindlier hand."

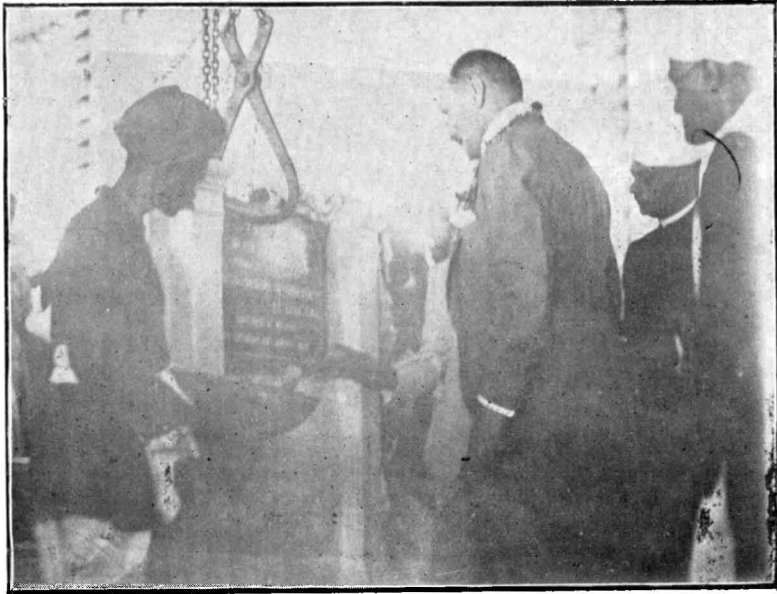
JUBILEE CELEBRATIONS.



HIS EXCELLENCY WITH DIRECTORS AND SECRETARIES OF THE JUBILEE COMMITTEE ON THE OCCASION OF LAYING THE FOUNDATION STONE OF THE SILVER JUBILEE HALL.



HIS EXCELLENCY SPEAKING AFTER LAYING THE FOUNDATION STONE.



HIS EXCELLENCY LAYING THE FOUNDATION STONE OF THE SILVER JUBILEE HALL.

THE SILVER JUBILEE CELEBRATIONS OF THE Triplicane Urban Co-operative Society, Ltd.

I. AT THE HEAD OFFICE PREMISES.

The Head Office of the T. U. C. S. was *enfete* on the occasion of the celebration of the Silver Jubilee of the Society on the 25th and 26th January, 1930. A huge pandal was put up in the Society's open space at the back of the Head Office buildings, which was tastefully decorated. A large number of distinguished persons were present on the occasion, among them being: Hon. Justice Sir V. Ramesam, Hon. Mr. M. R. Sethuratnam Aiyar, Mr. T. R. Venkatarama Sastri, C.I.E., Dewan Bahadur G. Narayanaswami Chettiar, Dewan Bahadur R. Ramachandra Rao, C.S.I., Mr. D. N. Strathie, I.C.S., Registrar of Co-operative Societies, Rao Bahadurs Dinadayalu Mudaliar, C. Natesa Mudaliar, P. T. Srinivasachariar and K. Devasikhamani Mudaliar, Rao Sahebs T. K. Hanumanta Rao, T. S. Subramania Aiyar, G. Venkataranga Rao and E. Raghavachariar, Messrs. M. Rutnaswami, P. Marthandam Pillai, R. Madanagopal Naidu, Mrs. Sivarama Menon, Sister Subbalakshmi Ammal and many others.

Precisely at 10-30 A.M. His Excellency the Governor, accompanied by Lady Beatrix Stanley, Capt. L. Boothe Wilbrahm, Military Secretary, Mr. I. Green, Private Secretary and Sir Charles Buchanan, A.D.C., arrived at the pandal. His Excellency was received by Mr. A. Sivarama Menon, President of the Society, who introduced to His Excellency and Lady Stanley Rao Saheb T. K. Hanumantha Rao, Rao Saheb T. S. Subramania Aiyar (Pioneers), the members of the Executive Council, the Directors present, Mr. T. S. Krishnaswami Iyengar, Secretary, Entertainment Committee, and Mr. D. Bakthavatsulu Naidu, (Secretary, Finance Committee) of the Silver Jubilee Celebration and the Secretary of the Society. Their Excellencies then sat for a group photo and were afterwards conducted to the dais. After they took their seats Mr. Sivarama Menon made the following speech requesting His Excellency to lay the Foundation Stone of the Silver Jubilee Hall.

May it please Your Excellency,

On behalf of the members of the Triplicane Urban Co-operative Society it is my proud privilege to offer to Your Excellency a most respectful welcome on this epoch-making occasion of the Celebration of the Silver Jubilee of our institution. We owe Your Excellency a deep debt of gratitude for the kindness and sympathy underlying Your Excellency's presence here this morning to lay the Foundation Stone of the T. U. C. S. Silver Jubilee Hall, notwithstanding a very recent indisposition; and may I be permitted to express on behalf of the members of the T. U. C. S.—and let me add of Co-operators in this province in general—our great joy and thankfulness at Your Excellency's complete restoration to health.

The Triplicane Urban Co-operative Society was started in 1904 as a result of the co-operative zeal, enthusiasm and foresight of fourteen gentlemen of Triplicane, familiarly known as the Triplicane Pioneers. Its modest beginning is evidenced by the smallness of its capital which amounted to but Rs. 310. In the first year of its existence it was able to transact business to the extent of about Rs. 22,000/ in value. To-day the Society has a membership of nearly six thousand, a share capital exceeding one lakh of Rupees, a Reserve Fund of about Rs. 85,000/—, a Common Good Fund of about Rs. 37,000/— and an annual turnover to the value of about 12 lakhs. It has established 25 branches in the different parts of the city and its suburbs. This remarkable growth and development during the last twenty five years is due to the sound and solid foundation laid by the Pioneers and the care and assiduity with which they and their successors reared the institution. It gives me very great pleasure to mention in this connection that during all these years the Society has continuously had the benefit of sympathetic guidance and co-operation from the departmental officers of the Government of Madras.

Though primarily meant as a distributive society, the T.U.C.S. has had from its inception a credit side attached to it. In fact it was this credit department that enabled the Pioneers to get the society registered in 1905 under the Co-operative Credit Societies Act of 1904; for Act X of 1904 did not permit the registration of a noncredit society. The credit department is worked under certain well defined restrictions and it has within its limited sphere done good service to such of the members as availed themselves of its benefits.

The aim of the T. U. C. S. was at no time confined to merely supplying the necessaries of life to its members. Keeping a

higher purpose in view, the Pioneers established a reading room and library even in the early days. When branches were established at different centres a reading room was attached to each. The administration of the Society vests in a Board of Management consisting of as many Directors as there are branches. The Board elects from among themselves an Executive Council consisting of five members.

As has been pointed out above the business of the Society has during the past few years expanded considerably, so much so that our stocks of merchandise have had to be stored in various detached rented buildings situated far away from the Head Office, which causes much inconvenience and difficulty in the work of supervision and check. Buildings giving an area of about 5,000 sq. ft. have thus been rented exclusive of 3,000 sq. ft. available in the ground floor of the Head Office itself. The proposed Silver Jubilee Hall provides 3,000 sq. ft. of godown accommodation on the ground floor and a decent meeting hall to accommodate 500 persons on the upper floor. The building is designed by Mr. V. K. Kuppuswamy Iyer of Messrs. Hebbar and Kuppuswamy, Architects and Engineers, and consists of 2 big halls, 75 ft. by 40 ft. one on each floor, enclosed in a steel skeleton and is estimated to cost Rs. 20,000. The godown will be semi fire-proof with reinforced concrete floor. By constructing the proposed building we hope to be able to save an annual rent of about Rs. 3,000.

I have now the honour to request Your Excellency to be graciously pleased to lay the Foundation Stone of the Silver Jubilee Hall of the Triplicane Urban Co-operative Society.

His Excellency then descended the dais and proceeded to the spot where the Foundation Stone was to be laid. Here the President introduced to His Excellency the architect, Mr. V. K. Kuppuswamy Iyer who explained the plans of the proposed New Buildings to His Excellency. After inspecting the plan His Excellency laid amidst loud and enthusiastic cheers, the Foundation Stone of the Silver Jubilee Hall with a silver trowel and declared the Foundation well and truly laid.

His Excellency returned to the dais and delivered the following speech:

Gentlemen,

I thank you very much for your invitation to me to come here to-day and for your kind message of welcome which your President has just expressed.

I have been extremely interested to hear the statement of progress of this Society—a society which is far-famed not only in this Presidency but throughout India. This ceremony here to-day is my first introduction to the co-operative movement in India, a movement in which I have the greatest interest and in which I am convinced there are vast possibilities for the economic progress of the poorer people in this great land (cheers). I am glad to see that your society conceives that the co-operative movement should be something more than a movement merely to supply the essentials of life in the cheapest way. This is all to the good, for although the primary object of any co-operative society may simply be that its members should get more for their money than they otherwise would, there are certain obvious lessons which the movement can teach; for example, those of thrift and the efficacy of combined effort. I see from statistics how phenomenal the spread of the movement in this Presidency, and indeed throughout India, has been and it is my earnest hope that this expansion has been and will always be accompanied by an appreciation of the true principles of co-operation (cheers). It is on such gentlemen as you that we as a Government must rely; for although up to the present the officials of the Department, whose help you have so readily acknowledged, have had a large share in management and control, the movement is essentially a non-official one and, as it expands, the people will more and more have to take charge both of its management and of its direction.

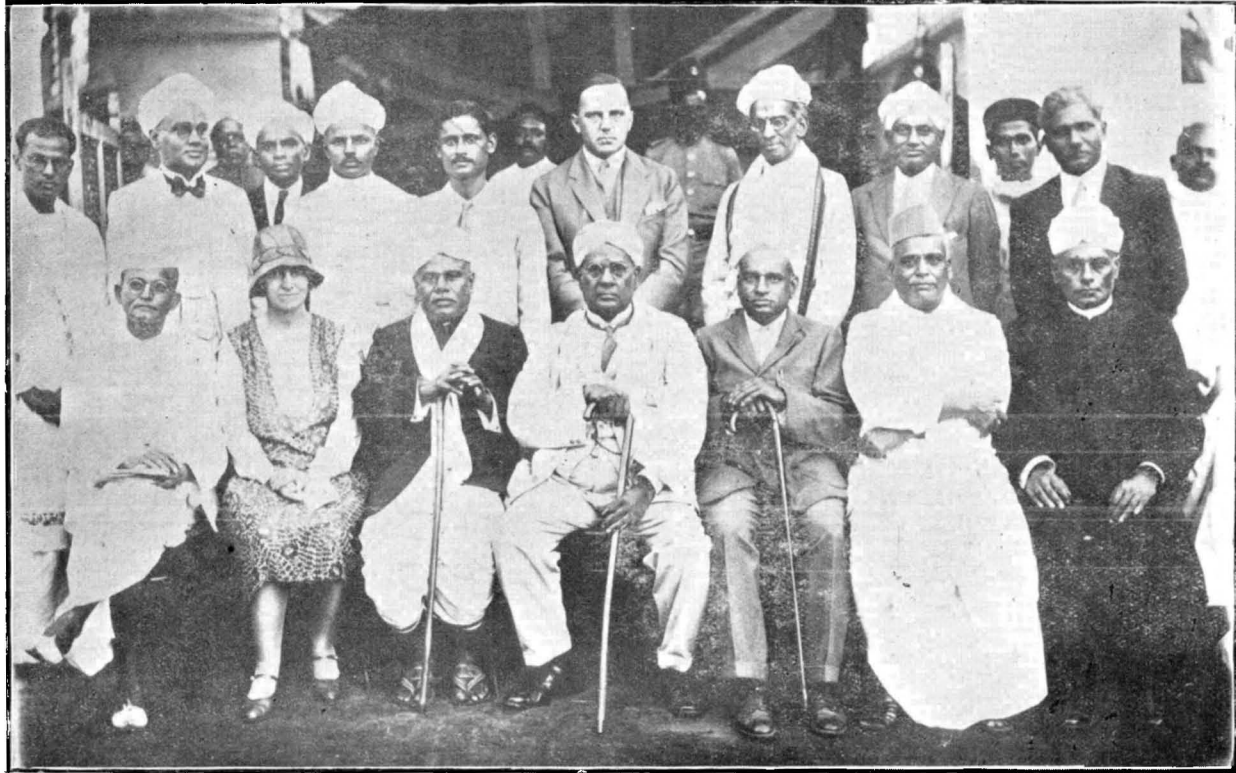
The construction of this Silver Jubilee Hall, of which I have just laid the foundation stone, is a sign of the prosperity of your Society and I offer my sincere good wishes for your future well-being; and I trust that your Society will continue its career of well directed effort. (Loud and continuous applause).

In proposing a vote of thanks to His Excellency for having laid the Foundation Stone of the Silver Jubilee Hall, and to Lady Stanley for having graced the occasion with her presence, Mr. T. R. Venkatarama Sastriar said that his mind went back to the time, some 26 years ago, when some of the leading spirits of Mylapore and Triplicane held preliminary meetings, had discourses upon what co-operation had done in other lands, upon the Rochdale Pioneers and their achievements and upon the ways and means of bringing the Society into existence. Of those men fourteen had been recognised as the Pioneers of the T. U. C. S., and although all of them were men of light and leading, he could not but mention two in particular. One of them had already been brought to His Excellency's notice. He was Headmaster of the local high



“ MARKANDEYA ”

Enacted by the Members of the T. U. C. S. Employees' Association on the occasion of the Silver Jubilee.



GROUP PHOTO TAKEN BEFORE THE PUBLIC MEETING AT THE HEAD OFFICE, INCLUDING THE PRESIDENT,
SIR P. S. SIVASWAMI AIYAR, AND OTHER SPEAKERS.

school then, but had since passed into the wider sphere of public life as a Servant of India, had achieved imperial name and fame and been recently admitted by His Majesty to the order of Companions of Honour. The other, no less important from the standpoint of the Society, was their beloved Professor T. K. Hanumantha Rao, to whose enthusiastic propaganda they all owed a good deal in those days and all through the subsequent years, and who, since his retirement from Government service, was residing in Triplicane and giving them again in as great a measure as in the early days the benefit of his well-informed and enthusiastic propaganda. Continuing, Mr. Sastri said that the T. U. C. S. had its opportunities as well as difficulties, which latter were particularly great in a country where the margin between the wholesale and retail prices was very small. The Society had grown from a membership of about 15 to some 6,000 and had elicited the admiration of co-operators not only in Madras but all over India for its steady work and for the way it had weathered many storms. But as an old member and President for some 6 years, he was aware that there was a feeling among some of its members that it had not achieved that maturity and strength and that degree of success and prosperity that they were entitled to expect of a great institution. He was sure, however, that with increasing propaganda such as Professor Hanumantha Rao knew how to do, and with increasing loyalty on the part of the members of the Society, it would achieve in the coming years a larger and larger measure of success; and in those coming years of prosperity it would be their proud privilege to remember His Excellency's participation in that day's proceedings and Lady Stanley's kind presence on the occasion. (Cheers)

The *Nagaswaram* played the National Anthem, when the pleasant function terminated.

EVENING SESSION.

A public meeting was held in the evening in the same place which was attended by a large number of prominent co-operators and others. In the unavoidable absence of Dewan Bahadur M. Ramachandra Rao, who was to have presided on the occasion, Sir P. S. Sivaswami Aiyar was proposed to the Chair by Mr. M. Rutnaswami. The proposal was duly seconded by Rao Bahadur K. Srinivasa Pillai after which Sir Sivaswami Aiyar took the Chair.

Mr. Chinnaswami, Secretary of the Silver Jubilee Celebration Committee, then read the following message from Dewan Bahadur M. Ramachandra Rao:

“I deeply regret that on account of my illness I am not able to be present this evening to participate in your rejoicings. From the early nineties I had the pleasure of moving intimately with some of the founders of the Society like the Rt. Hon. Srinivasa Sastri, the late Mr. C. V. Gangadhara Sastri, and the late Mr. C. V. Krishnaswamy Iyer, who are among the founders of the Triplicane Urban Co-operative Society. In those days Triplicane was a great intellectual and cultural centre in Madras. It cannot therefore be a matter of surprise that the foundations of a new social order, represented by the Triplicane Urban Co-operative Society, were laid in Triplicane. The Society has weathered many storms, has passed through many vicissitudes and is now firmly established. It has earned a reputation throughout India as the most successful attempt at distributive Co-operation. The community is deeply indebted to those who have laboured to bring about this result. It must be a source of great satisfaction for such of the founders as are happily still with us, and to their successors in the management of the society, that the small beginnings of the movement have gathered momentum, and the present day Triplicane Urban Co-operative Society is the premier society in India with regard to distributive co-operation. The immediate task of co-operation in this country is to bring more and more directly into touch with each other the organisations of producers and those of consumers, so as to eliminate gradually the control of middlemen. In this sense the problem is not only national but international. I trust that the example of the society will be a stimulus to all those who desire to bring about a new social order in India.

I wish the function all success.”

He also read the following message addressed to the President of the Society by Sir K. V. Reddi.

“It is a matter for congratulation that your society is not only the first of its kind but also the most successful one. Your twenty-five branches have been supplying goods to the members to their great advantage and convenience, which they will find difficult hereafter to get on without. All honour and glory to you and your colleagues. This Jubilee must be a matter of great satisfaction to you who have been a Director during the last fifteen or sixteen years, and its President during the last five or six years. Please accept my hearty congratulations and good wishes for the success of your Jubilee celebrations.

I had the privilege of watching the progress of your society seven or eight years ago, and I need hardly say that your society has always worked with the same zeal, earnestness and integrity which I had occasion to observe in these days. I am a great believer in the Co-operative movement and as such may I express the hope that your society would soon develop into a wholesale.”

Messages from the Rt. Hon. V. S. Srinivasa Sastri, Hon. Sir Md. Habibulla and several Co-operative organisations of England, France and other countries (included in the messages printed elsewhere in this volume) were read and the Secretary also announced that a large number of other messages had been received.

Mr. Sivarama Menon, President of the T. U. C. S., in requesting the Chairman, on behalf of the members of the T. U. C. S., to unveil the portraits of the Fourteen Pioneers, said that it was indeed fitting that there should be such an occasion as the present for the members to express their gratitude to the Pioneers and their thankfulness to the Almighty for having given them the Pioneers. He referred humorously to the different professions of the Pioneers, six of whom were teachers, several were high-placed officials in the Finance and other departments, one a medical man, one a dealer in precious stones, but none of the legal profession to which he (the speaker) belonged. But the lawyers had their revenge in the subsequent years, when they furnished successive Presidents and formed a large element in the Directorate. It was sad to reflect, he said, that as many as the eight of the Pioneers were no longer with them and that one of them, Mr. C. V. Gangadhara Sastriar, had passed away just the other day while he was in active service as a member of the Executive. Mr. Sivarama Menon spoke at some length of the services rendered to the Society by each of the Pioneers, but among the departed, the services of Mr. K. B. Ramanatha Aiyar, who was President for a number of years, and of Mr. S. Venkataramna Aiyar.—the author of 'Our Story' read at the first Co-operators' Day—who put the finances of the Society in proper order, were to be particularly remembered. It was a matter of thankfulness that six of the Pioneers were still with them and it was the heartfelt desire of all that they should be spared for a very very long number of years. (Cheers). Though the management of the Society was entirely in non-official hands since the year 1912 or so, in consequence of a Government order promulgated at that time, the relationship between the Society and the Government was extremely friendly, with hardly any occasion for conflict. The present position of the Society was as much due to the inspiration which the members derived from the example of the Pioneers as to the latter's careful nursing in the early days, and he had therefore much pleasure in requesting the President to perform the most important function of the evening, *viz.*, the unveiling the portraits of the Pioneers.

The Chairman was then profusely garlanded, after which he spoke as follows:—

“Ladies and Gentlemen, on the occasion of rejoicing at the completion of 25 years of expansion of this society, it is only proper that you are seeking to honour the names of those who were associated with this movement as founders and Pioneers. I only wish that your choice had fallen upon someone else for the performance of this function of unveiling their portraits. Believe me, it is not a sense of false modesty which impels me to make that statement. You must all know the distinction between the mere membership of the co-operative society, and a real and live co-operator. I am sorry to say that there is such a distinction in fact, and you require no other illustration of that fact than myself. I have been a member of the society for many years but I have been a philosophic onlooker, and not a real co-operator. But conscious as I was of my want of qualification, except perhaps age and sympathy, I felt it would be childish on my part to refuse the request of your Secretary, when I

found that of the Pioneers, of your famous 14, so many of them were my personal friends. (Applause).

It is indeed a sad thing that out of the famous 14, eight should have passed away. But we are fortunate in still having six of them in our midst. They all share our feeling of satisfaction at the completion of 25 years of life, and they have sent us their messages of felicitations on this occasion. The T. U. C. S. was started under very discouraging conditions in the year 1904. It began with a very small capital, I find from the unpublished Souvenir Volume to which Mr. Sivarama Menon referred and to which I have been permitted access; its original capital was about Rs. 310, and when it was too small to encourage the gentlemen who started this movement, they did not feel disheartened by it. They decided to start work with it. They were inspired by high ideals, by a feeling of intense enthusiasm, by a spirit of venture in a noble cause. There is something peculiarly appropriate in the fact that several members of that original body were members of the teaching profession. Mr Sivarama Menon has explained the absence of the legal element in the infant stages of the movement. I wish also to offer an explanation to the fact that the teaching element should have predominated at the inception of this movement. It is a profession which concerns itself so much with the teaching of high ideals to the young generation—for the dreaming of dreams and for the seeing of visions. Of which profession can it be said that it is its prerogative to carry knowledge and education to the people at large? I am not therefore surprised at the fact that among the Pioneers there should have been a large preponderance of the members of the teaching profession inspired by lofty ideals and imbued with keen enthusiasm.

The President of your Society has referred in detail to the several gentlemen who were the Pioneers of this movement and to the services they rendered to this cause. It is unnecessary that I should go again over the same ground. But I cannot permit myself not to refer to a few of these, whom I count among my personal friends. The Rt. Hon. V. S. Srinivasa Sastri, who is always ready to associate himself with everything that is intended to promote the good of the country, was one of these Pioneers, and he filled the office of President for a period of 2 years. Then again I wish to refer to my departed friend, a man of great culture, a man of great enthusiasm and of simple living and unassuming character—I refer to Mr. K. B. Ramanatha Iyer (Cheers). Then again let me refer to two of the gentlemen now on the platform, without any intention of slighting the services of the other Pioneers. I should like in particular to refer to the work which was carried on by Mr. T. K. Hanumantha Rao (Cheers). I remember having been present on some Co-operators' Day, when Mr T. K. Hanumantha Rao discoursed to those present on the blessings of co-operation and preached the gospel of co-operation. He was carrying on propaganda work vigorously for many years, and I don't believe he has ceased to take an interest in that (Cries of No, No). I should again like to refer to my friend Mr. T. S. Subramania Iyer who has recently widened his knowledge of the practical working of the co-operative movement by his tour in Europe. I have often

read the lectures delivered by these gentlemen from time to time on the advantages of the co-operative movement. I don't wish to trespass upon your patience by referring in detail to the services rendered by these famous gentlemen. Though some of them have passed away, their services in the cause of co-operation will not be forgotten, and the portraits of these gentlemen that will be unveiled to-day will serve to keep their memories green in the recollection of the members of this co-operative concern.

If you compare the success which has been achieved by this Society with what was achieved by the Rochdale Equitable Pioneers in 30 years of existence, you will find no cause for grumbling or disappointment. In the year 1874, thirty years after they started, they had nearly 9,000 members and an annual turnover of about £300,000. We started in 1904 and in the course of 25 years have increased our membership to 6,000 and our turnover to Rs 11,00,000. Comparing this country with all its poverty and low standard of living with a rich country like England, we need not feel disappointed at the progress which has been achieved. We have every reason to be grateful to these pioneers who gave of their best to the founding of this society and to its conduct during its early years.

But is this progress such as to make you feel quite satisfied, and feel that there is nothing further to be done? I have pointed out that our work has been a success in the increase of membership and the opening of branches. Is that the only test, or a complete test of the success of the co-operative movement? That is a question which I think we should all put to ourselves. What is the real fact of the co-operative movement? What is the true spirit and ideal of the co-operative movement? The spirit of co-operation is not confined to the buying of things cheap or getting a refund on the purchases. It is a great deal more. It is an educative factor in society. It spreads over all the spheres of human activity. It means the elimination of the spirit of ill-will between neighbours and of the unwholesome feelings of rivalry and of competition, which have tended to divide man from man and nation from nation. Have we succeeded in eliminating the cause of all these disintegrating factors? Then again, the spirit of co-operation implies the real development of character, the inculcation of honesty, goodwill, loyalty and all those social virtues which are essential for the welfare of humanity. Has the co-operative spirit pervaded our country to any large or appreciable extent? I don't know what answer you will give. I do not wish to make any definite statement in answer to the question myself. But it seems to me that there is a large scope for improvement and a large field for work. It is the educative side of co-operation to which attention is to be directed more and more in the future. Propaganda work like that which has been carried on by Messrs. T. K. Hanumantha Rao, T. S. Subramania Iyer and others (cheers), constructive work for rural uplift or for the uplift of particular communities as that carried on by my friend Mr. V. Venkatasubbiah of the Servants of India Society (cheers) all these and similar educational activities are necessary to infuse the spirit of co-operation. That is the real work before the members of this co-operative organisa-

tion. That does not mean that other persons are relieved from the responsibility of working for the spreading of the spirit of co-operation. It is a spirit which is of immense practical importance in bringing about peace within the international sphere. The League of Nations is one instance of the working of the spirit of co-operation and of the desire to achieve harmony in place of conflict. Good feeling compels where enmity will not conquer. The growth of this co-operative spirit is of the greatest possible importance to the welfare of humanity at large, and it is this especially that must always be in the mind of everyone who is associated with the co-operative movement.

We in this country have a great deal of leeway to make up. Go to any village and you will find abundant evidence of the absence of the co-operative spirit. What is everyman's business is considered to be no man's business. We want to dispel that feeling and that spirit and to make people, on the other hand, feel that everyman should attend to whatever is everyman's business. We have to instil into the minds of the people at large, not merely that their cause is common, but that their interests are common, are closely linked together and that it is only by promotion of the interest of all that the interests of individuals can be best served. In this day, when we are in the habit of turning to the example of Ireland for several purposes, it may perhaps not be amazing to refer to the fact that the rejuvenation of Ireland was brought about by the Co-operative movement (cheers).

Gentlemen, I have ventured to make some general observations, and I hope you will pardon me for the opportunity I have taken. It is now my pleasant duty to comply with the request of your President, and unveil all the portraits of the famous 14 who did such excellent pioneer work that it has borne fruit in a most gratifying manner. Their services will long be remembered, and their example will continue to be an inspiration to those who have succeeded them in the conduct of the affairs of this society. It has won for itself the position of the premier Co-operative Store in the whole of India. There are many directions in which it can go on expanding. In a city like Madras 25 branches are nothing. I hope that long before the Golden Jubilee comes, the 25 branches will have expanded into 3 figures, and I hope that the membership will also be counted up in tens of thousands. I hope that the Co-operative Society will also consider the possibility of starting other lines of work, consistently with prudent management. They may consider for instance the co-operative supply of milk, or the co-operative supply of fruits, or co-operative housing or co-operative production. It may be that the development of the society into a wholesale society may perhaps enable it to take up co-operative production also. There are various directions in which the society may expand its activities, and I have every hope that in whatever direction the society may decide to embark upon its affairs will continue to be managed with the same prudence, enthusiasm and energy with which they have been hitherto carried on. I wish every success and prosperity to the movement (cheers) which was started by these Pioneers.

Amidst prolonged cheering, the Chairman unveiled the portraits.

A gold medal was presented to Messrs. C. Ramiah Raju and Sons, the artists, in appreciation of the excellent execution of the portraits.

Miss Brockway who was next called upon to address the meeting said:

“ I am not going to make a speech. I am only just going to say that I consider it a mark of great friendship that I should be asked to join you on this happy occasion. I know that the mark of friendship is not so much to me as to my brother (Mr. Fenner Brockway, M.P.). I wish my brother were here because that would greatly appeal to him as the same institution combines the spirit of internationalism with the spirit of self help. I am very grateful to you for your invitation.” (Cheers.)

Mr. F. E. James, M.L.C., who next addressed the audience said:—

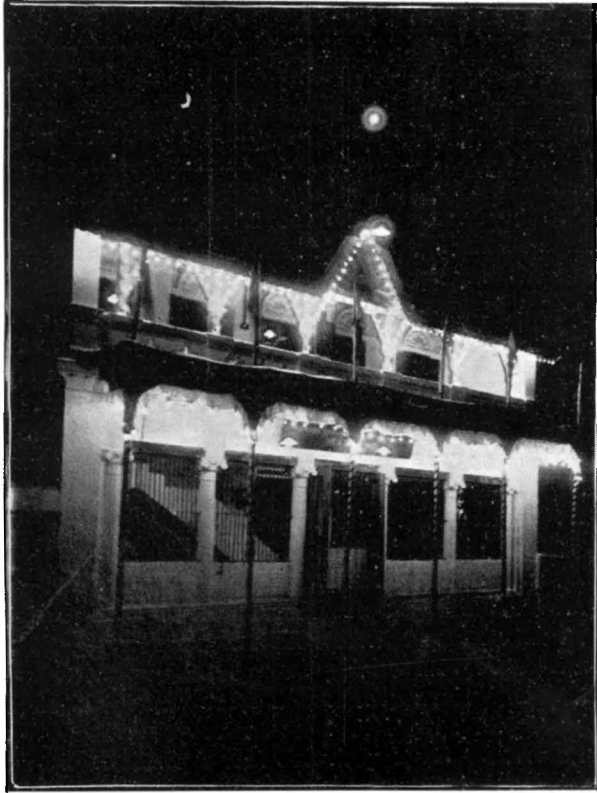
“ I should like to congratulate you in the first place upon the Silver Jubilee of your co-operative organisation. My first knowledge of co-operation was when I was at school. It was the custom in my school to take sweets in between classes. I understand it is also the custom in some schools in India, (laughter) and we used to get the sweets from a small village shop. We soon came to the conclusion that we would be far poorer if we purchased the sweets there, and so 14 small boys (laughter) came together and said that they would put all their monies into one pot, and once a week send one of us to the town, pay him tram-fare and buy the same sweets at the big store. The result was that we bought far more sweets with the money than we were used to get and thus we derived great profits. The second opportunity was when I took part in a co-operative society in the south of England. I remember very well when we went to the co-operative stores and made our purchases we were given small discs showing the amount of profits standing in our name as co-operators.

Although I have not been a co-operator in India I think I am a co-operator in spirit. There is a great difference in the beginning of the co-operative movement here and the beginning of that movement in my country. In my country the movement began in the north and among the working classes. In this country, the movement has progressed, I believe, most in the south where it is mostly agricultural. In my country when the co-operative movement started, it was fought with great hostility by men in the Railways and certainly by the Government of the day. I don't think you can say that the movement in this country has been fought with hostility by the Government. Yet there is one thing which I would like to mention, namely, that the leaders of political advance in England are men who have graduated in the schools of the co-operative societies, and I am perfectly sure that in the India of to-morrow you will find your best and most trusted leaders among those who have been tried co-operators. I have only one word now to say, namely, that if the movement is to succeed in any country and to achieve what it stands for, it must be remembered that there are three main principles which make it. The first is the principle of association. We have had an illustration of it in the messages that were read out here from all over the world, illustrating the international character of the great co-operative movement. Secondly it is a great democratic movement. A co-operative society which is not a democratic society is not a co-operative society at all (Cheers). It

is in these societies that we learn the real meaning of democracy. In the third place, a real co-operative society substitutes the motive of service for the motive of profit and this distinguishes it from other kinds of industrial or economic organisations. I am quite sure, Sir, that the society which has met in this place under such auspices this afternoon bears well in mind these great principles and carries them out and I wish it god-speed in the days to come."

Mr. A. Rangaswami Iyengar, addressing the gathering next, said that in the days when he had less troubles with peregrinations into other provinces, he had a good deal to do with the management of the Society and it was with a great deal of regret that he had to give up the connection which he then had with the Society, for it was to him not merely a period of service in his own humble way, but also a period of education in co-operation and in democratic methods. The co-operative movement had been helped by the Triplicane distributive society in a manner which few people have an adequate idea of. The Society and those in charge of it in the earlier days, did a good deal of propaganda work not merely for the Society and the distributive aspects of co-operation, but also for all the more efficient forms of co-operation. Many of the co-operative banking institutions in this City had benefited by the spirit of co-operation which members of the T. U. C. S. had been able to infuse into them. The position which the Society occupied to-day was mainly due to the fact that there had been such an enormous amount of democratic criticism in the affairs of the Society. He had been intimately acquainted with the famous Pioneers who were responsible for the starting of the Society and his feelings were those of thankfulness that he was able in those days when his mind was perhaps more impressionable to learn the lessons of co-operation. He felt that he had to thank them for inspiring him with the message of hope and good-will to their own countrymen and of that spirit of service of which they were the embodiment. He had great pleasure in associating himself with the function.

Mr. V. Ramadas, who followed, said he wished to preach the need for non-co-operation to co-operators. If only the principle of non-co-operation had been put into more active use in the field of co-operation than in politics, probably the economic condition of the people of this country would have been far better. His first appeal to them would be to non-co-operate with all un-co-operative ideals. Co-operation was intended to promote national ends. It rejuvenated Ireland because the Irish co-operators pursued national aims and methods. If a co-operative store promoted only the purchase and sale of foreign articles and aided British goods in this country, it was, he thought, a great disaster to this country. If the T. U. C. S. non-co-operated with every foreign article in its store and sold only Swadeshi articles it would be a great national service. He had heard of cases in which the co-operative movement had been taken advantage of for purchasing liquor shops. If, therefore, the co-operative movement was to be utilised to denationalise the people, it was far better to put a stop to the movement. He was not sure the Government's attitude was one of cordiality. Being in the inner workings of the movement he knew that the moment they gave it a national turn and a true Swade-



HEAD OFFICE ENTRANCE ILLUMINATED.



MRS. VENKATASUBBA RAO LAYING THE FOUNDATION STONE OF THE NUNGAMBAKKAM BRANCH
NEW PREMISES.

shi complexion they at once came into conflict with the Government. A prominent publicist had once said that co-operation led by State was an absolute hypocrisy. He would appeal to non-official co-operators to develop a true spirit of self-help and self-reliance and not a spirit of dependence on Government. He would preach to them the doctrine of non-co-operation with evil, with uneconomic methods and all the forces which would tend to denationalise them or promote internal conflict. He hoped the T. U. C. S. would become a great organisation for the promotion of nationalism and Swadeshi.

With a vote of thanks proposed by Mr. S. K. Yegnanarayana Aiyar, the function came to a close.

SILVER JUBILEE CELEBRATIONS AT THE BRANCHES.

TRIPPLICANE BRANCH.

The Silver Jubilee of the Society was celebrated by this premier Branch on Sunday, the 26th January 1930, at 8 A.M., and took the form of a CHILDREN'S DAY. Long before the hour fixed, children in scores, dressed in gay holiday attire, came streaming into the beautiful Silver Jubilee Shamiana at Triplicane. There were also a good number of elders present. On arrival the guests were warmly received by Mr. V. S. Narasimha Sastriar, the local Director, and Mr. R. Doraiswami Iyengar and conducted to their places. Some of the employees of the Society treated the audience to choice selections of music.

Mr. T. S. Krishnaswami Iyengar, who presided on the occasion, narrated in a short speech in Tamil the story of the founding of the Stores in Triplicane, among others by Mr. T. K. Hanumantha Rao, who was such a familiar figure there that every child knew him. He eulogised his unceasing work and hoped that the Society, started in Triplicane in a cowshed, would, like the religion of the Child of Bethelhem, founded in similar surroundings, grow in influence and importance till it spread the benefits of consumers' co-operation all over the vast Indian continent. The movement for Decentralisation was rightly welcomed in Triplicane, said he, which as usual was "the standard bearer of ideals." He trusted that the Branches, like the branches of the familiar Banian tree, would take firm root and become, as it were, a parent institution. Thereafter Mr. C. S. Ramaswami Iyer, one of the oldest members of the Branch, dwelt at some length on the origin and growth of the Store Movement in England.

The children were then given toy-balloons and sweets in paper bags. Messrs. M. R. Ranganathan and V. Srinivasan who were in charge of the arrangements made the children feel happy and quite at home and distributed sugarcandy and sandal paste to all present.

The pleasant function terminated at 10 A.M.

MYLAPORE I. & II. AND MADHAVAPURAM BRANCHES.

At a meeting of the Panchayat members and the Directors of the three branches mentioned above held on 18th January, 1930, it was resolved to have the celebration for the three branches together, and Messrs. K. L. Narasimha Rao and C. K. Vedantadesikachariar were appointed Secretaries to be in charge of all the arrangements. It was also resolved that a public meeting be held in connection with the celebration in the P. S. High School premises.

On Sunday, the 26th instant, the day appointed for the celebration at the branches, the premises of the three branches were tastefully decorated. As previously arranged, a procession with *nagaswaram* started from the Madhavapuram Branch at 3 P.M. consisting of local Directors, Panchayatdars and many members, went through several streets, halted for a while at Branches I and II and finally reached the P. S. High School at 4 P.M.

The public meeting was held in the spacious hall of the School. There was such a large audience that the hall was found insufficient to accommodate them all. The number of children that had come was exceptionally large. The public meeting was presided over by the Hon'ble Mr. M. R. Sethuratnam Iyer, Minister in charge of Development Department, and several gentlemen addressed the gathering. Mr. V. Ramadoss Pantulu spoke in English about the achievements of consumers' co-operation in the West and exhorted the audience to be more loyal to the Stores than they now were. Mr. S. K. Yegnanarayana Iyer followed him with a speech in Tamil wherein he gave a brief account of the history of the Triplicane Stores and appealed to the members to take great interest in its affairs. Mr. G. V. Krishnamurthy also spoke in Tamil. Mr. V. C. Rangaswami (in English) pointed out vividly how capitalistic rings were affecting the Indian producer prejudicially and appealed to co-operators to take the next step forward to produce the articles they required. Mr. Watrap Subramania Iyer (in Tamil) pleaded for greater co-operation on the part of the members. Mr. K. V. Sesha Iyengar (in English) showed how the co-operative movement meant the real uplift of the masses and gave the example of some cheries in the city that have been really benefited by the movement. Mr. K. L. Narasimha Rao (in Telugu) expatiated on the benefits of the consumers' co-operative movement and appealed to the public to join the Stores in large numbers.

After the concluding remarks of the President, Mr. Venkataramachar thanked him and the speakers and the authorities of the P.S. High School. There was music both vocal and instrumental and sweets were distributed to children, and the function came to a successful close at about 7 P.M.

EGMORE BRANCH.

The Silver Jubilee of the T.U.C.S. was celebrated with great enthusiasm by the Egmore Branch on the evening of Sunday, the 26th January,

1930, at its premises, No. 19, Gangu Reddy Street, Egmore, which was tastefully decorated for the occasion with flags, festoons, buntings and co-operative mottos. Many prominent co-operators including some Pioneers graced the meeting.

Members of the Branch and others gathered in large numbers long before the appointed time. The Hon'ble Mr. S. Muthia Mudaliar, Minister to the Government of Madras, who presided over the function, was on arrival received with music by Mr. D. Bakthavathsalu Naidu, the President of the local Panchayat, and taken round. He appreciated the progressive sales-chart. Light refreshments were served, pansupari and bouquets were distributed, and sweets were given in packets to the children. The *nagaswaram* played throughout. Every guest was given as a souvenir a calendar with a picture of Lord Krishna.

The Hon'ble Mr. S. Muthia Mudaliar was proposed to the chair by Mr. P. N. Marthandam Pillai and seconded by Mr. V. Chakkarai Chettiar.

The meeting commenced with a prayer in Sanskrit by Pandit C. R. Srinivasamurthy Aiyangar. Mr. D. Bakthavathsalu Naidu presented a report, in which he gave a short history of the origin and the progress of the Society and of the Egmore Branch in particular, and emphasised the lack of a permanent habitation for the Branch and the necessity for decentralisation. He also referred to the liberal response of the members and other gentlemen, which had made the day's celebration a grand success.

All the employees of the Branch were then presented with Khaddar cloths.

The portraits of Messrs. A. Sivarama Menon, Director of the Branch and the President of the Society, Rao Bahadur K. Chinnathambi Pillai, A. Krishnaswami Aiyar, V. N. Kuppa Rao, ex-Directors, D. Bakthavathsalu Naidu, President of the local Panchayat, C. M. Krishnaswami Mudaliar, N. Rama Iyer and K. Seshagiri Rao Naidu, members of the local Panchayat, were next unveiled by Mr. S. Vembu Iyer who eulogised the services of the above gentlemen to the Branch and the Society.

Mr. A. Sivarama Menon, in thanking the organisers of the function on behalf of himself and the others whose portraits were unveiled, pointed out how from very small beginnings the Society had achieved such tremendous success and said that the question of a habitation for the Branch would soon be solved. Rao Sahib T. K. Hanumantha Rao, speaking next, said that with faith, sympathy and character any movement was bound to succeed, and though nick-named "Apostle of the Gutter" he was proud to proclaim that the co-operative movement could claim to alleviate many of the miseries of the poor man and prove increasingly useful in proportion to its strength.

There were some other speeches, after which the President paid a tribute to the Pioneers of the Society in fitting terms, and said that as a member, and for some time a Director, he knew the affairs of the Society very well and had the welfare of the Society always at heart. He congratulated the Branch on the splendid success of its Jubilee celebrations

and on the enthusiasm evinced by the members of the Panchayat and the local co-operators and hoped that the Branch would grow from strength to strength.

Mr. D. Bakthavathsalu Naidu thanked the Hon'ble Minister and all the ladies and gentlemen for their presence on that occasion. He also thanked the musicians for entertaining the audience.

SAIDAPET I. BRANCH.

The Silver Jubilee of the T.U.C.S., Ltd., was celebrated in this Branch on Sunday, the 26th January, with much enthusiasm. The members heartily co-operated in making the function a most successful one. The premises were well decorated with flags and festoons. Children evinced great zeal and interest, especially in decorating the premises with flags, etc. The gathering numbered nearly 300 including members and their children.

The function began at 9 A.M. with music. A public meeting was held in the hall with the local Director, Mr. V. Subramania Iyer in the Chair. He gave a brief history of the working of the Society in general and the Branch in particular and finally appealed to all the members for unity and co-operation. Sandal, pansupari and fruits were distributed to all. Sweets were distributed in abundance to children.

With a vote of thanks to the Chair proposed by Mr. V. Ramachandra Rao, M.A., L.T., the gathering dispersed at about 11-30 A.M.

CAR STREET BRANCH.

The Branch celebrations of the Car Street Branch were performed with great eclat on the morning of Sunday the 26th January, 1930, at 8 A.M. in the Branch Premises, 41, Car Street, Triplicane.

Mr. T. Ramachandra Rao, a prominent member of the locality, presided on the occasion. There was a large attendance of members. Mr. Sivarama Menon, President of the Society, was also kindly present on the occasion.

A little before 8 A.M. members, as well as a large number of children, gathered in the premises. It was the desire of the Panchayat members, that it should be a Children's Day, and their desire was more than fulfilled.

Mr. Ramachandra Rao, on being proposed to the chair by Mr. Chinna-swami Iyengar, President of the branch Panchayat, spoke a few words about the co-operative movement, and the branch in particular. Mr. Sivarama Menon, speaking next, traced the origin and development of the movement, and in conclusion expressed the hope that the members would realise more and more the advantages of the co-operative movement and increase the membership of the Society.

The Chairman and Mr. Sivarama Menon were then garlanded, after which the children were treated to fruits and sweets.

With a vote of thanks to the Chairman, the President and the members present, the pleasant function terminated.

NUNGAMBAKKAM BRANCH.

The Silver Jubilee celebration of the Nungambakkam Branch took the form of the laying of the foundation-stone for the Branch building in the Society's vacant site near the Police Station. Mrs. M. Venkatasubba Rao, a member of the Branch, performed the function and Mr. M. Rutnaswami presided.

The celebration began at 9 A.M. with *nagaswaram* music in the spacious and tastefully decorated pandal put up for the purpose. There was a large gathering of members including Mr. Justice M. Venkatasubba Rao, Rao Bahadur P. Ranganatham Chetty, the Municipal Councillor of the Division, Mr. A. Sivarama Menon, the President of the Society, several Directors and members of Panchayats and two of the Pioneers, Rao Sahib T. K. Hanumantha Rao and Rao Saheb T. S. Subramania Iyer. The proceedings began with prayer and national songs by the local Boy Scouts.

Mr. S. Subbarama Iyer, local Director, then requested Mrs. Venkatasubba Rao to lay the foundation-stone of the building, and, in doing so, stated that the Nungambakkam Branch was started in 1909, had made steady progress and had now nearly 300 members, with annual sales amounting to about Rs. 60,000. The area was fast developing and the membership and sales were bound to increase in the near future. They were all feeling very keenly, he said, the need of a permanent habitation for the Branch, not only for the business of the store, but for the social amenities for the promotion of which the co-operative movement stood. He hoped that the building, the foundation-stone of which Mrs. Venkatasubba Rao had so kindly consented to lay, would not only be a place for the stocking of goods but also prove a power-house, from which the spiritual forces of self-help, goodwill and altruism would radiate to every home.

After laying the foundation-stone Mrs. Venkatasubba Rao made a short and felicitous speech, in which she hoped that their Branch was starting that day on a new era of increasing usefulness and prosperity. "The co-operative movement," she said, "was a great benefactor of the poorer classes. On its distributive side it saved them from the shifts and cunning of the petty tradesman and enabled them also to effect savings. On its credit side the movement protected them from unscrupulous money-lenders and gave facilities for credit on reasonable terms. But it was not only the poorer classes that were benefited by the co-operative store, even the well-to-do house-wife was saved the annoyance of having to deal with unreliable tradesmen and depending upon untrustworthy ser-

vants. It had been said that a great deal yet remained to be done. Of what movement, of what field of human endeavour, could this remark not be made?" "Let us be thankful," she said, "for what has been accomplished; for a good deal has indeed been done. And let us make efforts to achieve much more in the years to come." (Cheers.)

In an interesting and humorous speech, Mr. Rutnaswami observed that decentralisation was as necessary for the progress of the T.U.C.S. as it was in the field of political organisation. When producers, including both capitalists and labourers, were well organised, it was necessary that the consumers also should be organised, otherwise they would be nowhere. Continuing, he said, that the Co-operative Store was a great unifying force, which had brought together that morning men of different political and religious persuasions, who would not otherwise have met on a common platform. The one great problem of this country, which, if solved, would automatically lead to the solution of other problems, was the problem of unity. It was not going to be solved by enunciating formulas or by manufacturing a few phrases, but by actually living a life of unity such as was facilitated by the Co-operative Store. "Therefore," said he, "all of us, however humble may be the part we take in this co-operative movement, are thereby not only materially and indirectly benefiting ourselves but also laying the foundation of the real and lasting progress, unity and freedom of the country." (Prolonged cheers.)

After the Chairman's speech, clothes were distributed to the Branch staff. Mr. Viswanatha Aiyar thanked the Chairman and Mrs. Venkatasubba Rao. Fruits and flowers were distributed to those present and the function came to a close.

GEORGE TOWN BRANCH I.

The Silver Jubilee of the Society was celebrated by this Branch on the evening of the 26th January at the Branch premises. A large number of members were present, who were treated to light refreshments and *pan supari*. Mr. N. Swaminatha Aiyar, a former Managing Director of the Society, was voted to the chair. He gave an interesting discourse on the co-operative movement and the working of the T.U.C.S. It had no doubt grown into a big society with a large membership and turnover, but it had remained a purely distributive concern all these years. It was time that it undertook production like the English store societies. The promotion of the co-operative movement, he said, meant in reality the promotion of friendship between individuals, harmony among the several communities, the uplift of the masses and the economic independence of the nation. He exhorted the members to be loyal to the Society and help its development.

The pleasant function came to a close with a vote of thanks to the chair.

PERAMBUR BRANCH.

The Jubilee celebration was held in Perambur at the Branch premises, which having been beautifully decorated with flags and festoons and co-operative mottos presented a very inviting appearance. Many members and prominent citizens of the place were present at the function.

After conversazione and inspection of the articles of the Stores, the function began with a prayer by Mr. Thirunavukkarasu Pillai, Thirupugal instructor of the local temple. The Chairman of the day, M.R.Ry. Rao Bahadur K. Venkatarama Naidu Garu, District Transportation Officer, M. & S. M. Ry., called on Mr. Sarma, Editor, *Railway Man*, to address the audience. In a long and lucid speech he expounded the advantages of co-operative distribution institutions with special reference to labour areas like Perambur. He then traced the origin and growth of the Trade Union Movement in India in the wake of co-operation. He said that the immediate task of co-operators in this country was to bring more and more directly into touch with each other co-operative producers and co-operative consumers so as to gradually eliminate the middle man. He assured the house of his support and that of his comrades of the M. & S.M.Ry. Union in increasing its membership manyfold within a very short time. Messrs. Subramania Iyer, T. Arumugam and others also spoke. The Chairman wound up the proceedings with a neat speech dwelling on some of the points dealt with by some of the speakers and assured the house of his support to the Branch.

In the afternoon there was a musical entertainment by Master K. R. Srinivasan, son of a prominent co-operator of the branch. The children were treated to light refreshments and with puja at the local temple the function came to a close.

 GEORGE TOWN BRANCH II.

In connection with the Silver Jubilee celebrations, a social gathering of members and a public meeting were arranged in this Branch. After lunch and *pansupari* were served, Mr. V. Chakkarai Chettiar, Municipal Councillor for the division, was voted to the chair. In a felicitous speech he pointed out that the Branch was sixteen years old and urged the Society to take up new lines of activity like milk-supply and to extend the benefits of the store movement to the labouring classes. Other speeches were made by Messrs. Thangavelu Mudaliar, T. P. Ramachandran and V. Venkatasubbayya. The meeting terminated with a vote of thanks to the Chairman and the guests proposed by Mr. C. S. Srinivasachariar, President of the Panchayat.

 ROYAPURAM BRANCH.

The Silver Jubilee celebration was held with great eclat on Sunday, 26—1—30 at 10 A.M. in the branch premises, which was decorated with

flags. A group photo was taken of the local Director, the Panchayat members and the Branch staff. A procession accompanied by music started at about 9-15 A.M. and after going through the principal streets terminated at the Branch premises.

Mr. M. Duraiswamy Nayakar, President of the local Panchayat, occupied the chair and called upon Mr. T. V. Venkatachari to address the gathering on behalf of the Panchayat. He gave an interesting account of the origin and growth of the Society and of the Royapuram Branch which was started in 1914 and had now grown to a membership of 200, and paid a tribute to the good work done by the late Mr. V. Venkatachariar, Mr. G. Mangesa Rao, Mr. T. S. Rajagopala Aiyar and Mr. Doraiswami Nayakar, their President.

Mr. T. S. Rajagopala Aiyar, the local Director, next exhorted the members present to enlist more members and to purchase all things in the Stores itself.

With a few words from the chair the gathering dispersed after distribution of pansupari.

TIRUVATEESWARANPET BRANCH.

This Branch celebrated the Silver Jubilee at its premises on Sunday, the 26th instant at 7-30 A.M. The premises were tastefully decorated with coloured paper and greens. A procession commenced with about a hundred members and included a Bhajana party. More members joined the procession on the way round the four Mada streets. The sight was very imposing. Among those prominent in the procession were Rao Saheb T. S. Subramania Iyer, Rao Saheb T. K. Hanumantha Rao, Pioneers of the Society, Mr. T. Srinivasa Pillai, Honorary Presidency Magistrate, Mr. P. V. Pasupathy Mudaliar, Director of the Branch, Mr. T. Ganga Prasad, the President of local Panchayat and many others.

On reaching the Branch Mr. T. Srinivasa Pillai was voted to the chair. Mr. P. V. Pasupathy Mudaliar then spoke on co-operation, tracing the history of the Society from its birth by the 14 Pioneers and on the significance of the Jubilee celebrations. He exhorted the members to make all their purchases in the Society itself and soon convert it into a Wholesale Society with autonomy for the branches.

Mr. T. S. Venkataraman spoke a few words on behalf of his father, Mr. T. S. Subramania Iyer, one of the Pioneers of the Society. Then followed a speech by Mr. Panchanatheswara Iyer, a member. Meanwhile Mr. A. Sivarama Menon, President of the Society and Messrs. Chinna-swamy Iyengar and Krishnaswami Iyengar, Secretaries of the Jubilee Celebration Committee, visited the branch and witnessed the proceedings of the day. Mr. Chinna-swami Iyengar also spoke a few words. With a short and eloquent speech by the chairman, the distribution of sugarcandy, pansupari, flowers and sandal to all present, and sweets and fruits to children, and a vote of thanks to the chair proposed by Mr. T. Ganga Prasad, the meeting terminated at 10 A.M.

KOMALEESWARANPET BRANCH.

The Silver Jubilee of the T.U.C.S. Ltd., was celebrated on a grand scale by the members of the Komaleeswaranpet Branch on Sunday, the 26th January, 1930. The Branch premises were tastefully decorated with festoons and flags bearing inspiring mottos on Co-operation. The members assembled in the hall of the branch premises and marched in procession to the Corporation Girls' School, No. 1, Pachiappa Mudaly Street, where the function was arranged to take place. A large number of members were present, prominent among whom were two Pioneers, Messrs. T. K. Hanumantha Rao and T. S. Subramania Iyer, Mr. Sivarama Menon, President, T.U.C.S., S. Subarama Iyer, Director, Nungambakkam Branch, R. Chinnaswamy Iyengar, Secretary, Jubilee Celebration Committee and N. Suriyanarayana Iyer, the local Director. A noticeable feature of the gathering was the large number of boys and girls who took part in the celebrations.

After light refreshments the members adjourned to the meeting hall where a delightful programme of local music with accompaniments was gone through. Then Rao Bahadur C. Dinadayalu Mudaliar, the President of the local Panchayat, was voted to the chair. After a few introductory remarks, the chairman requested Rao Sahibs T. K. Hanumantha Rao and T. S. Subramania Iyer to address the gathering. They spoke in English and Tamil on the advantages of the Consumers' movement and showed how much there was scope for the improvement of the T.U.C.S. by extending its activities as a wholesale distributive society dealing in many commodities. The accountant and salsemen of the Branch were then presented with Silver Jubilee Commemoration medals and the chokra with Khaddar cloth. The meeting was brought to a close after a group photo of the members and guests was taken.

 KILPAUK BRANCH.

The function of turning the first sod in connection with the construction of a building for the Kilpauk Branch of the T.U.C.S. Ltd., was made to synchronise with the celebration of the Silver Jubilee. The gathering was arranged under the shade of the big tree in the Society's compound, where the music and buntings greeted the members in the morning hours of Sunday, the 26th instant. The prominent residents of the locality and other invitees were present.

The function began with an invocation by Sriman Srinivasamurthy, who entertained the audience with Sanskrit slokas and Tamil songs.

Then Rao Bahadur H. Narayana Rao, President of the local Panchayat, proposed Mr. N. Seturama Aiyar to the Chair in a felicitous speech, in the course of which he said that the Kilpauk Branch of the Society, though one of the younger branches, was serving quite well the

needs of the people in that locality and therefore deserved the permanent abode that was soon to be constructed for it.

After Mr. Seturama Aiyar occupied the Chair, Mr. P. Subramania Aiya of the Pachiappa's College delivered an address on the ideals of the co-operative movement and paid a tribute to the Pioneers of the T.U.C.S. for their great work. Mr. P. V. Subramaniam, speaking next, referred to the bold attempt that was being successfully made by the present management of purchasing paddy from the ryots and getting it milled instead of purchasing rice from merchants. Below all the stir, agitation and seeming discontent, he said, which on the surface seemed to affect the Society, there was a steady current of advancement, and the common good was never sacrificed or abandoned by the General Body, though it was very critical in examining the work of the management. The next speakers were Messrs. T. G. Aravamudan and A. Gopaldaswami Aiyangar. After they had spoken, the Chairman requested Mr. A. Sivarama Menon, President of the Society, to turn the first sod, which he did cheerfully after a short speech.

The Chairman brought the proceedings to a close with an appropriate speech and the gathering dispersed after the distribution of sweets and pansupari.

ROYAPETTAH BRANCH.

The members of the Royapettah Branch met at the Branch premises at 8 A.M. on Sunday, the 26th January, 1930, for the celebration of the Silver Jubilee. The buildings was decorated with thoranams, plantain trees, etc. *Nagaswaram* was in attendance throughout the function.

Rao Sahib P. K. Subbier was unanimously voted chairman for the meeting. After prayer Mr. K. Venkataramier, the President of the local Panchayat, said that the Royapettah branch was started on 12th September 1924, with about 30 members and the sales in the first month amounted only to Rs. 1,000. Gradually the number of members had risen to 120 and the monthly sales to about Rs. 4,000. The sales would have been even higher had the Gopalapuram Branch not been started some time ago. He hoped the loyalty of the members would remain unshaken and even grow.

Mr. V. Venkatasubbiah, the local Director, speaking next dwelt at some length on the scope there was for extending the co-operative movement on other lines such as providing buildings, etc., and requested the members to make their purchase in the Stores.

The chairman in his concluding remarks said that there is much scope for the economic improvement of the middle class if they become loyal and staunch co-operators.

The chairman was garlanded after his concluding remarks. Flowers, pansupari, fruits and sweets were then distributed to those present and the function came to a close.

SOWCARPET BRANCH.

The Silver Jubilee of the Society was celebrated by the Sowcarpet Branch on 26th January at its premises, which were specially decorated for the occasion. The function began at 8 A.M. when refreshments were served to all present. A meeting was then held with Mr. T. Pattabhirama Aiyar, the local Director, in the chair. He traced the origin and history of the Society, and explained the working of its branches. Professor C. S. Srinivasa Chariar addressed the meeting at some length on the Co-operative movement and after referring to the work of the Society suggested several useful ways in which it could be improved, such as developing productive departments. He exhorted the members to be loyal to the Society and make their purchases only at the Stores.

Mr. T. N. Thangavelu Mudaliar and Mr. P. S. Srinivasa Chetty also addressed a few words, the former delivering his speech in Tamil.

The proceedings were brought to a close with a vote of thanks to the chair and the speakers and visitors proposed by Mr. T. P. Ramachandra Iyer. All present were garlanded, and with the distribution of pansupari and fruits the proceedings terminated. In connection with these celebrations the staff of the branch were (at a subsequent meeting) presented each with a khaddar shawl and a group photo was also taken.

VEPERY BRANCH.

The Silver Jubilee of the T.U.C.S. was celebrated at the Vepery Branch in the afternoon of the 26th January 1930. In the open space in front of the building were assembled a good number of members of the local branch. Members and invitees from other branches also responded. The proceedings began with music and serving of refreshments and tea to the members assembled. The function was presided over by Mrs. Rukmani Lakshmipathi who introduced Dr. Santanakrishna Pillai who spoke in Tamil about the growth and development of the co-operative movement in England and in the continent of Europe. Dr. Pillai spoke of the wonderful organisation of the co-operative movement in the European countries and suggested that the Triplicane Society ought in the coming years to undertake the true function of bringing the producer and consumer together and undertake to be a big Wholesale. The President concluded the meeting with happy reference to the work of the Society.

After the usual thanks to the Chairman and the lecturer the proceedings terminated and a group photo was taken. Credit is due to the President and Panchayatdars for having made the function a success.

GOPALAPURAM BRANCH.

The Silver Jubilee of the T.U.C.S. Ltd., and the first Anniversary of the Gopalapuram Branch were held in the Government Servants' Co-operative Society's Hall under the presidency of Mr. N. Subramaniam, Lecturer in Geography, Teachers' College and the local Director of the Society. Almost all the residents of Gopalapuram and Shanmugapuram were present. Among others were Messrs. S. K. Yegnanarayana Iyer, T. K. Hanumantha Rao, T. S. Subramania Iyer and V. Venkatasubbiah. After prayer, the Chairman referred to the attitude of some of the members of other branches towards branches which were selling below the minimum and said that a co-operative society cannot fix a certain minimum amount when its primary object is service and the propagation of co-operative ideals.

Mr. P. K. Bhujanga Rao who spoke next, traced the origin of the Branch and said that the Society needed reorganisation in the light of the "Decentralisation Scheme" as adumbrated by some of the prominent members of the Society like Mr. Hanumantha Rao.

Mr. Yegnanarayana Iyer narrated the history of the consumers' movement in England and said that the societies in England had taken to production along with distribution. He said that the T.U.C.S. was not so incorrigibly bad as was thought of. Decentralisation was good in principle, but putting it into practice involved many difficulties. But an experiment could be made with regard to branches like Mylapore, Triplicane and Gopalapuram. Gopalapuram was not a big branch from the point of view of sales but it was a well-knit colony of people with many common interests. Unity was easier there than in other branches. So the experiment of decentralisation could be successfully tried in Gopalapuram.

Mr. T. K. Hanumantha Rao, in his own inimitable style, described the T.U.C.S. of 20 years ago and said that the smaller the organisation the greater was the interest the members evinced. The T.U.C.S. had developed, but correspondingly the ideals and the example of the English movement had not been followed. He appealed for the reorganisation of the Society on the lines of the decentralisation scheme which he has framed.

Mr. T. S. Subramania Iyer compared the Indian Consumers' movement with that of the European countries and said that women must be the members of the Society and the whole Society must be run by them.

After a few remarks from the chair, the meeting adjourned to the Gopalapuram School Hall where there was the Social gathering which was followed by scout demonstrations by the Boy Scouts of "The Gopal Troup."

 VILLIVAKKAM BRANCH.

The Villivakkam Branch celebrated the Silver Jubilee of the T.U.C.S. on Sunday morning, Dr. H. Venkanna Devar presiding. Prayer over, sweets, fruits and pansupari were distributed to all those present, mem-

bers and non-members, including children. A procession with *Nagaswaram* went through the principal streets of the place and assembled again at the Branch premises, to hear an inspiring address on co-operation from Mr. M. K. Sundaravaradachariar, who is the oldest member of the Society residing at Villivakkam, counting his membership from 1906.

He spoke of his intimate acquaintance with some of founders of the Society and felt proud that the teaching profession to which he belonged had contributed as many as 6 of the 14 Pioneers. Co-operation, he said, was based upon the bed-rock, self-help, and teachers had their noble task in installing and inculcating high ideals of service in the rising generation not only to benefit them but also the people at large. One of the manifold benefits conferred by the establishment of a Branch of the T.U.C.S. at Villivakkam was, he said, that it had saved a number of people from the hands of those who were preying upon their credulity and from those who had introduced the credit system. To the chagrin of the middlemen and to the benefit of co-operators, the Branch had taken root. The function terminated with a vote of thanks to the chair and the speaker.

MUTHIALPET BRANCH.

The Muthialpet Branch of the T.U.C.S. Ltd. celebrated the Silver Jubilee in orthodox Hindu style. The branch premises were decorated with mango festoons and plantain trees. On the 26th morning at 8 A.M. in the presence of about 150 members, the picture of Goddess Lakshmi, was placed on a high pedestal and pooja was performed in true Hindu style, with prayers that the Society should develop its activities more and more and that before the Golden Jubilee it should be among the foremost societies of the world. *Nagaswaram* played from 6 A.M. to 9 A.M. The distribution of pansupari, sandal, fruits and sweets to those who were present brought the function to a close.

A feature of the celebration was the presentation of Khaddar cloths to the Branch staff, as desired by the members, which presentation, apart from its value, served as a reminder of the fact that true and loyal service with courteous behaviour never went unrecognised.

"MARKANDEYA."

The T. U. C. S. Employees' Association put on boards the Tamil drama "Markandeya" on Wednesday, the 29th of January, 1930, in the Silver Jubilee Pandal at 6 P.M. before a bumper house, consisting of several distinguished persons including the Hon'ble Mr. M. R. Seturatnam Iyer, Minister for Development to the Government of Madras, who at some personal inconvenience graced the occasion with his presence. There was a very large number of ladies and children present and great enthusiasm prevailed throughout.

The Hon'ble Mr. Seturatnam Iyer paid a glowing tribute to the actors. He said that in the olden days every Royal Household had its stage, and all Puranic plays were staged for the education of the masses. He asked the actors to cultivate the art for art's sake, and hoped that in the

days to come, the T. U. C. S. Employees' Association would be a source of inspiration and help to the nation as a whole. He expressed a hope that the Association would take up the staging of Co-operative dramas also which would best bring home to the masses of the country, the advantages of co-operation.

Mr. Sivarama Menon in thanking the actors said that they had indeed given them a treat which far surpassed their expectations. The actors had acquitted themselves well and their performance was indeed better than that of professionals. He said that it would be invidious to make distinctions between the players, but that he could not, however, pass without making special mention of "Markandeya" for his excellent music and acting. He wished that the members of the Association would cultivate the histrionic art more and more and prayed for their welfare in the future. He then thanked Messrs. R. Chinnaswami Iyengar and T. S. Krishnaswami Iyengar for the valuable services rendered by them in making the Silver Jubilee celebration a great success.

Then Mr. K. V. Sastri, who took very great interest and who was mainly responsible for the getting up of the performance, on behalf of the Employees' Association thanked the President and the members of the Silver Jubilee Committee for having given the members of the Association an opportunity to display their histrionic talents, eulogised the services of the conductor, Mr. P. D. V. Krishnan, to whom the success of the performance was entirely due and thanked Mr. Murugesu Mudaliar, the author of the play, for having permitted the members to stage the drama. The conductor and the author were then garlanded amidst cheers which brought the function to a close.

CAST OF CHARACTERS.

MRUGANDU	..	<i>T. S. Balasubramanian</i>
MARUTHUVATHI	..	<i>P. K. Visvanathan</i>
MARKANDEYA	..	<i>K. Santhanam</i>
YAMA	..	<i>T. K. T. Chari</i>
KAMANDU	..	<i>R. Srinivasaraghavan</i>
INDRA	..	<i>V. V. Rangachari</i>
SIVA	..	<i>P. R. S. Raghavan</i>
NARADA	}	.. <i>V. R. Srinivasan</i>
KURATHI		
VISHNU		
BRAHMA	}	.. <i>E. A. Venkateswaran</i>
VEDAVYASA		
CHITHRAGUPTHA		
BRIHASPATHI	..	<i>V. Krishna Rao</i>
TEACHER	..	<i>P. R. S. Raghavan</i>
DOOMAKETHU	..	<i>V. G. Raj</i>
LAMBODARA	}	.. <i>S. Muthurangam</i>
KURAVA		
RAKTHAKESA	..	<i>N. Palani Mudaly</i>
SCHOOL BOYS, ATHITHIS & PANDARAMS	..	<i>Others</i>

EXTRACTS FROM THE VISITORS' BOOK.

I was charmed with all that I saw, read or heard. It is really an eye-opener to any Co-operative Officer to come and see here the first big instance of success of a Co-operative Wholesale in India. The chief reason for this I find is that the Store and its branches seem to have honest and conscientious workers controlled by a live Directorate controlling all their activities and to the fact that all sales are confined to members only, who on their side are very loyal. The fact that branches are opened in all quarters of the town must also be a powerful factor. I wish the Stores every success and I am confident that at this rate it will soon be a replica of the lesser Co-operative Wholesales at least of Europe. The only points I would draw special attention to is provision of large central godowns so as to permit of bulk purchase specially of food staples and the exploring of mofussil sources of supply of food products. Both these I understand are already under contemplation.

On the whole I can only say that it is far and away the best Store I have seen anywhere in India and bids fair to be soon one of the best any where. I wish it success from the bottom of my heart.

(Sd.) A. RAHIM,

Development Officer,

Co-operative Societies, Bihar & Orissa.

7-1-1926.

It is with much interest that I have seen the working of a Co-operative Society in India. Undoubtedly Co-operation is the note of the new era and if India is to be the bright gem in the British Empire crown, then this work must be pushed on energetically. Compared with the Co-operative Societies in Britain there is a great deal of development possible in the direction of production of the necessaries of life. For instance, why should not this Society aim at providing most of the members' requirements: cloths, sandals, and articles of apparel? If departments were established and well managed, there is no reason why such developments should not be as successful as are such efforts in the British Isles. The founders have been wise in securing the property for Head Office and I would suggest that a greater use might be made of the available space at the back of this property.

I shall think with kindness of this great effort and sincerely trust that this movement will grow rapidly, and, that the Directors will devote thought and energy to spread abroad the ideals for which the Society exists.

(Sd.) WILLIAM MCLELLAN,

Councillor, Glasgow.

12-1-1926.

I visited the Triplicane Urban Co-operative Society, Ltd., to-day and was much interested in what I saw. We have very few stores in Burma, and those which we have are not very successful. I am taking away with me a set of forms and bye-laws, and shall see whether any improvement is possible in Burma stores on the lines which have proved so successful here.

(Sd.) H. STEVENSON,
21-1-1926. *Registrar, Co-operative Societies, Burma.*

It has given me the greatest pleasure to visit the premises of the T.U.C.S. to-day. I have learnt much of interest and have met many friends and have become a member of the Society. I am now firmly convinced of the future of Co-operation.

(Sd.) E. F. BARBER,
5-4-1926. *E. & S. Wholesale Co-operative Society, Ltd.*

With some members of the Committee I had the pleasure of visiting the Triplicane Stores this morning. I was much impressed by the excellent work this Society is doing; its fame has gone far beyond Madras and its daily transactions run to thousands of rupees. I trust that the proposal at present under consideration by the Society to obtain its requirements from the various Co-operative Societies of Producers throughout the province will mature. We are much indebted to the members of the Board for their courtesy in explaining to us the activities of the Society, to which we wish all success.

(Sd.) C. N. TOWNSEND,
14-10-1927. *President of the
Committee on Co-operation in Madras.*

I spent two pleasant hours discussing the internal working and management of the Triplicane Urban Co-operative Stores with members of the Committee and they very courteously gave me all the information I required. The fact that Stores have more often failed than succeeded in the East made the visit more interesting, and I tried to illicit how this Society manages to retain a loyal membership, while most other stores find themselves deserted after a short period. It is hard to get a satisfactory explanation, but it may, perhaps, be found in the unselfish enthusiasm and ceaseless propaganda of the original promoters of the Society. The Society has built up a fine reputation for quality of goods and for fair dealing, and is well served in its staff. The honorary work is heavy, but there seems to be no lack of capable persons willing and ready to carry it on efficiently. This is probably the secret of the success. I am glad to have visited the Society and record my thanks for the courtesy with which I was treated.

(Sd.) R. BOYD,
4-12-1928. *Assistant Registrar of Co-operative Societies,
F. M. S. and S. S.*

HONORARY OFFICERS & EMPLOYEES.

MEMBERS OF THE EXECUTIVE COUNCIL AND BOARD
OF DIRECTORS.

(AS ON THE DAY OF SILVER JUBILEE)

MEMBERS OF THE EXECUTIVE COUNCIL.

- M.R.Ry., A. Sivarama Menon Avl., B.A., B.L., President.
 „ V. Venkatasubbiah Avl., B.A., Managing Director.
 „ D. V. Neelameghachariar Avl., B.A., B.L., Legal Adviser.
 „ V. S. Kallabiran Iyengar Avl., B.A., B.L.
 „ S. K. Yegnanarayana Iyer Avl., M.A.

BOARD OF DIRECTORS.

- | | | |
|----------|---|--------------------|
| M.R.Ry., | A. Sivarama Menon Avl., B.A., B.L., | Egmore |
| „ | V. Venkatasubbiah Avl., B.A., | Royapettah |
| „ | D. V. Neelameghachariar Avl., B.A., B.L., | Kilpauk |
| „ | S. K. Yegnanarayana Iyer Avl., M.A., | Madhavapuram |
| „ | V. S. Kallabiran Iyengar Avl., B.A., B.L., | Vepery |
| „ | V. S. Narasimha Sastriar Avl., | Triplicane |
| „ | M. Parthasarathy Iyengar Avl., B.A., | Car Street |
| „ | P. V. Pasupathy Mudaliar Avl., | Tiruvateeswaranpet |
| „ | K. Narasimha Iyengar Avl., B.A., B.L., | Mylapore I |
| „ | Dr. M. Subramania Iyer Avl., B.A., M.B., C.M., | Mylapore II |
| „ | N. Subramanyan Avl., M.A., L.T. | Gopalapuram |
| „ | S. Subbarama Iyer Avl., M.A., Dip. Ec. | Nungambakam |
| „ | N. Surianarayana Iyer Avl., M.A., M.L., LL.B., | Komaleeswaranpet |
| „ | A. Manikka Mudaliar Avl., | Purasawalkam |
| „ | T. Pattabhirama Iyer Avl., B.A., B.L. | Sowcarpet |
| „ | S. R. Ganesa Iyer Avl., | George Town I |
| „ | T. S. Narasimhachariar Avl., | George Town II |
| „ | T. S. Rajagopala Iyer Avl., B.A., B.L., | Royapuram |
| „ | S. R. Surianarayana Iyer Avl., | Perambur |
| „ | V. Subramania Iyer Avl., | Saidapet I |
| „ | S. Appadurai Pillai Avl., | Saidapet II |
| „ | C. S. Srinivasa Rao Avl., | Mambalam |
| „ | Rao Sahib T. S. Subramania Iyer Avl., M.A., L.T., | Chepauk |
| M.R.Ry. | G. Venkatachellam Garu, Secretary. | |

STANDING COMMITTEES OF THE T. U. C. S.

AS ON THE DAY OF THE SILVER JUBILEE

PURCHASE COMMITTEE.

1. M.R.Ry. S. Subbarama Iyer Avl., M.A.
2. „ T. S. Narasimhachariar Avl.
3. „ M. Parthasarathi Iyengar Avl., B.A.

TESTING COMMITTEE.

1. M.R.Ry. R. Doraiswami Iyengar Avl. (*Convener*).
2. „ T. S. Krishnaswami Iyengar Avl., B.A., B.L.
3. „ R. Subbier Avl.
4. „ C. K. Vedantadesikachariar Avl.
5. „ T. Ganga Prasad Avl.
6. „ C. Nagaratna Mudaliar Avl.
7. „ M. S. Sabesan Avl., M.A.
8. „ L. N. Subramaniam Avl., M.A.
9. „ P. K. Bujanga Rao Avl., B.A.

EDUCATION COMMITTEE.

1. M.R.Ry. V. Venkatasubbiah Avl., B.A. (*Convener*).
2. „ A. Sivarama Menon Avl., B.A., B.L.
3. „ Rao Saheb T. S. Subramania Iyer Avl., M.A., L.T.
4. „ S. K. Yegnanarayana Iyer Avl., M.A.
5. „ K. C. Ramakrishnan Avl., M.A.

PANCHAYATDARS

AS ON THE DAY OF THE SILVER JUBILEE.

CHEPAUK.

- M.R.Ry. C. Rajaratna Mudaliar Avl., *President*,
 „ P. G. Sankara Iyer Avl.,
 „ S. Subramania Iyer Avl.,
 „ P. Ranganatha Mudaliar Avl.,
 „ S. Jagadesa Iyer Avl.

TRIPLICANE.

- M.R.Ry. T. S. Krishnaswami Iyengar Avl., *President*,
 „ V. Srinivasan Avl.,
 „ M. R. Ranganathan Avl.,
 „ R. Duraiswami Iyengar Avl.,
 „ A. Rama Rao Avl.

CAR STREET.

- M.R.Ry. R. Chinnaswami Iyengar Avl., *President*,
 „ P. K. Srinivasachariar Avl.,
 „ A. N. Rangaswami Iyengar Avl.,
 „ A. P. Srinivasachariar Avl.,
 „ Y. Ragunatha Rao Avl.

TIRUVATEESWARANPET.

- M.R.Ry. T. Gangaprasad Avl., *President*,
 „ T. Aiyaswami Mudaliar Avl.,
 „ C. Venkatramana Iyer Avl.,
 „ C. Thiruvengada Mudaliar Avl.,
 „ D. Arunachalliah Avl.

KOMALEESWARANPET.

- M.R.Ry. C. Deenadayalu Mudaliar Avl., *President*,
 „ M. E. Venkatesa Nayakar Avl.,

- M.R.Ry. V. Vijayaraghavalu Avl.,
 „ R. T. Chelvaraja Mudaliar Avl.,
 „ T. Vijayaraghavalu Pillai Avl.

EGMORE.

- M.R.Ry. D. Bakthavatsalu Naidu Avl., *President*,
 „ S. Venkatramanjalu Naidu Avl.,
 „ C. M. Krishnaswami Mudaliar Avl.,
 „ K. Seshagiri Rao Avl.,
 „ N. Rama Iyer Avl.

MYLAPORE I.

- M.R.Ry. Watrap S. Subramania Iyer Avl., *President*,
 „ K. S. Swaminatha Iyer Avl.,
 „ Syed Gouse Mohideen Avl.,
 „ K. V. Srinivasa Iyer Avl.,
 „ T. S. Ramaiah Avl.

MYLAPORE II.

- M.R.Ry. D. Sundaravaradachariar Avl., *President*,
 „ T. S. Theagaraja Pillai Avl.,
 „ G. V. Krishnamurthi Iyer Avl.,
 „ A. Ramaswami Iyer Avl.

ROYAPETTAH.

- M.R.Ry. K. Venkatrama Iyer Avl., *President*,
 „ R. Sriramachar Avl.,
 „ N. Narayana Iyer Avl.,
 „ R. V. Subramaniam Avl.,
 „ N. Rama Rao Avl.

PURASAWALKAM.

- M.R.Ry. M. Vaidyanatha Iyer Avl., *President*,
 „ M. Appadurai Pillai Avl.,
 „ H. Rama Rao Avl.,
 „ K. Ramarathnam Iyer Avl.

NUNGAMBAKAM.

- M.R.Ry. C. Papiah Naidu Avl., *President*,
 „ M. Subramania Iyer Avl.,
 „ C. R. Srinivasa Iyer Avl.,
 „ N. Venkatavarada Iyengar Avl.,
 „ M. S. Krishnaswami Avl.

KILPAUK.

- M.R.Ry. H. Narayana Rao Avl., *President*,
 „ A. Gopalaswami Iyengar Avl.,
 „ C. Kuppuswami Mudaliar Avl.,
 „ T. S. Panchapakesa Mudaliar Avl.,
 „ P. Seshachala Sastriar Avl.

VEPERY.

- M.R.Ry. D. Sankaranarayana Avl., *President*,
 „ T. K. Krishnaswami Iyengar Avl.,
 „ E. R. Balakrishnan Avl.,
 „ V. Dharmaraja Mudaliar Avl.,
 „ C. P. Kalyanasundara Mudaliar Avl.

PERAMBUR.

- M.R.Ry. T. V. Thirunavukarasu Avl., *President*,
 „ G. Venkatachari Avl.,
 „ P. S. Kandaswami Mudaliar Avl.,
 „ T. V. Sivakolundu Avl.,
 „ R. Natarajan Avl.

SAIDAPET I.

- M.R.Ry. S. Ramaswami Chetty Avl., *President*,
 „ R. V. Ramaswami Chetty Avl.,
 „ A. Kailasam Iyer Avl.,
 „ R. Sadagopa Iyengar Avl.,
 „ K. Yegnaswami Iyer Avl.

SAIDAPET II.

- M.R.Ry. M. K. Balagopala Pillai Avl., *President*,
 „ S. Ranganatha Mudaliar Avl.,
 „ R. Kuppuswami Naidu Avl.,
 „ C. M. Ranganayakalu Naidu Avl.,
 „ M. L. Chinna-swami Naidu Avl.

MAMBALAM.

- M.R.Ry. S. Hari Rao Avl., *President*,
 „ T. S. Ramanuja Iyengar Avl.,
 „ K. R. Krishnaswami Iyengar Avl.,
 „ P. Balasubramaniam Avl.,
 „ C. Sampath Iyengar Avl.

SOWCARPET.

- M.R.Ry. M. Duraiswami Naidu Avl., *President*,
 „ C. Narasimhachariar Avl.,
 „ T. P. Ramachandra Iyer Avl.,
 „ T. N. Thangavelu Mudaliar Avl.,
 „ R. Bhujanga Rao Avl.

GEORGE TOWN I.

- M.R.Ry. T. S. Lakshmana Iyer Avl., *President*,
 „ R. S. Venkatrama Iyer Avl.,
 „ P. V. Murugiah Chetty Avl.,
 „ A. R. Venkatrama Iyer Avl.,
 „ D. Ramachandra Iyer Avl.

GEORGE TOWN II

- M.R.Ry. E. Loganatha Mudaliar Avl., *President*,
 „ G. Srinivasan Avl.,
 „ C. S. Srinivasachari Avl.,
 „ C. Subbaramiah Avl.,
 „ T. Padmanabhan Avl.

ROYAPURAM.

- M.R.Ry. M. Duraiswami Nayaker Avl., *President*,
 „ N. Govindaswami Nayaker Avl.,
 „ A. V. Ramanujachari Avl.,
 „ T. P. Venkatachari Avl.,
 „ C. Purushotham Naidu Avl.

GOPALAPURAM.

- M.R.Ry. C. K. Madusudana Rao Avl., *President*,
 „ M. G. Sundararajan Avl.,
 „ T. M. Somasundaram Pillai Avl.,
 „ S. V. Visvanatha Iyer Avl.,
 „ K. P. Krishna Iyer Avl.

MADHAVAPURAM.

- M.R.Ry. T. R. Krishnaswami Iyer Avl., *President*,
 „ T. R. Sundara Iyer Avl.,
 „ A. Sundaram Iyer Avl.,
 „ C. S. Venkatrama Iyer Avl.,
 „ R. Mahalinga Iyer Avl.

VILLIVAKKAM.

- M.R.Ry. N. Varadarajalu Naidu Avl., *President*,
 „ G. Rangaswami Iyer Avl.,
 „ K. Radhakrishna Iyer Avl.,
 „ M. V. Subrahmania Iyer Avl.,
 „ K. Ramanatha Iyer Avl.

MUTHIALPET.

- M.R.Ry. V. K. Ramanatha Iyer Avl., *President*,
 „ M. Venkatrama Iyer Avl.,
 „ K. S. Visvanathan Avl.,
 „ T. K. Rangaswami Iyer Avl.,
 „ N. P. Rama Iyer Avl.
-

SUCCESSION LIST OF PRESIDENTS.

Rao Bahadur K. B. Ramanatha Iyer, M.A., B.L.	..	28—7—1909 to 5—10—1913.
Rt. Hon. V. S. Srinivasa Sastri, P.C., C.H.	..	23—11—1913 to 27—6—1915.
Mr. A. Venkatasubba Rao, B.A., B.L.	..	27—6—1915 to 22—8—1915.
Dr. M. Subramania Iyer, B.A., M.B. & C.M.	..	22—8—1915 to 18—3—1917.
Mr. T. R. Venkatarama Sastri, B.A., B.L., C.I.E.	..	18—3—1917 to 13—4—1924.
Mr. A. Sivarama Menon, B.A., B.L.	..	13—4—1924 to 7—8—1927.
Mr. T. S. Anantarama Iyer, B.A., B.L.	..	7—8—1927 to 21—1—1928.
Mr. A. Sivarama Menon, B.A., B.L.	..	21—1—1928 to

SUCCESSION LIST OF THE DIRECTORS OF THE T. U. C. S.

1906

M.R.Ry.	K. P. Madhava Rao Avl., B.A., M.L. (<i>Legal Adviser</i>).
,,	V. S. Srinivasa Sastri Avl., B.A., L.T.
,,	K. B. Ramanatha Iyer Avl., M.A., B.L., L.T.
,,	S. Srinivasa Iyer Avl., B.A., B.L.
,,	S. Veeraraghavachariar Avl.
,,	C. V. Krishnaswami Iyer Avl., B.A., M.B. (<i>Secretary</i>).

1907

M.R.Ry.	K. P. Madhava Rao Avl., B.A., M.L. (<i>Legal Adviser</i>).
,,	K. B. Ramanatha Iyer Avl., M.A., B.L., L.T.
,,	M. Subrahmania Iyer Avl., B.A., M.B. & C.M.
,,	S. Veeraraghavachariar Avl.
,,	K. Mangesh Rao Avl., B.A., L.T. (<i>Secretary</i>).
,,	K. Chinnathambi Pillai Avl., B.A., L.T.

1908

M.R.Ry.	K. P. Madhava Rao Avl., B.A., M.L. (<i>Legal Adviser</i>).
,,	K. B. Ramanatha Iyer Avl., M.A., B.L., L.T.
,,	M. Subrahmanya Iyer Avl., B.A., M.B. & C.M.
,,	K. Chinnathambi Pillai Avl., B.A., L.T.
,,	S. Anavarathavinayagam Pillai Avl., M.A., L.T.
,,	V. Ramaswami Dikshitar Avl. (<i>Secretary</i>).
,,	S. Venkataramana Iyer Avl., B.A., B.L.
,,	T. Natesa Iyer Avl., B.A., B.L.

1909

- M.R.Ry. K. B. Ramanatha Iyer Avl., M.A., B.L., L.T. (*President*).
 „ T. Natesa Iyer, B.A., B.L. (*Legal Adviser*).
 „ S. Venkataramana Iyer, B.A., B.L.
 „ S. Anavarathavinayagam Pillai Avl., M.A., L.T.
 „ B. Venkata Rao Avl.
 „ V. Masilamani Pillai Avl., B.A., B.L.

1910

- M.R.Ry. K. B. Ramanatha Iyer Avl., M.A., B.L., L.T. (*President*).
 „ T. Natesa Iyer Avl., B.A., B.L. (*Legal Adviser*).
 „ S. Venkataramana Iyer, B.A., B.L.
 „ S. Anavarathavinayagam Pillai Avl., M.A., L.T.
 „ V. S. Ramaswami Sastri Avl., B.A., B.L. (*Hony. Secretary*).
 „ A. Krishnaswami Iyer Avl., B.A.
 „ K. Chinnathambi Pillai Avl., B.A., L.T.
 „ A. Rangaswami Iyengar Avl., B.A., B.L.

1911

- M.R.Ry. K. B. Ramanatha Iyer Avl., M.A., B.L., L.T. (*President*).
 „ T. Natesa Iyer Avl., B.A., B.L. (*Legal Adviser*).
 „ V. S. Ramaswami Sastri Avl., B.A., B.L.
 „ S. Somasundaram Pillai Avl., B.A., B.L.
 „ S. Viraraghavachariar Avl.
 „ T. Gopaldaswami Iyer Avl., B.A.

1912

- M.R.Ry. K. B. Ramanatha Iyer Avl., M.A., B.L., L.T. (*President*).
 „ T. Gopaldaswami Aiyar Avl., B.A.
 „ K. P. Madhava Rao Avl., B.A., M.L.
 „ T. Narasimha Iyengar Avl., B.A., B.L.
 „ A. Sivarama Menon Avl., B.A., B.L.
 „ S. Veeraraghavachariar Avl.
 „ V. S. Ramaswami Sastri, B.A., B.L.

1913

- The Hon. V. S. Srinivasa Sastri, B.A., L.T. (*President*).
 M.R.Ry. T. N. Gopaldaswami Mudaliar Avl., B.A., B.L. (*Legal Adviser*).
 „ A. Sivarama Menon Avl., B.A., B.L.
 „ T. Chelvakesavaraya Mudaliar Avl., M.A.
 „ B. Hanumantha Rao Avl., B.A.
 „ A. Venkatasubba Rao Avl.

1914

- The Hon'ble V. S. Srinivasa Sastri Avl., B.A., L.T. (*President*).
 Rao Bahadur G. Narayanaswami Chetti Avl.
 M.R.Ry. T. V. Gopaldaswami Mudaliar Avl., B.A., B.L. (*Legal Adviser*).
 „ A. Sivarama Menon Avl., B.A., B.L.

Dr. M. Subramania Aiyar Avl., B.A., M.B.C.M.
 M.R.Ry. T. Chelvakesavaroya Mudaliar Avl., M.A.
 „ A. Venkatasubba Rao Avl.

1915

Dr. M. Subramania Aiyar Avl., B.A., M.B.C.M. (*President*).
 Rao Bahadur G. Narayanaswami Chetti (*Managing Director*).
 M.R.Ry. V. N. Kuppu Rao Avl., B.A., B.L.
 „ K. B. Ramanatha Aiyar Avl., M.A., B.L., L.T.
 „ S. Veeraraghavachariar Avl.
 „ M. Dakshinamurthi Aiyar Avl.
 Md. Sadulla Badsha Sahib Bahadur Avl.
 M.R.Ry. T. V. Goplaswami Mudaliar Avl. (*Legal Adviser*).

1916

Dr. M. Subramania Aiyar Avl., B.A., M.B.C.M. (*President*).
 M.R.Ry. V. N. Kuppu Rao Avl., B.A., B.L. (*Legal Adviser*).
 Rao Bahadur G. Narayanaswami Chetti (*Managing Director*).
 M.R.Ry. K. B. Ramanatha Aiyar Avl., M.A., B.L., L.T.
 Dr. M. Dakshinamurthi Aiyar Avl.
 M.R.Ry. S. Veeraraghavachariar Avl.
 Md. Sadulla Badsha Sahib Bahadur Avl.

1917

M.R.Ry. T. R. Venkatarama Sastri Avl., B.A., B.L. (*President*).
 „ A. Sivarama Menon Avl., B.A., B.L. (*Legal Adviser*).
 Dewan Bahadur A. Krishnaswami Aiyangar Avl., B.A., I.S.O. (*Managing Director*).
 M.R.Ry. V. S. Ramaswami Sastri Avl., B.A., B.L.
 Rai Sahib G. Venkataranga Rao, M.A.
 M.R.Ry. S. Muthia Mudaliar Avl., B.A., B.L.
 „ C. Doraiswami Aiyangar Avl., B.A.

1918, '19 & '20

M.R.Ry. T. R. Venkatarama Sastri, B.A., B.L. (*President*).
 „ A. Sivarama Menon Avl., B.A., B.L. (*Legal Adviser*).
 „ A. Venkatasubba Rao Avl.
 „ V. S. Ramaswami Sastri Avl., B.A., B.L.
 Rai Sahib G. Venkataranga Rao, M.A.
 M.R.Ry. S. Muthiah Mudaliar Avl., B.A., B.L.
 „ C. Duraiswami Iyengar Avl., B.A.

1921

M.R.Ry. T. R. Venkatarama Sastri Avl., B.A., B.L. (*President*).
 „ A. Sivarama Menon Avl., B.A., B.L. (*Legal Adviser*).
 „ A. Venkatasubba Rao (*Managing Director up to 21st Aug., 1921*).
 „ K. Raghavachariar Avl.
 „ V. S. Govindachariar Avl., B.A., B.L.
 „ Sami Venkatachallani Chetti Avl.

- M.R.Ry. G. Mangesh Rao Avl. (*Managing Director from 21st Aug. 1921*).
 „ M. Rathnaswami Avl., M.A., Bar-at-Law (*from 1st Sep., 1921*).

1922

- M.R.Ry. T. R. Venkatarama Sastriar Avl., B.A., B.L. (*President*).
 „ A. Sivarama Menon Avl., B.A., B.L. (*Legal Adviser*).
 „ G. Mangesh Rao Avl. (*Managing Director*).
 „ A. Venkatasubba Rao Avl.
 „ V. S. Govindachariar Avl., B.A., B.L.
 „ Sami Venkatachalam Chetti Avl.
 „ M. Rathnaswami Avl., M.A.

1923

- M.R.Ry. T. R. Venkatarama Sastriar Avl., B.A., B.L. (*President*).
 „ A. Sivarama Menon Avl., B.A., B.L. (*Legal Adviser*).
 „ A. Venkatasubba Rao Avl. (*Managing Director from 15th March, 1923*).
 „ M. Rathnaswami Avl., M.A.
 „ V. S. Govindachariar Avl., B.A., B.L.
 Rao Bahadur A. Vedachala Iyer Avl., B.A.
 „ N. Swaminatha Iyer Avl., B.A., B.L.

1924

- M.R.Ry. A. Sivarama Menon Avl., B.A., B.L. (*President*).
 „ V. Ramadas Pantulu Avl., B.A., B.L. (*Legal Adviser*).
 „ N. Swaminatha Iyer Avl., B.A., B.L. (*Managing Director*).
 „ V. S. Govindachariar Avl., B.A., B.L. (*Managing Director*).
 Rao Bahadur A. Vedachala Iyer Avl., B.A.
 „ M. Parthasarathi Iyengar Avl., B.A.
 „ T. S. Anantharama Iyer Avl., B.A., B.L.

1925

- M.R.Ry. A. Sivarama Menon Avl., B.A., B.L. (*President*).
 „ T. S. Anantharama Iyer Avl., B.A., B.L. (*Managing Director*).
 „ A. Venkatachalam Pantulu Avl., B.A., B.L. (*Legal Adviser*).
 „ S. Venkatarama Iyer Avl., B.A., B.L.
 „ G. A. Vaidyarama Iyer Avl., B.A.
 „ M. Parthasarathi Iyengar Avl., B.A.
 „ K. S. Muthuswami Iyer Avl.
 „ T. Srinivasa Pillai Avl.
 Dr. P. K. Krishna Rao, L.M. & S.
 M.R.Ry. C. N. Venkatakrisna Iyer Avl.
 „ N. Viswanatha Iyer Avl., B.A., B.L.
 „ S. Satyamurti Avl., B.A., B.L.
 Rao Bahadur A. C. Pranatharthihara Iyer Avl., B.A., I.S.O.
 Dr. V. Rama Kamath.

116

- M.R.Ry. S. Parthasarathi Iyengar Avl.
 „ T. Pattabhirama Iyer Avl., B.A., B.L.
 „ T. S. Rajagopala Iyer Avl., B.A., B.L.
 „ S. R. Suriyanarayana Iyer Avl.
 „ V. Subrahmania Iyer Avl.
 Khan Bahadur S. K. Abdul Razack Sahib Bahadur.

1926

- M.R.Ry. A. Sivarama Menon Avl., B.A., B.L. (*President*).
 „ T. S. Anantharama Iyer Avl., B.A., B.L. (*Managing Director*).
 „ A. Venkatachalam Pantulu Avl., B.A., B.L. (*Legal Adviser*).
 „ N. Viswanatha Iyer Avl., B.A., B.L.
 „ G. A. Vaidyarama Iyer Avl.
 „ M. Parthasarathi Iyengar Avl., B.A.
 „ A. Balakrishna Pillai Avl.
 „ T. Srinivasa Pillai Avl.
 Dr. P. K. Krishna Rao, L. M. & S.
 M.R.Ry. C. S. Swaminatha Iyer Avl., B.A., B.L.
 „ C. N. Venkatakrishna Iyer Avl.
 „ S. Satyamurti Avl., B.A., B.L.
 Rao Bahadur A. C. Pranatharthihara Iyer Avl., B.A., I.S.O.
 M.R.Ry. K. Srinivasa Iyer Avl., B.A., B.L.
 „ N. Swaminatha Iyer Avl., B.A., B.L.
 „ S. Parthasarathi Iyengar Avl.
 „ T. Pattabhirama Iyer Avl., B.A., B.L.
 „ T. S. Rajagopala Iyer Avl., B.A., B.L.
 „ S. R. Suriyanarayana Iyer Avl.
 „ V. Subrahmania Iyer Avl.
 „ G. Ratnam Pillai Avl., B.A., L.T.

1927

- M.R.Ry. A. Sivarama Menon Avl., B.A., B.L. (*President*).
 „ V. Subramania Iyer Avl. (*Managing Director*).
 „ D. V. Neelameghachariar Avl., B.A., B.L. (*Legal Adviser*).
 „ M. Parthasarathi Iyengar Avl., B.A.
 „ C. S. Srinivasa Rao Avl.
 „ T. S. Anantharama Iyer Avl., B.A., B.L.
 „ N. Visvanatha Iyer Avl., B.A., B.L.
 „ A. Venkatachalam Pantulu Avl., B.A., B.L.
 „ C. Krishnamachariar Avl., B.A., B.L.
 „ C. R. Srinivasa Iyengar Avl., B.A.
 „ K. Srinivasa Iyer Avl., B.A., B.L.
 „ P. V. Subrahmania Iyer Avl., M.A., B.L.
 „ N. Suriyanarayana Iyer Avl., M.A., M.L., LL.B.
 „ G. Rathnam Pillai Avl., B.A., L.T.
 „ S. R. Ganesa Iyer Avl.

- M.R.Ry. P. V. Pasupathi Mudaliar Avl.
 „ N. R. Sambandam Pillai Avl., B.A.
 „ S. R. Suriyanarayana Iyer Avl.
 „ N. Venkatarama Iyer Avl., M.A., F.S.D.S.
 „ T. Pattabhirama Iyer Avl., B.A., B.L.
 „ S. Parthasarathi Iyengar Avl.

1928

- M.R.Ry. A. Sivarama Menon Avl., B.A., B.L. (*President*).
 „ V. Subramania Iyer Avl. (*Managing Director*).
 „ D. V. Neelameghachariar Avl., B.A., B.L. (*Legal Adviser*).
 „ C. S. Srinivasa Rao Avl.
 „ V. Venkatasubbiah Avl., B.A.
 „ V. S. Narasimha Sastri Avl.
 „ M. Parthasarathi Iyengar Avl., B.A.
 „ N. Venkatarama Iyer Avl., M.A. (*F.S.D.S.*).
 „ A. Venkatachalam Pantulu Avl.
 „ S. Panchapakesa Sastri Avl., B.A., B.L.
 „ N. Viswanatha Iyer Avl., B.A., B.L.
 „ S. R. Ganesa Iyer Avl.
 „ T. S. Narasimhachariar Avl.
 „ T. S. Rajagopala Iyer Avl., B.A., B.L.
 „ T. Pattabhirama Iyer Avl., B.A., B.L.
 „ S. R. Suriyanarayana Iyer Avl.
 „ G. Rathnam Pillai Avl., B.A., L.T.
 „ V. Kallabhiran Iyengar Avl., B.A., B.L.
 „ P. V. Pasupathi Mudaliar Avl.
 „ N. Suriyanarayana Iyer Avl., M.A., M.L., LL.B.

1929

The same set of Directors as on the Silver Jubilee day except for M.R.Ry. C. V. Gangadhara Sastriar Avl., B.A., who passed away on 1st November, 1929, and in whose place Rao Saheb T. S. Subramania Iyer was elected.

 SUCCESSION LIST OF SECRETARIES.

- | | |
|-----------------------------------|-----------------------|
| 1. Dr. C. V. Krishnaswami Iyer | April 1904—July 1907. |
| 2. Mr. K. Mangesh Rao | July 1907—Feb. 1908. |
| 3. Mr. S. Veeraraghavachariar | Feb. 1908—May 1908. |
| 4. Mr. V. Ramaswami Dikshidar | May 1908—Dec. 1908. |
| 5. Mr. K. B. Ramanatha Iyer | Jan. 1908—March 1909. |
| 6. Mr. V. Ramaswami Dikshidar | March 1909—May 1910. |
| 7. Mr. V. S. Ramaswami Sastri | June 1910—Sep. 1910. |
| 8. Mr. C. Narayanaswami Iyer | Oct. 1910—Feb. 1911. |
| 9. Mr. V. Subrahmaniam Iyer | March 1911—May 1915. |
| 10. Mr. P. Arumuga Mudaliar | June 1915—June 1916. |
| 11. Mr. M. S. Srinivasan (Acting) | July 1916—Nov. 1916. |

- | | |
|---|----------------------|
| 12. Mr. T. C. Vaidyanatha Iyer | Dec. 1916—Feb. 1919. |
| 13. Mr. C. D. Nayagam | May 1919—Nov. 1921. |
| 14. Mr. C. R. Mudaliar | Dec. 1921—Feb. 1924. |
| 15. Mr. K. Bhashyam Iyengar (<i>Acting</i>) | Feb. 1924—Feb. 1925. |
| 16. Mr. G. Venkatachalam | March 1925-- |
-

THE SILVER JUBILEE CELEBRATION COMMITTEE.

President.

Mr. A. Sivarama Menon, B.A., B.L.

Secretary.

Mr. R. Chinnaswami Iyengar.

Other Members.

Khan Bahadur S. A. Abdul Razaak Saheb Bahadur.

Mr. T. S. Anantharama Iyer, B.A., B.L.

„ D. Bakthavathsalu Naidu.

„ A. C. Balasundara Nayaker, B.A., L.T.

Rao Bahadur C. Dinadayalu Mudaliar.

Mr. L. M. Gulam Ahmed.

Rao Sahib T. K. Hanumantha Rao, B.A., L.T.

Mr. S. Kallabiran Iyengar, B.A., B.L.

„ T. S. Krishnaswami Iyengar, B.A., B.L.

Mrs. Rukmani Lakshmipathi, B.A.

Mr. E. Lokanatha Mudaliar.

„ P. N. Marthandam Pillai, B.A., B.L.

„ K. Narasimha Iyengar, B.A., B.L.

„ K. L. Narasimha Rao, B.A., B.L.

„ V. S. Narasimha Sastriar.

Dewan Bahadur G. Narayanaswami Chetti.

Mr. D. V. Nilameghachariar, B.A., B.L.

„ M. Parthasarathi Iyengar, B.A.

„ G. Venkatachellam, President, T. U. C. S. Employees' Association.

Hon'ble V. Ramadas Pantulu, B.A., B.L.

Mr. K. C. Ramakrishnan, M.A.

„ M. Ratnaswami, M.A., Bar.-at-Law.

„ K. V. Sastri.

„ S. Satyamurthi, B.A., B.L., M.L.C.

„ T. V. Sourirajan.

„ S. Subbarama Iyer, M.A.

Dr. M. Subramania Iyer, B.A., M.B. & C.M.

Mr. P. V. Subramania Iyer, M.A., B.L.

„ Watrap S. Subramania Iyer, B.A., B.L.

„ C. K. Vedanta Desikachariar.

„ Sami Venkatachellam Chetti, M.L.C.

„ A. Venkatachellam Pantulu, B.A., B.L.

„ A. R. Venkataramachar.

„ A. R. Venkatarama Iyer, M.A., B.L.

„ T. R. Venkatarama Sastriar, B.A., B.L., C.I.E.

Rao Saheb G. Venkataranga Rao, M.A.

Mr. V. Venkatasubbiah, B.A.

„ S. K. Yegnanarayana Iyer, M.A.

LIST OF EMPLOYEES OF THE SOCIETY

(As on the day of the Silver Jubilee.)

Serial No.	Name.	Designation.	Date of joining service.
1	Venkatachellam, G.	.. Secretary ..	1-3-1925.
2	Bashyam Iyengar, K.	.. Chief Accountant ..	14-12-1907
3	Vasudeva Rao, P.	.. Manager ..	1-7-1907.
4	Ramiah, S.	.. Cashier ..	1-7-1907.
5	Subba Rao, V.	.. Godown Keeper ..	21-5-1909.
6	Sundaresa Iyer, P.	.. Day Book Clerk ..	1-5-1909.
7	Bhima Rao, V.	.. Ledger Auditor ..	18-7-1909.
8	Kalyanasundaram, V. S.	.. " ..	20-1-1911.
9	Munuswamy Mudaliar, K.	.. Accountant ..	12-4-1911.
10	Vaidyanathan, S.	.. " ..	15-1-1912.
11	Vedavyasa Rao, P.	.. Loan Clerk ..	27-1-1911.
12	Sundaram, M.	.. Typist ..	11-6-1914.
13	Sreenivasa Iyengar, S.	.. Accountant ..	21-12-1912.
14	Panchapakesan, K. S.	.. " ..	9-4-1913.
15	Rajagopala Naidu, R.	.. " ..	15-8-1914.
16	Ramachendara Rao, B. V.	.. " ..	16-4-1915.
17	Vaidyanathan, S.	.. " ..	4-6-1915.
18	Vaidyanathan, K.	.. " ..	23-12-1915.
19	Krishnaswami, V. R.	.. " ..	9-1-1916.
20	Sundaram, P. L.	.. " ..	10-9-1917.
21	Sreenivasan, C. R.	.. " ..	12-12-1918.
22	Rajagopala Iyer, S.	.. " ..	10-8-1918.
23	Rajagopalan, V. R.	.. " ..	21-10-1918.
24	Ramachendran, P. R.	.. " ..	16-12-1918.
25	Pranatharthiharan, M.	.. " ..	12-2-1919.
26	Nataraja Mudaly, V. R.	.. " ..	20-6-1919.
27	Seetharaman, V.	.. " ..	21-1-1920.
28	Raj, V. G.	.. " ..	1-2-1908.
29	Muthuswami Iyer, S.	.. " ..	5-6-1920.
30	Gopalaswamy, K. E.	.. " ..	19-6-1920.
31	Krishna Rao, V.	.. " ..	"
32	Sreenivasa Chary, P. T.	.. " ..	20-7-1920.
33	Ramaswami Iyer, A.	.. " ..	27-7-1920.
34	Venugopal Pillai, T.	.. " ..	25-12-1919.
35	Sreenivasa Raghavan, P. R.	.. " ..	1-6-1924.
36	Ramachendra Mudaly, C.	.. " ..	16-6-1925.
37	Thiruvengkatachary, T. K.	.. " ..	1-6-1925.
38	Sreenivasa Raghavan, R.	.. " ..	22-1-1926.
39	Perumalswamy, K. M.	.. " ..	"
40	Santhanam, K.	.. " ..	23-1-1926.
41	Krishnaswami, R.	.. " ..	25-1-1926.

Serial No.	Name.	Designation.	Date of joining service.
42	Rajagopalan, C. V.	Consolidation Clerk.	25-3-1927.
43	Mahadevan, S.	Accountant	1-12-1926,
44	Ramamrutham, V.	"	7-6-1927.
45	Kesavulu Chetty	"	17-9-1927.
46	Rajagopalan, S.	"	25-7-1928.
47	Balasubramaniam, T. S.	"	"
48	Viswanathan, P. K.	"	"
49	Sankara Rao, T. D.	Assistant to the Loan Clerk	4-12-1928.
50	Rangachari, K.	Accountant	10-2-1929.
51	Subramanian, V. S.	"	"
52	Sundaresan, K. M.	"	"
53	Ranga Chari, V. V.	"	"
54	Venkateswaran, E. A.	"	"
55	Tulasiram, P. V.	"	"
56	Ethiraj, K. V.	"	3-12-1929.
57	Sundararaman, T. N.	"	"
58	Padmanaba Rao, R.	Despatch Clerk	12-12-1929.
59	Ramanuja Iyengar	Motor Lorry Driver.	1-12-1929.
60	Narayana Nair	Lorry Cleaner	16-8-1929.
61	Sundararaman	Attendar	3-2-1929.
62	Vedan tham	Waterman	"
63	Venkatesaperumal Chetty, B.	Purchasing Agent	1-4-1904.
64	Varadarajulu, N.	Clearing Agent	28-5-1905.
65	Chengalaneer Chetty, M.	Salesman	1-9-1905.
66	Damodaram Chetty, M.	"	19-8-1907.
67	Singaram, M. M.	"	25-1-1906.
68	Pachiappa Mudali, V.	"	21-4-1910.
69	Lingam, V.	"	23-3-1913.
70	Audishesan, C.	"	10-6-1914.
71	Parthasarathy, C.	"	1-5-1910.
72	Natesan Chetty. R.	"	12-4-1912.
73	Rathnam Chetty, V.	"	12-12-1912.
74	Sadayandi, V.	"	22-10-1914.
75	Munuswami Chetty, G.	"	15-4-1918.
76	Kuppuswami Chetty, M.	"	1-10-1915.
77	Thangavelu, P.	"	18-2-1914.
78	Rajarathnam, V.	"	15-9-1918.
79	Muthurangam. S.	"	1-2-1917.
80	Rajamanickam, T.	"	5-7-1920.
81	Murugesan Chetty, J.	"	3-8-1920.
82	Thangavelu, T.	"	17-8-1919.
83	Kumaraswamy Chetty, P.	"	17-6-1922.
84	Sadasivan, M.	"	18-1-1920.
85	Kanakasabai, S.	"	3-11-1918.
86	Ranganathan, M.	"	1-2-1919.
87	Kuppuswami Mudali, A.	"	26-1-1925.
88	Raghavan, M.	"	28-6-1919.

Serial No.	Name.	Designation.	Date of joining service.
89	Sambasivan, K. K.	Salesman	7-11-1925.
90	Kanniappan, K. A.	"	24-2-1921.
91	Chakrapani	"	1-8-1922.
92	Manickam, A.	"	1-12-1926.
93	Manickam, A. S.	"	10-12-1926.
94	Natesan Chetty, S.	"	23-6-1927.
95	Rajagopalan	"	7-6-1923.
96	Ramanatha Pillai, A.K.	"	22-2-1929.
97	Duraikannu	"	15-12-1922.
98	Manickam, K. M.	"	3-9-1921.
99	Raju Naidu	Carpenter	"
100	Murugesu Naicker	Watchman	27-11-1926.
101	Nagiah & others	Night Watchmen	"
102	Kadumbadi	Chokra	22-3-1923.
103	Manickam	"	15-3-1923.
104	Natesan	"	1-7-1923.
105	Venu Chetty	"	13-8-1924.
106	Kannan	"	1-7-1925.
107	Kuppuswami Chetty	"	1-10-1925.
108	Manickam	"	1-11-1924.
109	Appadurai	"	8-12-1925.
110	Venkatachalam	"	4-5-1926.
111	Ramaswami, T.M.	"	8-5-1927.
112	Ramaswami	"	1-12-1926.
113	Chockalingam	"	17-9-1927.
114	Krishnaswami Chetty	"	1-7-1927.
115	Balan	"	12-3-1927.
116	Sambandan	"	1-2-1928.
117	Muthukrishnan	"	16-4-1928.
118	Rathnam	"	9-9-1927.
119	Chokkalingam	"	17 10 1927.
120	Thirunavukkarasu	"	6-10-1928
121	Palanivelu	"	1-9-1928
122	Sambandan G.	"	1-11-1928.
123	Annamalai Chetty	"	5-1-1929.
124	Sarangan	"	10-3-1929.
125	Sreenivasan	"	1-4-1929.
126	Subramanian	"	1-1-1929.
127	Kannappan	"	1-8-1929.
128	Sankaran	"	8-8-1929.
129	Daivasikamani	"	12-1-1923
130	Rangaswami	"	1-5-1918
131	Chidambaram	"	
132	Gurunathan	"	

ADVERTISEMENTS.