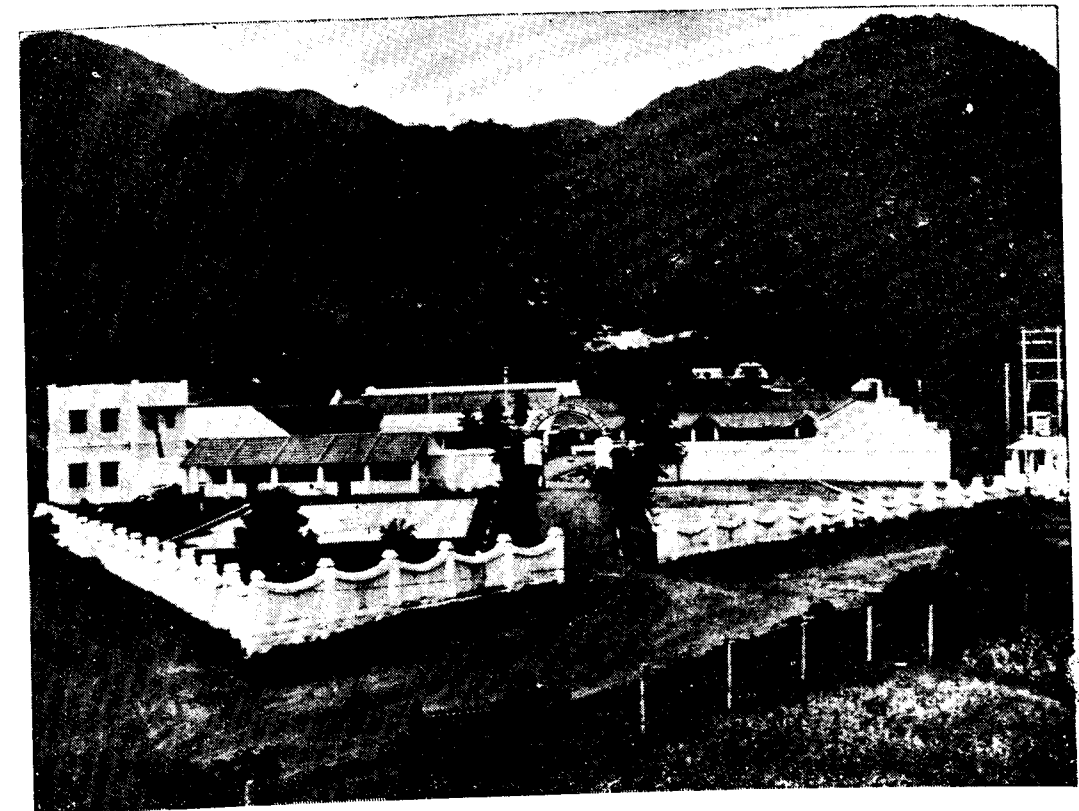




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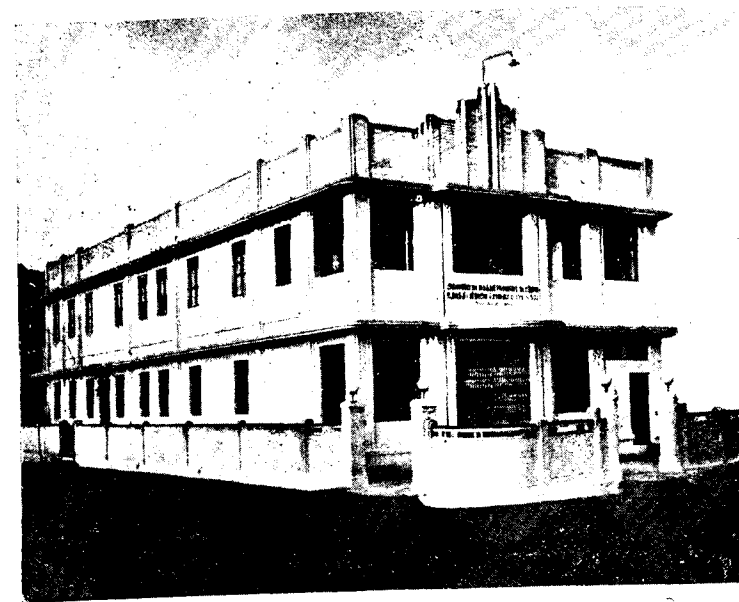
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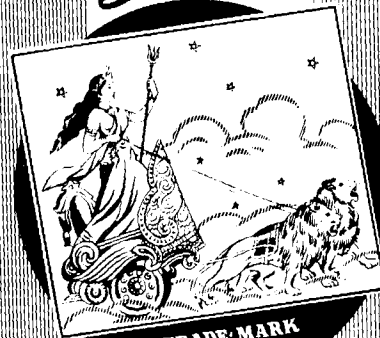
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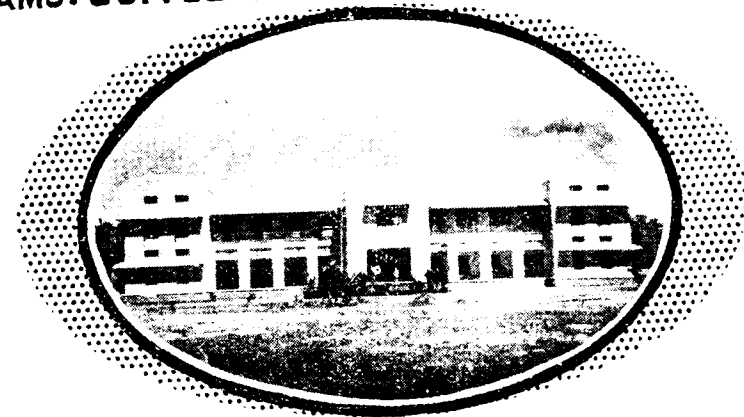
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- (2) " M. V. Gopal Chettiar, Secretary, Chamber of Commerce, Salem, (Director)
- (3) " T. C. Kumaran, Managing Director, The Yercaud Coffee Curing Works Ltd., (Director.)
- (4) " J. R. Mehta, Director-in-charge, The Salem Magnesite Ltd. (Director)
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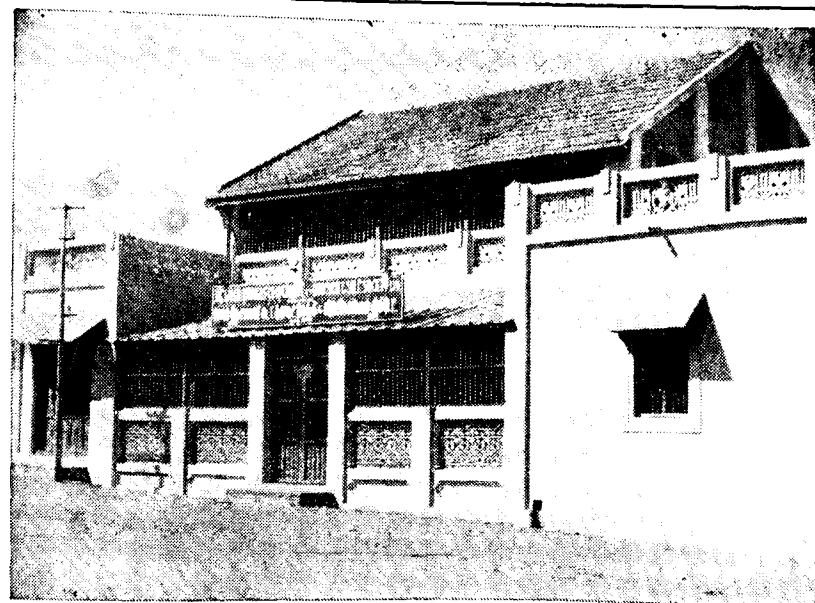
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1955-56

A reference book with Historical, Educational, Agricultural,
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 with Photos & Life Sketches of Prominent citizens,
 a picture album of places of public importance,
 district map & map of mineral resources.



Edited by

R. RAMALINGAM, B. A.,

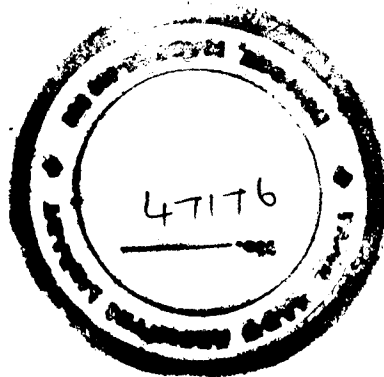
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PREFACE.

I had the humble privilege of issuing a **Directory** for Coimbatore Town last year and for the work I did, ample public appreciation was my worthy reward. Then, it was suggested to me a publication of the kind would be useful for Salem. I bowed to such a suggestion and undertook the work ten months ago. The **Directory** is sponsored by Sri. M. V. Gopal, Hon. Secretary, Dt. Chamber of Commerce, Salem in the interests of the mercantile community and I am indebted to him for enabling me to be of some service in this regard. The **Directory** is intended to be useful to the business community India-wide, also to tourists as a reference book, and to all citizens of the District and outside as a source of information about the Salem District, its people, industries and problems of importance.

Our country is in for vast industrialisation. Salem is no exception. The District is endowed with skilled man-power and industrial potentialities. There are Trade Associations and a Chamber of Commerce to play their role. The prospect of establishing a steel-plant and aluminium plant in the District is gaining momentum. But, the industrialists have to pool their resources of men and material and meet the Government, atleast half way, if the schemes should succeed. Huge amounts of cash are earmarked for the implementation of heavy industries in the Second Five Year Plan and the sons of Salem should take advantage of the opportunity by the forelock and utilize it.

'Handlooms' and 'sago' are the two main large scale industries of the District that sustain a large number of people in employment. As a **special feature**, addresses of handloom cloth importers in Foreign Countries have been included in the Directory. The All India Handloom Board looks to the interest of the Handlooms Trade to a great extent. An All India Sago Board can do much good to the sago industry in advising upkeep of approved standards in manufacture, and carry out propaganda, also investigate marketing possibilities in other States in India and abroad.

Regarding general trade, mutual suspicion between Government and Traders has to subside for the prosperity of the Country. Implementation of the Sales tax at several points has crippled petty traders to a great extent which in turn, has begun to show its effect on bigger business concerns as well. The system needs change as unanimously voiced forth in recent years by mercantile associations and the trading public in several conferences held in South India.

During the compilation of this work, it had been a pleasure to me to meet several people of the District who have enthusiastically responded in supplying information of varied sort and to them, my thanks are due. I also take this opportunity to express my thanks to certain authorities of Government Departments, the District Board, the Salem Municipality and Commercial Institutions who all helped in several ways. To the advertisers who have patronised me by taking space in the publication, I can never be adequately thankful for their readiness, sympathy and understanding.

Last, but by no means the least, I should be failing in my duty if I do not express my deep sense of gratitude to Mr. C. M. Ramachandran Chettiar, B. A. B. L. for his kind contribution to this work - archeological and historical facts relating to Salem. In conclusion, I am also obliged to Messrs. P. S. G. & Sons Charity Industrial Institute for their unstinted cooperation in the printing of this book.

Coimbatore

20th August, 1955.

EDITOR.

CONTENTS.

1 Salem District - Physical features	
Situation - Area and population - zones - hills - rivers - rainfall & climate.	7
2 History of Salem District - Salem Town	
including places of interest - Temples - Forts - Others.	11
3 Transport facilities and places of stay.	
Railway, Railway Out-agencies - Road Transport - Bus routes Lorry Transport - Travellers' Bungalows Rest Houses - Chatrams Boarding and Lodging Houses	21
4 Administration and location of Public Offices.	
Revenue administration - Dt. Board - Salem Municipality - Location of public offices - Post and Telegraph Offices in the Dt.	33
5 Education and Publicity	
Salem College - Hosur Cattle Farm - Dt Board & Municipal schools - Recognized libraries - Schools of Commerce - Papers and Correspondents.	43
6 Hospitals and Doctors.	49
7 Advocates and Accountants.	54
8 Agriculture, Forestry, Fisheries and Live Stock	
Sources of irrigation - Agricultural produce - Plantations - Fruits - Government Model Orchard Cum Nursery, Thimmapuram - 'Salem Mangoes' (by Sri M. N. Parthasarathy, B.A.B.L.) - Forest Produce - Games - Fisheries - Livestock Research Station, Hosur.	59
9 Mineral Resources of Salem District	
(by Sri S. Satyanarayanan, B. Sc., B. Sc. Tech, M. S. G. T.)	65
10 Industries	
Minor Cottage Industries - Handloom Industry (by Sri T. S. Pattabiraman, M. A. B. L., M. P.) - Powerloom Factories - Druggets - Tapes & Wicks - Sago Industry (by Sri M. V. Gopal, Hon. Secretary, Dt Chamber of Commerce, Salem) Textile Mills - Tanning Industry - Coffee - Pharmaceuticals & Chemicals - Sandalwood and Sandalwood Oil - Glass - Mining Industry - Building materials - Food Products - Camphor - Cine Studios - Hydro Electric Schemes in Madras State (Mettur, Pykara and Papanasam) - Foreign importers of Handloom Textiles from India.	69
11 Associations - Commercial, Literary and Social Service.	88
12 Classified list of Traders.	93
13 "Who is Who," in Salem District.	117
14 Index to Advertisers	129

Road map of Salem district (Between Pages 20 & 21)

Map - Mineral resources of Salem dist. (Between pages 64 & 65)

INFORMATIVE PHOTOS.

1 A picturesque view (Mettur)	Front Cover.
2 Hon'ble Sri K. Kamaraj Nadar, Chief Minister admiring a hand-loom saree at the S. A. H. W. C. Production & Sale Society Limited	Facing page 6
3 Hogainakkal - natural views of Cauveri (Photos by P. Ramanathan)	Facing page 7
4 A few among temples & forts of Salem (Photos by A. Pasupathi, K. Pandurangan & P. Ramanathan)	Facing page 11
5 Two of the newly constructed bridges in Salem District (Photos by courtesy District Board)	Facing page A-20
6 Salem - A few among Educational Institutions & other places (Photos by M. Manoharan, A. Pasupathi)	Facing page 43
7 Smelting of iron ore past scenes (Photos by S. Sathyanarayanan, B.Sc., B.Sc. Tech, M.S.G.T.)	Facing page 68
8 Mettur Dam	Facing page A-25
9 Sago industry - samples exhibited at Namagiripet during the visit of the Sectional Committee of Indian Standard Institution (Photos by Bapalal C. Kotharee)	
Associated Drug Co. - Stores & Admn. Block & Laboratory Buildings, Yercaud	Facing page A-32
10 Tape and Wick Industry - Self made Hand tape loom at work (Photos supplied by K. S. Subramani Chettiar)	Facing page 73
11 Hon'ble Chief Justice Sri P. V. Rajamannar unveiling a portrait of Late Justice Dewan Bahadur K. Sundaram Chettiar in the High Court	
C. Vijayaraghavachariar Memorial Library Building	
E. S. L. C. Class conducted by I. W. A.	Facing page 92
12 Pugalur Bridge	Page 127

Artist — A. RAJU

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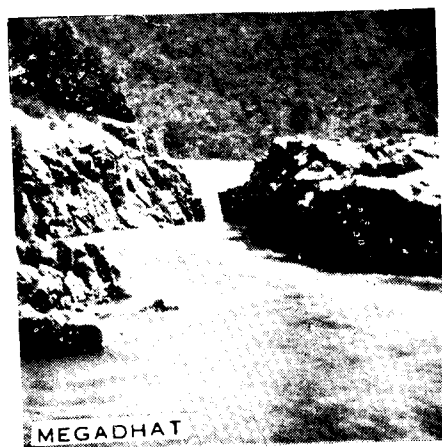


Hon'ble Sri. K. Kamaraj Nadar, Chief Minister, Madras State, admiring a hand-loom saree at the Salem Ammapet Hand-loom Weavers Co-operative Society.

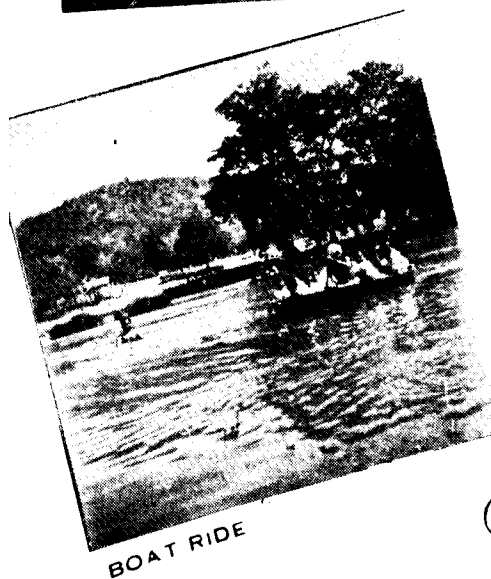
Care has been taken to furnish correct information as far as possible. The Editor and Publishers are not responsible for any errors that might have crept in during compilation or in any other way. Suggestions for improvement are welcome.

HOGAINAKAL
NATURAL VIEWS OF CAUVERI

(1, 2 & 3)



MEGADHAT



BOAT RIDE



BATHING PLACE

Salem District - Physical Features.

Situation - Area and Population - zones - Hills - rivers - Rainfall and Climate.

FOR some time the name of Salem district has been prominent as a place suitable for the starting of large scale industries in view of the enormous potentialities of its mineral wealth and the proximity of Naiveli. In the wake of the present state of affairs it may be useful to take stock of its industrial possibilities and natural resources. This reference book aims to serve the commercial interests to some extent for further investigations and advancement of the district, besides being of general use to the tourists and the public.

Situation - With Salem as its headquarters, the district lies between 11° and

12°55' of the northern latitude and 77°28' and 78°50' of the eastern longitude. It is bounded by the Bangalore and Kolar districts of Mysore and the Chittoor district on the north, the Coimbatore district and the Mysore state on the west, Tiruchirappalli district on the south and the North and South Arcot districts on the east. It consists of 11 taluks grouped into three revenue divisions with headquarters at Hosur, Salem and Namakkal. It is the fourth important district in the Tamil State.

Area and Population - The area and population of taluks are given below:—

Revenue Division.	Taluk.	Area in Sq. miles.	Population. 1941	1951
Hosur.	Hosur	1,168	219,971	270,687
	Krishnagiri	688	256,868	287,359
	Dharmapuri	946	291,153	313,113
Salem.	Harur	915	202,795	221,227
	Omalur	557	300,600	387,926
	Salem	377	395,940	521,220
	Yercaud	148	17,245	19,739
Namakkal.	Tiruchengode	603	416,188	475,287
	Rasipuram	316	164,192	185,906
	Namakkal	682	378,500	423,834
	Attur	651	221,505	265,471
Dist Total	11 taluks.	7,051	2,864,957	3,371,769

Salem and Rasipuram are the two Municipal towns in the district.

Zones - The district is intersected by a large number of ridges and valleys, mostly

parallel to one another, the general trend being north-north-east and south-south-west. The general direction of the main rivers are at right angles to this. Hard rocks stand out as ridges while soft

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rocks are hollowed out to form river valleys. The area is divided into three natural zones commonly known as Balaghat, the Baramahal and the Talaghat.

Balaghat is a plateau with an average elevation of 3,000 feet above sea level and is a continuation of the Mysore Table land. It covers the major portion of Hosur taluk and a part of Krishnagiri taluk and resembles Mysore in its general features. The **Baramahal** basin lies between the table land and plains comprising the other parts of Hosur and Krishnagiri taluks and the taluks of Dharmapuri, Harur and Yercaud. Its average elevation is 1,300 feet above sea level. The word "Baramahal" is interpreted to mean twelve districts or administrative divisions which gives cognisance to history that Jaga Deva Raya had twelve sons to each of whom one division was entrusted. **Talaghat** represents the area not covered by the other two divisions. The elevation of the plains ranges from 550 to 1,200 feet.

Hills - They may be classified under four sections. (1) Balaghat Plateau (2) Upper Ghats (3) Lower Ghats and (4) Talaghat Hills.

1. **Balaghat Plateau** - The Devarabatta hill with an elevation of 3,364 feet in the north-western corner of the district where the Sanatkumaranadi takes its rise and the Pagoda Hill with an elevation of 3,116 feet in the north of the Hosur taluk are conspicuous.

2. **Upper Ghats** - To the south and east, the plateau breaks into the upper line of ghats marked by a scattered chain of hill forts of which the best known are Sulagiri, Tiyanara durgam (2,930 ft), the Ancheti durgam (3,192 ft), Muneswarakonda south of Jakkeri (2,982 ft), the Nilagiri (3,054 ft), the Hudedurgam (3,182 ft), Ratnagiri (2,805 ft), Mallikarjunadurgam (2,996 ft) and the Kundukotakonda (3,319 ft). The upper line of ghats is divided into four sections by the valleys of Sanatkumaranadi, the Pennaiyar and Markandanadi and consists of several hills - **Melagiris**, **Guttirayan**, **Pikkili**, **Rayakota** group, **Ankusagiri** group, **Maharajagadai** and **Baramahal** durgams.

The broken country between the Sanatkumaranadi and Cauveri, is commonly called the **Melagiri** hills comprising the Ancheti, the Nattarapalayam and Urigam valleys. In the midst of the Ancheti valley are situated Mariyalam (3,449 ft), Chikketta (3,356 ft), and Biligondhu (870 ft). The Nattarapalayam basin is closed to the south by Chellappanbetta (3,145 ft) on the south and by a ridge rising to 2,900 ft, on the east. On the north-east, a good view of Guttirayan is obtained. A lofty ridge (3,164 ft) is on the east of Urigam basin on which lies Attinattam village and Hundred-and-one Swami Hill. On the west, a similar ridge runs from Pillikallu village (3,070 ft) to Tadagane (2,910 ft). Beyond this ridge is a series of hills and valleys, dominated by the lofty peak of Chokkabetta (3,718 ft), the western most corner of the district.

The **Guttirayan Hills** (4,579 ft) is accessible without much difficulty from the village of Ayyur. A climb of 3 miles from Kodiyur on the northern flank leads to the summit across grassy glades and dense ever green forests. The windings of Cauveri through the maze of hills and the Ponnachi mountains of Kollegal vorder can be seen from the summit. The springy turf, with grey lichen-clad rocks here and there makes the summit lovely. **One of the finest views in the districts can be had here.**

The **Pikkili Hills** with which are associated the peaks of Tambirayan (3,367 ft), Kuklimalai (3,183 ft) and Addamalai (3,107 ft) are situated across the Morappur valley in Dharmapuri taluk. The ghat line between Sanatkumaranadi and the Pennaiyar in between Hosur and Krishnagiri taluks is occupied by a group of Chaotic hills called the **Rayakota** group of which the Rayakotadurgam (3,239 ft), Virabadredurgam (3,068 ft) and Bole-Timmarayadurgam (3,389 ft) are important.

In the tri-junction of Chittoor and Salem districts with Mysore state there is a group of hills known as **Ankusagiri** group consisting of Kundanimalai, Ankusagiri-durgam and Balakondadurgam (3,046 ft) on the western border of Krishnagiri taluk and the Malakonda (2,310 ft), Geddikonda (2,424 ft) and Boggulukonda (2,501 ft) in the north

of Krishnagiri taluk. The **Maharajagadai** hills (3,383 ft) lie east of this group with Madugampatti hill as its neighbour further east.

Outliers of the Mysore plateau are scattered over the Baramahal in the eastern part of the Krishnagiri taluk, the chief among them being Gaganagiri or Periyamalai (3,436 ft), Tattakal (2,629 ft), Jagadevidurgam (2,647 ft) Nagamalai and Pumalai (2,599 ft) Mallapadi hill (2,364 ft) and Krishnagiri fort rock (2,409 ft).

3. **Lower Ghats** - On the west of Dharmapuri taluk between Maddalapallam and Cauveri there are several peaks - Biganurmalai (2,788 ft), Koppumalai (2,627 ft), Kadirappanmalai (2,936 ft), Segalamalai (2,168 ft), Karalamalai (1,609 ft) and Karungal (1,524 ft). Between Maddalapallam and Perumbalai river are situated the Bonthal-betta (1,826 ft), Jenda Karunkal (1,633 ft) and Garadi Gutta (1,981 ft).

The hills between Toppur pass and Mallapuram ghat are intersected by the Toppur river. The Manukondamalai (3,164 ft), Ramasamimalai and Gundakal malai hills lie south of Toppur river in Omalur taluk. The Vattalamalai with Mukkanur-peak (4,201 ft) is to the north of the river in Dharmapuri taluk.

The **Shevaroy**s in the Yercaud taluk are considered the noblest mountain mass in the district. The greatest length of the hills is 17 miles and the foremost width is 12 miles. They cover about 100 sq. miles. **Yercaud** is situated in the southern half of the western section and is itself cut off from a view of the plains by a circlet of hills - Lady's Seat (4,548 ft), Fischer's hill (4,828 ft), Church hill (4,813 ft), Pagoda Point (4,507 ft), Twins' peak (4,855 ft) and Prospect Point (4,759 ft). The northern half of the western section consists of a central back-bone of high peaks with the Shevarayan (5,342 ft), Blamfill (5,410 ft) Balamadies (5,370 ft) and Cauvery peak (5,086 ft).

The **Kavarimalai** group in the south-western corner of the Harur taluk with the highest peak of Kavarimalai rising to

2,994 ft and the Nagarmalai in Salem taluk are outliers of the Shevaroy's.

The **Tenandemalai** range to the east and north-east of Shevaroy's in the south-east of Harur taluk consists of Tirthamalai (3,228 ft) in the north, the Chitterimalai in the centre and Aranuttumalai, otherwise called Siva's spring hill, in the south in Salem taluk. Close to Aranuthumalai there are two sharply defined ridges running parallel to each other with a distance of a mile and half intervening. **The straight valley running between the ridges is considered one of the most beautiful in the district.**

The **Kalrayan** range of hills in Attur taluk have their southern slopes in this district and the main body of the plateau in South Arcot district.

4. **Talaghat Hills** - The **Kollimalais** in the east of Rasipuram and Namakkal taluks and partly in Tiruchirapalli district, the **Pachaimalai** in southern portion of Attur taluk with a part in Tiruchirapalli district, the **Bodamalais**, **Jerugumalai** and **Tenmalai** to the south of Salem, the **Sithamalai** in the west of Omalur taluk, the **Sankagiri** group of hills, the **Kanjamalai** in the south-west of Salem and the **Godumalai** to the east of Salem go to form the **Talaghat hills**.

Rivers - The chief rivers are the Cauvery, the Vasishtanadi, the Swetanadi and the Pennaiyar.

The **Cauvery** rises in the Western Ghats near Mercara in Coorg, at an elevation of 4,400 ft, above sea level. The main tributaries which join it before entering this district are the Hemavathi, the Lakshmanathirtha and the Kabini. It marches into the district at the south-western corner of Hosur taluk. It flows west to east along the southern boundary of the taluk in a southerly course and turns east into Omalur taluk. During its southerly course again between Palamalai and Sithamalai, the **Mettur** reservoir is constructed. It continues its course along the western boundary of Tiruchengode and Namakkal taluks and enters Tiruchirapalli district taking an easterly direction on the south-western corner of the Namakkal taluk. Its main tributaries in the district

are the Sanatkumaranadi, the Toppur river, the Sarabanganadi and the Tirumanimuttar.

The **Sanatkumaranadi** rises in the hill of Devarabatta near Tali in Hosur taluk. It flows east and south of the Melagiri hills and joins the Cauvery below the celebrated falls of **Hogenakal** in Dharmapuri taluk. The **Toppur** river, rising near Muluvi in the Shevaroyys, flows along the southern border of Harur and Dharmapuri taluks and joins the Cauvery main river at Solappadi. The **Sarabanganadi** is formed by the union of two streams-Periyar and Kuttar-rising in the Shevaroyys. It flows across Omalur and Tiruchengode taluks joining Cauvery near Kaveripatti. The **Tirumanimuttar** is the out-come of two streams uniting three miles above Salem. It flows across Salem, Rasipuram, eastern part of Tiruchengode taluk and the western portions of Namakkal taluk before joining the Cauvery.

After leaving the district, the Cauvery is joined by the Bhavani, the Amaravathi and the Noyel before entering the Bay of Bengal. It is interesting to note that at each turn the Cauvery adopts the direction of its tributary in preference to its own. The course of the river is nearly 500 miles.

2 & 3. The **Vasishtanadi** called the Perar rises in the Aranuthumalai and receives the waters of Kariyakovil river, the Ammapalayam river, the Singapuram river and Mekapalli river. The **Swetanadi** receives its entire drainage from Kollimalai and Pachamalai hills. The Vasishtanadi and Swetanadi unite in South Arcot district and take the name of **Vellar**.

4. The **Pennaiyar** takes its rise near Nandidrug in Mysore state and flows across Hosur, Krishnagiri and Harur taluks quitting

the district through the Chengam gap between Tirtamalai and Javadis to continue its course to Cuddalore. The **Markandanadi**, the Kambayanallur river, the Pambar and the Vaniyar are its chief tributaries.

The **Markandanadi** flows due south from the Mysore Plateau through the valleys of Tirtam and Veppanapalli. The **Kambayanallur** river drains the major portion of Dharmapuri taluk and is joined by its feeders the Pulaheri river and Dharmapuri river during its course. The **Pambar** rises on the Javadis and Yelagiris of Tirupathur taluk of the North Arcot district and drains the easter portion of Krishnagiri and Harur taluks. It is joined by the Mathur river, the Barkur river and the Sandur river in Krishnagiri taluk. The **Vaniyar** rises in Shevaroyys near Yercaud and flowing across Harur taluk, joins Pennaiyar just below its meeting with Pambar.

Rainfall and Climate - Due to the mountainous character of the district, rainfall differs from place to place and the distribution is also not even throughout the year. There is normally a heavy fall in summer towards the end of April and in May. During June and July rain is irregular. Between August and October the district experiences most of the rainfall of both monsoons. Attur is the wettest taluk and Tiruchengode the driest. The average rainfall in a year is about 40 inches.

The average maximum of the temperature is 93° and the average minimum 73°.

The **Shevaroyys** in Yercaud taluk has a very pleasant climate all through the year and Yercaud is an ideal summer resort for the people of the district.



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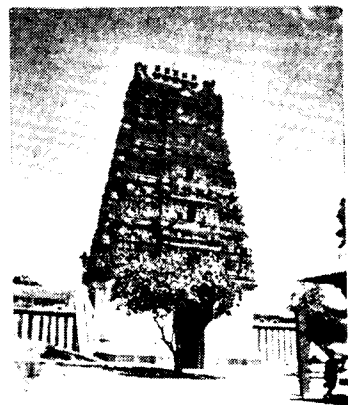
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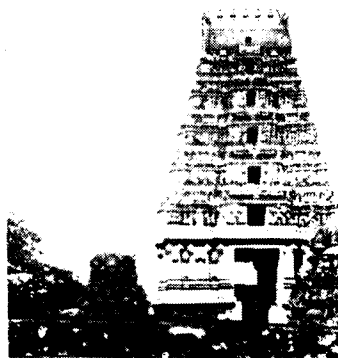
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• A few among Temples & Forts - Salem District.



Raja Gopuram Sri Rama's temple
Ayodhiapatnam



The Famous temple of
Tiruchengode



Kariaperumalkaradu Salem Tk



Namakkal hill fort



Dattatreya temple, Sandamangalam



Theerthamalai temple, Harur Tk.

History of Salem District - Salem Town including Places of tourist interest - Temples - Forts - Others.

Ancient Divisions - In ancient times Tamil nad was formed of several divisions. "Kongu Nadu" was one such division. In the Sanga and Saiva literature and in Silappadikaram we find "Kongu Nadu" portrayed in its pinnacle of pomp and glory. The boundaries of Kongunadu are given in the following verse:

"வடக்குத்தலை மலையாம் வைகாசூர் தெற்கு
குடக்கு வெள்ளிப் பொருப்புக் குன்று - கிழக்கு
கழித் தண்டலை குழுங் காவிரி நன்னாடா
குழித்தண்டலையளவும் கொங்கு"

According to this discription, the low lying plains of Talaghat area of the district can be said to have belonged to Kongu-nadu which consisted of 24 administrative divisions. Among them Pundurainadu, Arayanadu, Puvaniyanadu, Vazhavandinadu, Rasipuramnadu are contained in the present area of the Salem district. The details are confirmed by several rock-inscriptions. Pundurainadu or Kunrattur Kootram was Tiruchengode taluk. Associated with Pundurainadu were Paruthipallinadu and Ezhur nadu. The town of Salem was a part of Paruthipallinadu. Ezhur nadu was the north-east portion of Namakkal taluk. Kilkarai Arayanadu was the upper portion of Namakkal. Puvaniya nadu comprised the taluks of Omalur and Dharmapuri and there were 3 inner divisions - Nangavallinadu, Pakkanadu and Perumpalainadu. Valavandinadu was the northern portion of Namakkal taluk with two inner sub-divisions Thusurnadu and Vimalanadu. A part of Salem and the Rasipuram taluk was called the Rasipuramnadu.

Stone age & Iron age - A few neolithic implements like celts and hammer axes had been found on the Shevaroyis, Kalrayans, Kollimalais, Vattalamalai, Melagiris and Gutturayan hills. They were not available in the plains. Near Bargur in Krishnagiri taluk a number of flakes and wasters were located on the hillock which proved the existence of neolithic chipping grounds. Relics of the Iron age had been available in abundance. Several symbols in honour

of martyrs are seen which take us to the memories of the Sangam age.

Ancient History - Mauriya rule did not cross the borders of Mysore to the south. The empire of Asoka (B. C. 272 - 231) had its boundary line at Chittaldrug (Siddapuram). Even after Asoka, the northerners never came down to Salem. But the trade of the Romans was carried on in Tamilnad as revealed by the Roman coins unearthed at several places. The coins of Augustus and Tiberius were largely found. It is said that pearls were sent from Salem in the first century to the Roman queens. During those days tamil literature was in full bloom. Three sangams in Madura held convention in tamil. Poets Kapila, Thiruvalluvar and Avaiyar had contributed several astounding books in tamil.

Literature of the Sanga age tells us that Dharmapuri was first known as Thakadur (தகடூர்) and Adiyaman Nedumanji, a Chera king ruled over the place. During one of his wanderings on the mountainside he found a "Karunellikani" (கருநெல்லிக்கனி) which could give longevity to one who ate it. Gracious Adiyaman presented it to Avaiyar who praised the king for the gift.

Kollimalai hills and its surroundings were under the rule of a king known as "Ori Vallal" (ஓரிவள்ளல்) who was reputed for his charitable disposition. A stone caricature of "Ori" can be seen in the Kailasanathar temple at Rasipuram.

Gangas & Pallavas - Till the second century Gangas were ruling Kongu-nadu with Talaiadu on the northern bank of cauveri as their headquarters. A portion of Salem district was under their rule. During the same period the Pallavas were ruling Tondaimandalam having their headquarters at Kancheepuram and another portion of Salem district was under their sway. The "Udayendiram Plates" prove that, early in the eighth century, at least

part of the district was ruled by Nandivarman, a Pallava monarch for nearly 50 years and it was then a civilised country. Thus parts of the district have been under Pallava rule for more than four centuries.

Afterwards feuds developed between Pallavas and Vathapi Chalukyas. During this time Saiva Acharyas, Appar and Sambandar, opposed Samanas. Sambandar composed Thevarams at Tiruchengode. Appar composed Pathikams (பதிகம்) at Kodumudi. Names of Thakadur, Tirukkarapuram, Ezhur and Thozhur are mentioned in the thevarams.

The recurrent feuds between the Pallavas and Chalukyas resulted in the fall of both. In 757 Rashtrakutas defeated the Chalukyas and were gaining supremacy. Under their rule Pallava kingdom was also sub-divided. One portion went to Gangapallavas. Nolamba Pallavas ruled Nolambavadi. Banas were the third race of the Pallava dynasty. They had their capital at Tiruvallam. Rock inscription at Rayakota tells us that Baramahal was ruled by Bana kings in 9th century. Melganga, another collateral branch of Pallavas were ruling Gangavadi. The Rashtrakutas were thus carrying on for nearly two centuries. During this period the reigns of Govindan III (784 to 814 A. D.), Amogavarshan I (850 to 878 A. D.) and Krishna III (940 to 968 A. D.) were prosperous.

Chola Reign - In 894 A. D. the first ruler, Aditya I, of Chola dynasty conquered Kongunadu. Later, he annexed Tondaimandalam to his kingdom. Inscriptions at Salem and Tiruchengode reveal that the Southern portion of Salem district was an orderly province of the Chola domains from 906 A. D. to 948 A. D. under the rule of Parantaka I who succeeded Aditya I. This Parantaka extended his kingdom by the conquest of Madura and held under his sway the southern portion down to Cape Comarin.

In 950 A. D., there was a clash between Rashtrakutas headed by Krishna III and the Cholas at Takkolam in Tondaimandalam area which was a victory to the former. The victory was, however, short-lived. Soon after the reign of Krishna, the Rashtrakutas declined and the Cholas were gaining ascendancy.

Rajaraja Chola I came to rule in 985 A. D. Successive victories followed and for two centuries Chola sovereignty remained unrivalled and supreme.

Their kingdom was divided into 6 administrative divisions. The plains of Salem district came entirely under the Kongumandalam which was named Athirajarajamandalam. This was sub-divided as Vadakongu, Melkongu and Thenkongu. Salem came within Vadakongu. There have been several smaller subsections whose names are known from inscriptions - Thakatainadu, Puramalainadu, Eyilnadu, Kilkarai, Punthurainadu, Vadapuvaniyanadu, Ezhukarainadu and Ezhurnadu.

Hoysala Period - In the north, the Hoysalas were in the forefront in Belur and Dwarasamudram. In 1104 A. D. one Pittithevan alias Vishnuvardhanan ascended the throne. The Pandyas were then powerful at Madura and they went upto Chidambaram. The boundary between Hoysalas and Pandyas during the latter half of the thirteenth century was in a state of flux. The Hoysalas successfully penetrated into the Tamil country little by little and from the inscriptions found in Taramangalam, (1268 and 1274 A. D.), Rayakota and Adamankottai (1260 A. D.) it is understood that Salem district was being ruled by Viraramanatha, one of the two sons of Virasomeswara. Inscriptions of his son and successor, who appears to have reigned only for 4 or 5 years are found at Kambayanallur, Kundani and Tirupattur (1288 A. D.). In 1293 A. D., for the first time, Mohammadan rulers crossed south. At the beginning of the 14th century, south India was divided among four states, all equally powerful - Yadavas of Devagiri, Kakatiyas of Warrangal, Hoysalas of Dorasamudra and Pandyas of Madura. Consequent on the series of raids carried on by the Mohammadan armies, all the four South Indian empires were ruined and out of the ashes of the southern kingdoms rose the empire of Vijayanagaram.

Vijayanagar Dynasty - For nearly two centuries and a half they ruled. In the middle of the 14th century A. D. South India was conquered by Hariharabukkas. Salem fell into the hands of Hariharani.

Vijayanagar kingdom was ruled by three races - Sangamas, Chalukas and Tuluvas. Krishna Devaraya belonging to Tuluva line was famous. During his regime many temples and gopurams came into being. Inscriptions of Krishna Deva Raya are found at Indur in the west, Dharmapuri and at Tiruchengode. There are also two inscriptions of Achutha Raya at Taramangalam and two inscriptions of Sadasivaraya - one at Karimangalam and another at Taramangalam. In 1565 A. D. the glory of Vijayanagar was brought to close by the combined armies of Decan Sultans on the field of Talikota. Thereafter anarchy prevailed for some time till Mysore kings came to the fore front.

Mysore Rule - In 1612 Seringapatam was stormed by Raja Udayar of Mysore. He also defeated Jagadevaraya and took control of the northern part of Salem district during the period 1617 to 1637 A. D.

Naik Rule - The Madura Naiks began their domination in 1559 A. D. and attained the zenith of their strength under Tirumala Naik who acceded to the throne in 1623 A. D. Under the feudal system that was introduced during his reign, Salem was governed by poligars Ramachandra Naiks at Chendamangalam and Gattimudaliars at Taramangalam.

It appears that Talaimalaikottai was constructed by one Ramachandra Naik and the Namakkal Fort was constructed by another Ramachandra Naik. The forts of greatest strategic importance held by Gattimudaliars were Omalur and Attur. The famous big temple at Taramangalam noted for its sculptures was built by the Gattimudaliars and their stamp is found in the temple. Amarakundi, Sankaridrug, Tiruchengode, Macheri, Idangasalai and Pulampatti were under the control of Gattimudaliars. There have been several other small poligars in Denginikota, Ratnagiri and Alambadi. During a part of

the 17th century, however, Salem was ruled by an independent poligar, Chenappa Naik, whose name tradition associates with Tenkaraikottai. The Naik rule did not last long thereafter. Mysorians marched upto Dindigal through Coimbatore. At the same time the Bijapur Moghuls came to the south and took over the Baramahal area.

Mysore Domination - Under the rule of Kanteerava Narasaraian, Mysore scored several victories. He strengthened his native land and captured a few villages of Gattimudaliars in 1641. In 1652 he entered Baramahal and gained control of places like Veerabadrargam, Pennagaram, Dharmapuri, Denginikota, and Ratnagiri defeating the Bijapur Nawab; In the next year Hosur was taken away from Chandrasankar. In 1659 A. D. which records one of the most vindictive wars between Narasaraian and Tirumalai Naik both met with their death; but the fight went on. In due course Madura Naiks lost their strength while Mysore grew. Tottadevaraya reigned from 1669 to 1672 A. D. and Chikkadevaraya from 1672 to 1704 A. D. A pitched battle took place between Mysore dynasty and Madura Naiks at Erode in which Tottadevaraya succeeded. Erode and Dharapuram held by Naiks and Omalur which was governed by Gattimudaliars were joined to Mysore. Chikkadevarayan captured a great part of the Salem district in 1688 A. D. and on the eve of his death in 1704, the district was completely under his supremacy. Then the Moghuls began to enter by the south. After his death, his son, who was both deaf and dumb, came to the seat. The rule therefore went into the hands of ministers putting a halt to further progress.

Haider Ali 1748 to 1761 A. D. - For a long time one Nanjararajan was the minister in Mysore. Haider, then a soldier, was made captain and he began to use his powers and later usurped the throne. He tried to expand the Mysore territory;

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but war had begun between the British and the French about Karnataka. The Nizam and Mahrattas who came from the north joining hands with British gave battle to Haider Ali which was the cause of the 1st Mysore War.

First Mysore War (1767 to 69 A. D.) -

The British first progressed till they reached Krishnagiri. They were met by Haider Ali at Kaveripatnam and they had to retreat after severe battle. Haider followed after them with a big army upto Madras and it ended in a peace treaty. Haider practically dictated peace on his own terms.

2nd Mysore War (1780 - 1784 A. D.) -

This was also a defeat to the British. Haider died during the battle and was succeeded by his son Tippu Sultan. In 1784 there was again peace and Salem district was in the hands of Tippu.

3rd Mysore War (1790 - 91 A. D.) -

The aggressive nature of Tippu induced him to proceed on Travancore and this was the cause of the 3rd Mysore war. During this war the British invaded several parts of Salem district. In 1791 Lord Cornwallis captured Hosur, Pennagaram, Krishnagiri and besieged Seringapatnam. Tippu was brought to his knees and a peace treaty was effected according to which all portions of Salem District except Hosur taluk came under the British rule. Reed was made collector at Krishnagiri to govern the district and armies were stationed at several places.

4th Mysore War 1799 A. D. - This was an easy victory for the British. Tippu was defeated and slain. Hosur taluk was joined to the district. The district was divided into three sections. Krishnagiri, Sankagiridurgam and Rayakota were made headquarters for Baramahal, Talaghat and Balaghat and an army was stationed at each of the places. In 1850 the armies were transferred to Tiruchirapalli.

British Rule - In 1799 A. D. when Coimbatore district also came to British hands, it was divided into two parts. Bhavani was made headquarters for the northern part and Dharapuram for the southern section. Salem district was joined to the north Coimbatore. In 1804 Coimbatore

district was formed with Coimbatore as its headquarters. Taluks to the east of Cauvery were separated to form the Salem district with Salem as its headquarters.

In 1910 the area of the district was 7,530 Sq. miles. As it was considered unwieldy for administrative purposes, Namakkal taluk was transferred to Tiruchirapalli district in 1910 and the taluk of Tirupathur transferred to North Arcot district in 1911. In 1918 Namakkal taluk was rejoined to this district on the advent of the Mettur Reservoir. From 1799 to 1947 August when Indian freedom was achieved, the district continued under British rule.

The district had thus been practically a no-man's land, and claimed no separate history of its own very much. The main language spoken by 74½% of the population is tamil. Next in order comes Telugu spoken of by 14½% of the population. Kanarese, Urdu, Sourashtra and Malayalam exist to some extent.

Hindus form 96% of the population, Mohammadans 2.5% and Christians 0.8% and others are a negligible minority. A large number of Mohammadans are in Hosur. In the mountains of Shevaroy, Kalrayan, Chitteri, Kollimalais and Pachaimalais "Malayalis" who are considered the oldest tribesmen live in huts.

Salem town - The town spreads on either side of the river Tirumanimuthar which flows from north-east to south-west. It is situated at the trijunction of the Bangalore, Tiruchirapalli and Cuddalore roads and is surrounded by high hills appearing as the walls of a fort. The Shevaroy hills are in the north, the Jerugumalai hills in the south, Kanjamalais in the west and Gothumalais in the east. On the eastern bank of the river is Salem Town proper and on the western side is the Fort area and Shevapet. The name of Shevapet has evidently been derived from the fact that one among the big shandies of the district takes place here every Tuesday (செவ்வாய்).

Fort - The fort area is the most ancient part of the town. Tirumanimutharu runs on its eastern and southern sides. Among the ancient fort walls, the eastern wall alone exists. It is built of hard stones and mud.

The Fort area now extends from the hospital to the dam corner. At this corner a tank existed which got its waters from the dam and this water was let out in the moat around the fort. The dam is now broken. The southern wall was destroyed to ground level and the moat by its side closed up. A road has now been laid in its stead and houses have been built in the place of walls. The western fort wall was parallel to the wall of the mission church. Now a beautiful road, lined up by trees, runs in the centre. Trees were grown there for formation of a shandy area. The area was later considered inadequate and the shandy transferred to a place in the western part of Shevapet. The main entrance to the fort is said to have been on the northern side where the municipal high school and office are now located. The existing prominent structures within the fort area are the Nawab's Masjid and the shrine of Alagirinathar also known as Soundararaja Perumal. "Mahal" is another dilapidated structure here. It is said that the courthall of "Ismail Khan" who was peshkar in the times of Tippu Sultan was within the fort and that his house was to the west in a high level place. There are now several small houses in this locality. A cocoanut grove and a beautiful tank are nearby. It is said the grove belonged to the Perumal temple in olden days.

Opposite the old collector's bungalow there is a Buddhist or Jain statue, in a sitting meditating posture. People call it "Thalaivetti Muniappan." Contrary to the codes of Buddhist or Jain religions, people were offering goats and fowls in sacrifice to this statue and blood was spilt in its front. By the side of this statue, at a short distance, there is a small temple called "Deepanthiammankoil" in which a flat stone with two female figures is the centre of attraction. The story is that Tirumalai Ammal and Vira Venkatammal two women belonging to the oppanakara family burnt themselves alive when they heard of the death of their husbands in battle and that this stone was laid there in their memory.

The fort area is mostly inhabited by Mohammadans - Pattainars, Sheiks, Syed, Moghul. They speak urdu. It is said that in days of old they were not freely mixing with the tamil speaking mohammadans.

Zamin - A major part of Salem was Zamin area. The first Zamindar was one Kandappa Chetty. After his death, Nainammal, his wife, sold the Zamin to F. G. Fisher in May 1836. He died in 1867 and the Zamin went to his daughter Mrs. Jessie Foulkes, wife of the great orientalist Thomas Foulkes and then to G. F. F. Foulkes.

Name and its significance - Several reasons are attributed to the name of Salem but the origin is not correctly traceable. This place is noted for weaving industry and especially for manufacture of "Salai." Hence "Salem" is attributed to have gained its form from the word "Salai." In an inscription in the Soundararaja Perumal temple relating to the 26th year of Sundara Pandiyan, this place is referred to as "Rajasraya Chathurveda-mangalam." This might be a name given by a king who had donated land for building an agraharam and no special significance is attached to it. In the charter of Krishnama-raja of Uthamacholapuram, mention has been made of "Sala Nadu." In another charter of Krishnaraja Udayar of Ethapur reference is made of "Salyam" (சாலியம்) in Cheranad.

The ancient tribes of Malayalis living on the Shevroys say that "Salanadu" has derived its form from the word "Cheranadu." Research scholars do not give much importance to this explanation.

According to Kongumandala Sathaka, Salanadu is one among the 24 divisions of tamil area. This is considered to be the birth place of Avvaiyar; but several places claim the nativity of this gifted poetess.

History - According to an inscription in Taramangalam it is known Salem was ruled by the Hoysalas in 1274. Then it went to the control of Vijayanagar dynasty. After their downfall, Madura naiks were ruling the place by appointing poligars in charge of divisions. One such poligar was governing the administration and the status of Salem in those times can be assessed from the literature of the bishops of the Madura Mission.

In 1624 Robert De Nobeli, a bishop had visited Salem. Then Salapattinaik was

the administrator, under the Naik regime. This poligar was more powerful than Ramachandranai, who was his contemporary at Sendamangalam. Ramachandranai came to his position by displacing his brother Tirumangala Naik, who took refuge under Salapattinai.

Robert De Nobeli contacted Tirumangalanai and was trying to convert him to christianity. The brahmins of Salem got frightened as Ramachandra naik had no issues and by law the leadership would go to the eldest son of Tirumangala Naik. So, as soon as the bishop went to cochin the Salem naik was instigated to make war on the Sendamangalam naik who in turn sought refuge at the hands of Moramangalam ruler, a Gattinudaliar. Tirumangalanai soon became a christian.

The history of those converted to christianity by Robert De Nobeli is not known. Till the death of Tirumalai Naik in 1659 the naiks of Salem were subordinate to the Madura naiks. In 1663 one Chennamanai also called Chennappanai was the poligar of Salem. It is he who gave away the village of Sennamasamudram in charity to a brahmin. He had also built the Tenkarai fort. Seeranaik is one other poligar.

After the demise of Tirumalai Naik, Mysore rulers came into the field. Haider Ali was the custodian of Salem. In 1678 Colonel Wood took away Salem from Haider Ali by force. In December of the same year, Captain Haile was having 3 battalions in the fort, when he was reattacked by Haider Ali. An understanding was reached that the captain and his soldiers should be permitted to go to Trichy if the fort was given up; but contrary to it they were arrested when they came out of the fort.

Only after the British came to power, Salem gained its importance. In 1792 A. D. it was a military base. A part of the 22nd battalion was kept here. It was joined to the 3rd battalion later. The quarters of Macdonald, the then military captain was at Sankagiri dergam. In 1799 A. D. Lord Clive transferred more troops to Salem.

In 1823 A. D. Captain Field stationed himself at Salem with his army. In 1850 A. D. the armies were transferred to Tiruchirappalli. Since August 1947, the achievement of freedom has made it a part of the democratic country, that it is now to-day.

Steady progress has been maintained since 1804 when it was made headquarters of the district. It was constituted into a Municipality on 1st November 1866. The population of the town according to the 1951 census is 202,335. With the growth of population many houses and bungalows have been built. Many small villages have now become part of the town. The important parts and extensions are Gugai, Salem town, Ammapet, Fort area, Shevapet, Arisipalayam, Sivasamipuram or Srirangapalayam, Maravaneri extension, Komarasamipatty, Hasthampatti, and Swarnapuri extension.

Tiruchengode - is the headquarters of the Tiruchengode taluk. Seven pilgrim centres in Kongunadu are mentioned in Thevaram of which Tiruchengode is one. It is referred to as Kodimadasenkunnur (கொடிமாடசெங்குன்னூர்). The hill rises steep and at the top of it is the Ardanareeswarar temple (மாதிருக்கும் பாதியன்) built of black stone with sculptural work on the stone pillars. The front gopuram faces the west. Several mandapams have been constructed during different periods. There is no lingam in mulasthan but the form of the idol is half male and half female. Such an idol is said not to be found anywhere in India.

On the backside there is the idol of Muruga worshipped as the Sengottu Velavan (செங்கோட்டு வேலவன்). It is significant that people near and about Salem call themselves 'Sengodas'.

While Sambandar visited the place in the 7th century it is said that several devotees were attacked by a bad fever which subsided as soon as he composed a pathikam. Arunagiri had visited this temple in the 15th century as mentioned in tirupugal.

In the midst of the village at the bottom of the hill there is a temple of Kailayanathar.

VAIPPUSTHALAMS.

Historical Places:

Dharmapuri - is the headquarters of Dharmapuri taluk. Its temple is within a fort and is ancient. Sanga literature refers to this place as 'Thakadur'. The place was ruled by Adiyaman Nedumanji and the march on the fort was known as 'Thagadur Yattirai'. During his wanderings on the mountains Adiyaman is said to have found a karunellikani which had the property of giving longevity to those who ate it. The ruler, who knew its value presented it to Avaiyar, who praised the king for the gift. For centuries this place was ruled by north kongu kings. The temple of Paravasudevar has many inscriptions in it. Sundarar had visited the place in the 9th century. The name of the deity is Mallikarjunaswami. It is said that the gardens of Thomas Munro were here.

2. **Uthamacholapuram** - is situated five miles south of Salem on a bank of the Tirumanimuthar. Appar has referred it as Karapuram. It appears that a demon called Kara was an ardent devotee of this temple, which has a sthalapurana of its own. There is an image of Karadi Siddha in it.

3 & 4. **Ezhur and Thozhur** - They are situated in Tiruchengode and Namakkal taluks and have been noted by Appar.

5. **Araipalli** - is a hill temple constructed on the top of Chaduragiri (4863 ft) on Kollimalais which formed the eastern boundary of Kongunad. A reference has been made to Kongunad. This place by Appar and Ambalavana Kavirayar had composed a praiseworthy sathakam about this temple. There is a beautiful water tank here with varied colours of fish. The ancient tribe of Malayalis inhabit the place. In sanga age it was under the rule of king 'Ori'. It is said the hill was the abode of a forest deity 'Kollipavai'.

Taramangalam - is 14 miles to the west of Salem. It was ruled by gattimudaliars in 16th and 17th centuries as poligars of the naiks and was the headquarters of Puvaniyanadu. The last of gattimudaliars was captured by the Mysore sultans and killed in the fort of Sankagiri.

There is a reputed sivalaya in the midst of the village with a length of 306 ft and breadth of 164 ft. Figures of tortoise, fish, crocodile are worked on the walls and the gopuram is bedecked with architectural carvings. The credit of the construction is attributed to Mummudi Gattimudali. High skill is employed in the decorations of the horse mandapam. There is no other temple in the surroundings with such artistic beauty. Several puranic stories are represented. The rotating lotus flowers made of stones, statues of Rathi-Manmatha, Vali-Sugreva fight, lion with moveable stone balls in its mouth, depictions of Siva Leela, Mahavishnu in Mohini Avatar, Ahoraveerabadra statue and several others are all attractions which are feast to the eyes of an observer. In the north-west of the village there is an octagonal tank near Iameeswarar temple (இளமீஸ்வரர் கோயில்) beautifully constructed step by step at the bottom of which is a round well. Several images in the dancing posture are seen in this temple.

Namakkal - is the headquarters of Namakkal taluk. On a huge rock hill a fort is visible. There have been many buildings for stationing soldiers. There are water springs on the hill. On its slopes two cave temples have been constructed. Perumal Temple and Amman temple are famous. Puranic incidents are artistically depicted on the stone walls of Narasimhaswami temple. The huge Hanuman statue 20 feet high cannot escape the attention of any who visits the place.



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The Nainamalai, sivalaya in Kapilamalai and the Kulipattur hill temple in this taluk are worth visiting. The Dattatreya temple in Sendamangalam is said to be the only one of its kind in South India.

Rasipuram – is the headquarters of Rasipuram taluk and is south of Salem. A stone caricature of Ori is found in the ancient sivalaya (Kailasanathar temple) with arrow in hand signifying the adeptness of the king in his use of the bow and arrow (வல்லிவீரன்). There are rock inscriptions in the temple. It is considered that 'Rasapuram' might have become 'Rasipuram' by usage. The Muruga temple on the slopes of the Kollimalais within the boundary of this taluk is located amidst beautiful surroundings. The siddar hill temple on the Salem-Trichy Road and the small waterfalls in its proximity are noteworthy.

Tirthamalai – There is a temple of Theerthagirisar on this hill of Harur taluk. Elappa Navalar, a saiva, had composed a poem about the temple in 16th century.

Ayodhipatnam – Five miles east of Salem is this village with a big Perumal temple. There are several pillar art works in it.

Mountain forts:

Sankagiri Durgam – The hill is 2,345 ft high. Three sides are steep while on the eastern side there is a slope. There had been a hill fort with 10 fort walls. Prison cells, shops, water tanks exist at the top. There are buildings in which battalions had stayed. During the Mysore wars this was one of the strategic forts. The last of the gattimudaliars was killed here. It was previously known as Kunrathurdurgam (1522-44). Several inscriptions of the Vijayanagar kings are visible. There is a village at the bottom of the hill and the railway station called after its name is also nearby.

Krishnagiri – is the headquarters of Krishnagiri taluk. The temple and fort on the hill was famous in the times of Mysore sultans. Factories were established on the hill which have been later destroyed by explosion.

Sri Anjaneya, Sri Subramania temple at the bottom of the bogar hill has been constructed

in 1936. Several improvements have since been effected by public contributions and it is now one of the well maintained temples.

The other historical mountain forts in the district are the Adamankottai, Nilagiridurgam, Sulagiri, Anchetidurgam, Maharajagadai and Baramahal durgams of the Upper ghats.

In and around Salem:

Namamalai – can be seen in the south east of Salem with a big namam mark. At the bottom of the hill is a huge rock 80 ft high with a cave entrance beneath. It is said that an underground path leads to the cave entrance of Muniappan temple in the town. Marks of hand and foot are seen on the stone which are considered to be prints of a sanyasi who stopped the stone while it was rolling down.

Sugavaneswara Temple – Inscriptions of cholas and pandyas are found in the temple. The name of the god is given as 'Kilivannarudayar'. The big mandapam has 80 stone pillars. It is said that the Kalyanamandapa was constructed in 1823 by Davis, the then collector. Some say that the dwajasthamba to the north east of the entrance and the structure of a four pillared mandapam around it, was his contribution. There is a big nandi with a divine well beneath with steps arranged for passage. Several such constructions are found in Kongunadu.

During the recent renovation a very old stone statue of Periammai with her bull faced son on the right and daughter on the left was found out. This idol is not worshipped now. A similar idol has been found in Kancheepuram.

The niruthamandapa with four pillars was constructed in the times of Sundarapandya. One Narayana Devan, an officer under Veera-pandya Thevan in the 10th century had taken interest in the construction of temple walls, tank, choultry and allotment of lands in charity. Inscriptions of Parakesarivarman and Rajakesarivarman of cholas of the 10th and 11th centuries are noted. Gifts by many merchants and rich people are described in the inscriptions. A jewel of the Goddess is set with a pearl, six times the size of a grain of wheat, said to have come from Tirumanimutharu.

Soundararaja Perumal Temple – Three inscriptions of Sundara Pandya Deva are found in the temple. This has evidently been constructed by Sundara Pandya II (1275 – 1302 A. D.) The deity is also known as 'Alagiriswamy'. The walls are big and the mahamandapam had been constructed with 66 pillars. There is a grand hanuman statue in front of the sanctum and a well in the south-east corner with an underground path. The mandapam in north-east corner was built by Davis.

So far seventeen inscriptions have been discovered in the Perumal and Siva temples from which it can be said that the Siva temple was built two years after the former.

Ponmankaradu alias Poimankaradu – is five miles away from Salem on the road to Namakkal. Seen from the plains to the east of the hill from a particular spot, the likeness of a deer with two horns is visible in a cave between rocks on the hill. The mysterious vision disappears when one gets nearer. The mythology behind the vision pertaining to the epic of Ramayana is that the deer symbolises Maricha who came in guise to separate Rama from Sita in the Dandakaranya forest and that he attained his salvation at this place. The whole of Salem district is said to have been part of this forest.

The Siddarkoil on the road to Elamballi, the Kariya Perumal Karadu, Kumarankaradu, Uthankaradu, Konaiperumaikaradu are all hill temples which adore Salem on all sides. Kanvakaparameswari temples at Salem and Shevapet have been recently renovated and two similar temples have been constructed at Rasipuram and Mohanur.

Mosque – The mosque inside the fort area is ancient, but strong and well built. There is not much of art work in it. Recently stupas have been added. This is called the small masjid or the Nawab masjid. On the bank of Tirumanimuthar there is another mosque said to have been built by Tippu-sultan. Quite near to it, is the tomb of Killedar Ismail Khan.

Other places:

Hogainakal – is a reputed waterfalls of the Cauveri in Dharmapuri taluk. Buses now

ply straight upto this place from Dharmapuri through Pennagaram. The falls from a height of 80 ft and the beautiful natural sights of the river in its course attract a stream of visitors. By virtue of its inimitable scenic surroundings it has become an ideal place for picnics and short stay.

Mettur – Anyone who visits the district cannot afford to miss to see the grandeur of Mettur, the great industrial place of the district. A panoramic view of the whole surroundings with hills on all sides, the dam with water on one side and the park and hydro electric station on the other and the location of industries, can be had from the Governors' bungalow at the top of the dam. The dam is 5,300 ft in length and 214 ft in height and the width of the river at dam site is 1100 ft. The maximum waterspread area of the lake reservoir is 59.25 sq miles. The reservoir acts as a flood moderator, helps irrigation and provides hydro electric facilities to several districts in South India. As a consequence of the availability of power, several industrial concerns have grown up and there is scope for progress industrially. There is a railway station and town buses ply in between the station and the town at the bottom of the dam. The top of the dam forms part of the main trunk road.

On a bank of the river canal near the park down the dam, there is an idol of Muniappan which is respected as the guardian deity of the place.

Mettur is now classified under class III of township prior to its conversion as a Municipality in due course.

Yercaud – is the headquarters of Yercaud taluk which covers an area of 148 square miles consisting of 67 villages. It is a major Panchayat with an annual income of about Rs. 60,000. According to the census of 1951 only four villages are inhabited forming revenue administrative units with defined boundaries. The climate is enjoyable with mild temperature though the rainfall exceeds the district average by about 20 inches in a year. The kennel club of India is situated here. The lake with natural scenery all round is an imposing spectacle and is fit for boat ride. Places like the Lady's seat, the Pagoda point and other hills closely reveal the beauties of nature in all its grandeur.

Plantation orchards of coffee, oranges, bananas, the location of the Associated Drug Co. Ltd., the bauxite mines—all afford a rich variety of experience to visitors. Yercaud is a hill station and efforts are ahead to include it as a **tourist centre**.

Festivals and fairs:

People enthusiastically join in large numbers to celebrate festivals and fairs which are life and blood to the villagers.

Important among them are mentioned below:

Month	Taluk	Name of festival and place.
January	Tiruchengode	Taipoosam festival, Kalipatti
	Namakkal	Taipoosam festival, Kabilamalai
	Hosur	Sappalamman festival, Timmasamudram
February	Namakkal	Car festival, Sendamangalam
	Omalur	Badrakāliamman festival, Macheri
	Harur	Car festival, Theerthamalai
	"	Sivarathri festival, Solamarathupatti
March	Hosur	Car festival, Mathagondapalli
	Tiruchengode	Sivankoil car festival, Edappadi
	"	Mahimai festival, Vellandivalasu
	Namakkal	Car festival, Namakkal
	Hosur	Chudanathaswami car festival, Hosur
April	Dharmapuri	Kaliāmmā festival, Adamancottah
	Omalur	Car festival, Nangavalli
	Hosur	Betroyaswami car festival, Denkanikota
	Dharmapuri	Kaliāmmā festival, Indoor
	Rasipuram	Mariamman festival, Pudupatti
May-June	Tiruchengode	Car festival, Tiruchengode
August	"	Adi 18th, Komarapalayam
	Harur	Kanniamman Jatrai festival, Irulapatti
	Salem	Kottai Mariāmmā festival, Salem
	Dharmapuri	Adi perukkam festival, Hogainakal
September-October	Namakkal	Purattasi festival, Nainamalai
November	Tiruchengode	Sethumutti Seklandiamman festival, Vaikuntam

During the festival period, cattle fairs are conducted at Kalipatti, Machery, Pudupatti and Mathagondapalli. An annual exhibition is arranged by the Salem Municipality during August with commendable success and the proceeds utilised for the educational upliftment of the masses.

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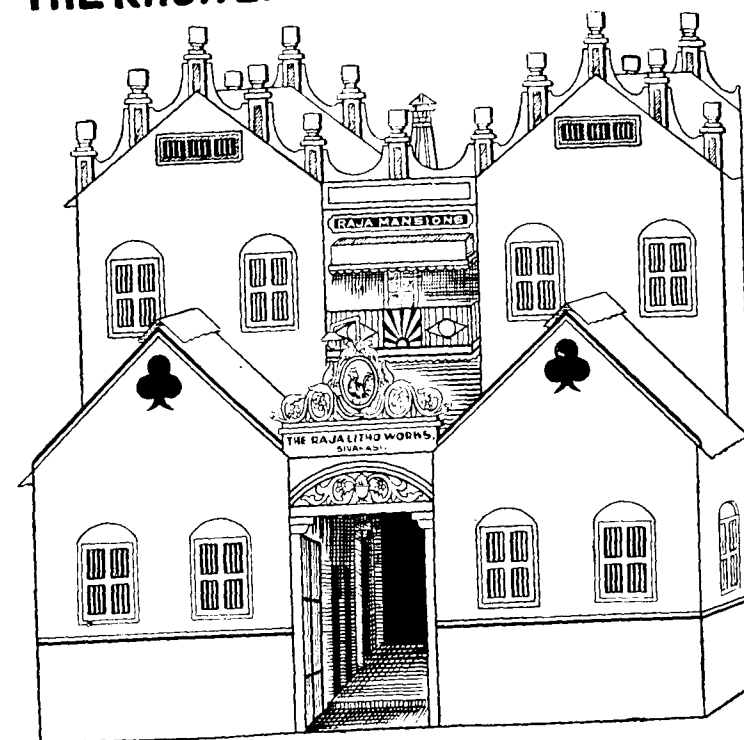
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Capital & Reserves	3,47,000	0	0	Bank buildings	17,000	0	0
Fixed deposits	4,53,000	0	0	G P. Notes	1,62,000	0	0
Bank arrangements	2,22,000	0	0	Investments	8,56,000	0	0
Profits	55,000	0	0	Interest receivable	10,000	0	0
				Expenses	26,000	0	0
				Cash on hand	6,000	0	0
	<u>10,77,000</u>	<u>0</u>	<u>0</u>		<u>10,77,000</u>	<u>0</u>	<u>0</u>

K. Govindarajulu,
 Partner.

Krishnamoorthi, B. A.,
 Agent / Partner.

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Transport facilities and places of stay.

THE industrial advancement of the district augurs well for the establishment of heavy industries without affecting the growth of small scale industries. In the interest of trade quick movement of passenger and goods traffic is of utmost importance in modern times. At present there is no facility for air travel and selection of a suitable place for installing an air station is under consideration for some time. Yercaud and Salem are the two prospective centres in this connection.

Railway - Salem Junction is on the Madras-Mangalore broad guage main line at a distance of 208 miles from Madras Central. A separate broad guage line runs from the junction to Mettur. The metre guage connects Salem with South Arcot district. In addition to through trains, a passenger train service runs between Salem and Coimbatore with second and third class accommodation. By the

efforts of the Salem District Chamber of Commerce, one special bogie from Salem junction to Madras Central is attached to the Blue Mountain Express on the broad guage section and a through carriage to Madras Egmore is linked to the night passenger train on the metre guage section for the convenience of business people.

Quarterly regional meetings are held by the railway authorities to regulate and effect improvements in movement of traffic. The claims of the Chamber for restoration of the Salem-Bangalore line dismantled during the war-period and for providing direct train service between Salem and Tiruchirapalli through Rasipuram and Namakkal require consideration.

Places in the district served by the two sectional railways are noted hereunder.

Broad guage.		Metre guage
Jolarpet-Calicut main line	Salem Jn. to Mettur	Salem Jn. to Vriddachalam.
Samalpatty	Salem junction	Salem junction
Dasampatty	Pagalpatti	Salem market
Doddampatty	Omalur	Salem town
Morappur	Tholasampatti	East Salem
Donganur	Mecheri Road	Masinaickenpatti
Buddireddipatty	Mettur Dam	Meenamballi
Bommidu		Seshanchavadi
Lokur		Valappadi
Danishpet		Ethapur Road
Thinnapatty		Pethanaickenpalayam
Karuppur		Kalpakanur
Salem junction		Athur
Veerapandy Road		Kattukottai
Vembadithalam		Sarvoi
Macdonald's Choultry		Talaivasal
Kalipatty Road		
Sankari drug		
Tannirpandalpalayam		
Anangur		
Cauveri		

Goods booking is accepted at the junction for stations on the broad gauge line while it is accepted for both sections at the Salem market station. Only parcels are accepted for despatch at the Salem Town station.

Goods Station Master,
Salem Market - Phone 26

Parcel office, Salem Market - Phone 86
Station master,

Salem Junction - Phone 85

Out agencies - Among places served by out-agencies, some are open for passenger and goods traffic while others are intended only for movement of goods. Details are furnished below:

Name of out agency	Serving Station	Distance from serving station in miles	Particulars of traffic.
Krishnagiri	Tirupattur	26	Parcels & goods
Namakkal	Salem market	32	
Idappadi	Macdonald's Choultry	11	
Thammampatti	Attur	18	Passenger, luggage parcels and goods.
Dharmapuri	Morappur	19	
Rasipuram	Salem junction	18	
Rasipuram	Salem market	16	"
Tiruchengode	Sankari Drug	5	

Road Transport - The first bus was run from Salem to Namakkal about the year 1914. Now, within the district, transport buses play a very important part. 289 buses

ply throughout the district along 173 routes held by seventy bus operators. Routes are given in detail and a road map is also attached for easy reference.

S. No.	Name of the route.	Distance.
1.	Salem to Hosur via Omalur, Thoppur, Dharmapuri, Palacode, Royacottah, and Uddanapalli.	101 miles.
2.	Salem to Thali (via) Dharmapuri, Royakottah, Kelamangalam, Hosur and Madagondapalli	115 miles.
3.	Salem to Jolarpet (via) Omalur, Dharmapuri, Krishnagiri	96 miles.
4.	Salem to Marandahalli (via) Omalur, Dharmapuri and Palacode	68 miles.
5.	Salem to Pennagaram (via) Omalur, Dharmapuri	61 miles.

S. No.	Name of the route.	Distance.
6.	Salem to Krishnagiri (Via) Dharmapuri	72 miles.
7.	Salem to Tirupathur (via) Dharmapuri and Mathur	80 miles.
8.	Salem to Dharmapuri (via) Omalur and Thoppur	42 miles.
9.	Salem to Tiruchy via Namakkal and Musiri (district)	83 miles.
10.	Salem to Tiruchy via Rasipuram, Namakkal, Paramathi, Velur, Pandamangalam, Velur, Mohanur, Kattuputhur	126 miles.

S. No.	Name of the route.	Distance.	S. No.	Name of the route.	Distance.
11.	Salem to Pandamangalam via Rasipuram, Namakkal, Paramathi and Velur	51 miles.	23.	Salem to Nangavalli via Elampillai, Chinnampatti, Taramangalam, and Jalakandapuram	32 miles.
12.	Salem to Pandamangalam via Rasipuram, Namakkal, Mohanur and Velur	56 miles.	24.	Salem to Bhavani upto Salem Dist. border via Nangavalli, Edapadi and Komarapalayam.	61 miles.
13.	Salem to Jedarpalayam via Rasipuram, Namakkal, Mohanur, Velur and Pandamangalam	68 miles.	25.	Salem to Attayampatti	13 miles.
14.	Salem to Jedarpalayam via Rasipuram, Namakkal, Paramathi, Velur, Pandamangalam, and return to Salem via Kabilamalai, Paramathi, Namakkal and Rasipuram.	61 miles.	26.	Salem to Thoppur via Omalur (along trunk road) Chinnathirupatti, Mookanur, Kongupatti, and Vellar	34 miles.
15.	Salem to Karruputhur via Rasipuram and Namakkal	50 miles.	27.	Salem to Morappur via Ayyothiapatnam, Pallipatti and Harur	45 miles.
16.	Salem to Namakkal via Rasipuram and Sendamangalam.	38 miles.	28.	Salem to Kottappatti via Harur.	60 miles.
17.	Salem to Rasipuram via Mallur.	16 miles.	29.	Salem to Cuddalore via Attur, Kallakurichi	120 miles.
18.	Salem to Komarapalayam via Rasipuram and Tiruchengode	60 miles.	30.	Salem to Kallakurichi via Karipatti, Valapadi, Ethapur road, Attur and Thalaivasal	60 miles.
19.	Salem to Mettur - Salem to Tiruchengode	54 miles.	31.	Salem to Veeraganur via Karipatti and Valapadi	46 miles.
20.	Salem to Andiyur via Mettur	62 miles.	32.	Salem to Edappadi via Macdonald's choultry and Konganapuram	24 miles.
21.	Nangavalli - Rasipuram via Kakapalayam and Attayampatti	40 miles.	33.	Salem junction to Yercaud	23 miles.
22.	Salem to Tiruchengode via Attayampatti	28 miles.	34.	Salem to Mecheri via Omalur.	22 miles.
			35.	Salem to Vennanthur via Ariyanur and Attayampatti	16 miles.

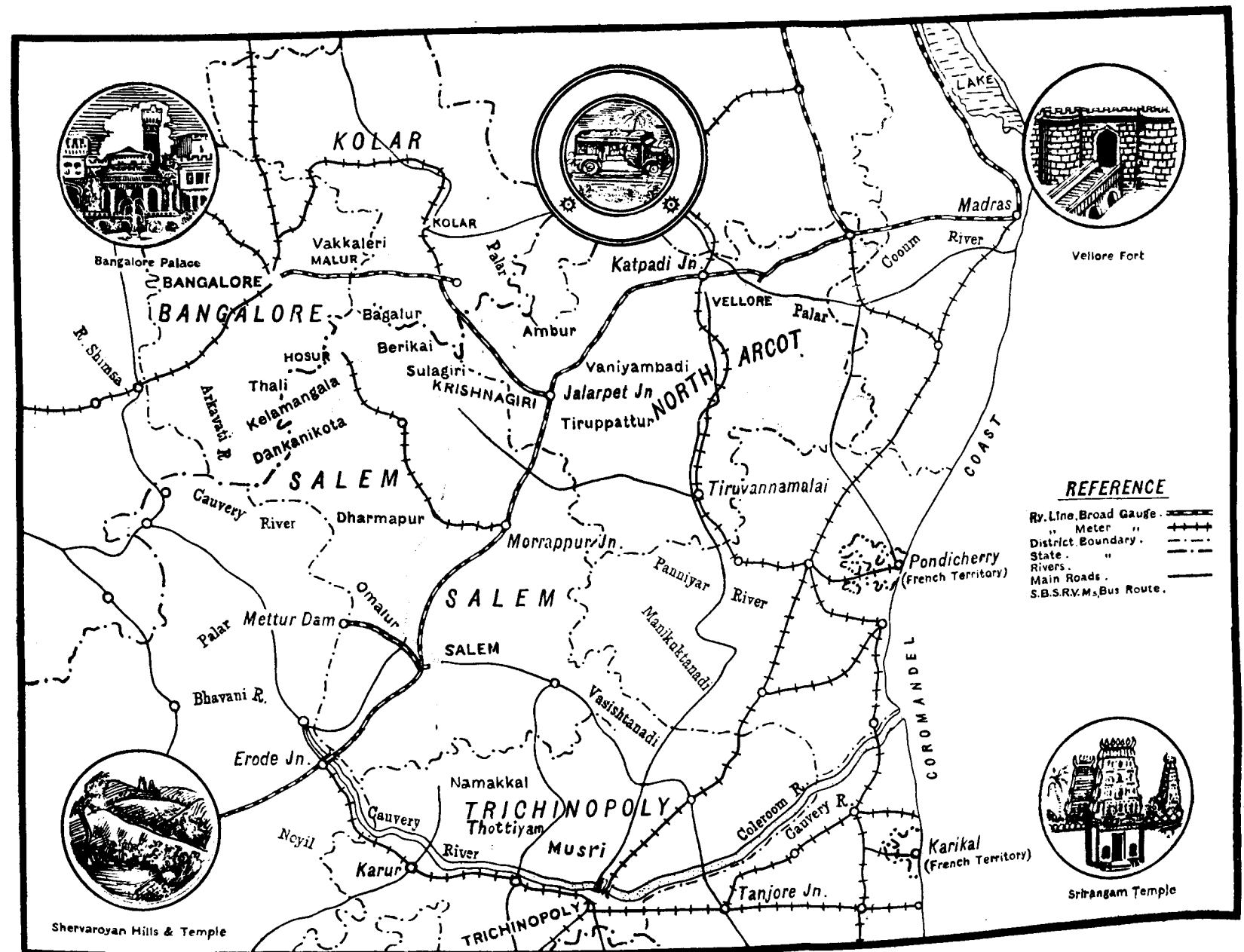
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CROSSCUT ROAD (Near Level Crossing) COIMBATORE

S. No.	Name of the route.	distance.	S. No.	Name of the route.	Distance.
36.	Salem to Mallasamudram via Attayampatti	16 miles.	48.	Salem to Poolampatti via Macdonald's Chowltry and Edappadi	31 miles.
37.	Salem to Zamin Elampalli via Rasipuram, Namakkal, Paramathi, Kabilamalai, and Jedarpalayam	56 miles.	49.	Salem to Harur via Ayothiapatnam Pappireddipatti and Pallipatti.	39 miles.
38.	Salem to Taramangalam via Salem Junction, Pavathampur, Krishnapudur, Konagapady, Thoppur, Karukkalvadi and Alagasamudram	15 miles.	50.	Salem to Elampillai	11 miles.
39.	Salem to Tholasampatti via Omalur and Taramangalam	20 miles.	51.	Salem Junction to Rasipuram via Mallur	20 miles.
40.	Salem to Thammampatti via Malligarai and Attur	50 miles.	52.	Salem to Thumbal via Valapadi and Belur	30 miles.
41.	Salem to Sendarapatti, Thammampatti via Attur and Malligarai and back to Thammampatti via Singapuram	52 miles.	53.	Salem to Namakkal via Rasipuram and Pudu-chattram	34 miles.
42.	Salem to Dharmapuri via Kadathur and Bommidu	63 miles.	54.	Salem to Nagalur via Yercaud	24 miles.
43.	Salem to Dharmapuri via Papireddipatti, Harur, Morrapur and Tippampatti.	71 miles.	55.	Salem to Thumbal via Valasaiyur, Ayodhiyapatnam, Koottathupatti and Belur	32 miles.
44.	Salem to Bhavani via Komarapalayam, Pallipalayam, Tiruchengode and Attayampatty.	47 miles.	56.	Salem to Turaivur via Rasipuram, Namakkal and Pavithram	70 miles.
45.	Salem to Bhavani via Ariyanur, MacDonald's Chowltry, Edapaddy, Harur, and Komarapalayam.	42 miles.	57.	Salem to Chinnappampatti via Elampillai	16 miles.
46.	Salem to Kolathur via Omalur and Mecheri and Mettur.	39 miles.	58.	Salem to Zamin Elampalli via Tiruchengode and Chittalandur	42 miles.
47.	Salem to Jalakantapuram via Ariyanur, Attayampatti, Tiruchengode, Komarapalayam, Bhavani and Edappadi upto Salem Dist. border	70 miles.	59.	Salem to Jalakandapuram via Salem Junction and Taramangalam	21 miles.
			60.	Salem to Mettur via Taramangalam, Nangavalli and Kunjanidur	32 miles.
			61.	Salem to Komarapalayam via Kakapalayam and Sankari	36 miles.
			62.	Salem to Bhavani via Nangavalli and Edappadi	62 miles.

BUS ROUTES

— OF —

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Our Latest Addition: BANGALORE TO PONDICHERRY (VIA) TIRUVANNAMALAI & TIRUKOILUR.

S. No.	Name of the route.	Distance.	S. No.	Name of the route.	Distance.
63.	Salem to Bhavani via Pallipalayam and Tiruchengode	46 miles.	78.	Bangalore to Berigai via Attibelli, Hosur and Bagalur	41 miles.
64.	Salem to Attur via Rasi-puram and Mallikarai	50 miles.	79.	Bangalore to Dharmapuri via Hosur, Uddanapalli and Royacottah	81 miles.
65.	Salem to Attur via Vala-padi and Karipatti	32 miles.	80.	Bangalore to Dharmapuri via Attibelli, Krishnagiri and Hosur.	85 miles.
66.	Sankari to Turaiyur via Tiruchengode and Namak-kal	65 miles.	81.	Berigai to Dharmapuri via Bagalore, Hosur, Uddana-palli and Royacottah	72 miles.
67.	Sankari Railway Station to Tiruchengode (Out Agency)	32 miles.	82.	Chinnasalem to Peruma-nalur via Thalaivasal, Puliyanurichi and Vee-raganur	43 miles.
68.	Samalpatti to Tirupathur via Krishnagiri	50 miles.	83.	Dharmapuri to A. Palli-patti via Odasalpatti, Chintalpadi and Tenkarai-kotta.	32 miles.
69.	Hosur to Morappur via Kelamangalam, Royacot-tah, Palacode and Dharma-puri	77 miles.	84.	Dharmapuri to Palacode via Pulikarai	14 miles.
70.	Thalli to Royacottah via Madagondapalli, Kela-mangalam and Hosur.	42 miles.	85.	Dharmapuri to Erode via Mettur and Bhavani	76 miles.
71.	Hosur to Denkanicottah	16 miles.	86.	Dharmapuri to Erode via Toppur and Salem, San-kari and Bhavani	90 miles.
72.	Bangalore to Krishnagiri via Hosur and Sulagiri	56 miles.	87.	Dharmapuri to Tiruvanna-malai via Mathur, Tiru-pathur and Singarpet	94 miles.
73.	Bangalore to Tirupathur via Hosur and Krishnagiri	83 miles.	88.	Dharmapuri to Pennagaram	20 miles.
74.	Bangalore to Pondicherry via Krishnagiri, Mathur, Samalpatti, Uthangarai and Singarpet	198 miles.	89.	Dharmapuri to Kottapatti via Harur	48 miles.
75.	Bangalore to Denkanicottah via Attibelli and Hosur	41 miles.	90.	Dharmapuri to Harur via Thippampatti, Kambanal-lur and Morappur	27 miles.
76.	Bangalore to Hosur via Annekal, Thali and Denkanicottah	62 miles.	91.	Dharmapuri to Morappur (out agency)	19 miles.
77.	Bangalore to Kunducottah via Hosur and Denkanicottah	47 miles.	92.	Dharmapuri to Maranda-halli via Papparapatti and Palacode	28 miles.

S. No.	Name of the route.	Distance.	S. No.	Name of the route.	Distance.
93.	Dharmapuri to Karimangalam via Papparapatti and Palacode	28 miles.	105.	Tiruchengode to Bhavani via Pallipalayam and Komarapalayam	20 miles.
94.	Dharmapuri to Denkanicottah via Krishnagiri and Hosur	76 miles	106.	Tali to Krishnagiri via Madagondapalli and Hosur	49 miles.
95.	Denkanicottah to Malur via Kelamangalam and Hosur and Bagalur	38 miles.	107.	Tali to Berigai via Denkanicottah and Hosur	42 miles.
96.	Edappadi to Mettur via Macdonald's choultry, Salem, Omalur, and Mecheri	56 miles.	108.	Tali to Hosur via Denkanicottah	28 miles.
97.	Edappadi to Tiruchengode via Konganapuram and Sankari	20 miles.	109.	Tali to Malur via Madagondapalli, Hosur, Bagalur and Berikai	49 miles.
98.	Edappadi to Namakkal via Sankari and Tiruchengode	37 miles.	110.	Pennagaram to Marandahalli via Nagamasampatti, Papparapatti and Palacode	30 miles.
99.	Tiruchengode to Edappadi via Sankari, Konganapuram and back to Tiruchengode and velur	42 miles.	111.	Rasipuram to Vennandur	8 miles.
100.	Velur to Edappadi via Tiruchengode	44 miles.	112.	Rasipuram to Sankari via Elachipalayam and Tiruchengode	29 miles.
101.	Tiruchengode to Omalur via Edappadi	40 miles.	113.	Rasipuram to Pandamangalam via Sendamangalam, Namakkal, Paramathi and Velur	41 miles.
102.	Tiruchengode to Attur via Salem, Tiruchengode to Edappadi Tiruchengode to Velur, Attur to Veeraganur	60 miles.	114.	Rasipuram to Thammampatty via Kakkaveri, Namagripet, and Ayilpatty	36 miles.
103.	Tiruchengode to Veeraganur via Salem and Attur	74 miles.	115.	Rasipuram to Salem via Ayilpatty, Malligarak, Attur, Peddanaickampalayam, Ethapur Road and Karipatti	62 miles.
104.	Rasipuram to Velur via Tiruchengode	44 miles.	116.	Rasipuram to Namakkal via Belukurichi and Sendamangalam	22 miles.

S. No.	Name of the route.	Distance.	S. No.	Name of the route.	Distance.
117.	Rasipuram to Nangavalli via Attayampatti, Taramangalam and Jalakandapuram	40 miles.	130.	Krishnagiri to Tiruchy via Salem and Namakkal	151 miles.
118.	Rasipuram to Sendarpatty via Mallikarai and Thammampatty	38 miles.	131.	Krishnagiri to Trichy via Salem, Rasipuram, and Namakkal.	153 miles.
119.	Rasipuram to Tiruchengode via Sendamangalam, Namakkal, Paramathi, Velur, Jedarpalayam and Elampalli	71 miles.	132.	Krishnagiri to Malur via Hosur and Bagalur	53 miles.
120.	Rasipuram to Jedarpalayam via Velur and Namakkal	46 miles.	133.	Krishnagiri to Harur via Kaveripatnam, Karimangalam, Tippampatti, Kambainalur and Morapur.	41 miles.
121.	Jalakandapuram to Omalur via Taramangalam	13 miles.	134.	Krishnagiri to Kuppam via Maharajakadai and Vathanapalli	25 miles.
122.	Jedarpalayam to Pandamangalam - Velur Paramathi Namakkal, Mohanur and Pandamangalam	28 miles.	135.	Krishnagiri to Singarapet via Kannandahalli, Mathur, Samalpatti and Uthangarai	35 miles.
123.	Bhavani to Veeraganur via Komarapalayam, Sankari, Kakapalayam, Salem, Karipatti, Valapadi and Attur	82 miles.	136.	Krishnagiri to Kallavi via Kaveripatnam, Velampatti, Nagarajapalli Narasampatti and Pochampalli	35 miles.
124.	Bhavani to Attur, via Komarapalayam, Sankari, and Salem	63 miles.	137.	Krishnagiri to Kottapatti via Harur, Morappur, Kambainellore and Karimangalam	64 miles.
125.	Komarapalayam to Trichy, via Sankari, Tiruchengode, Namakkal and Salem border	93 miles.	138.	Attur to Chennimalai via Salem, Sankari, Komarapalayam upto District Border	93 miles.
126.	Komarapalayam to Musiri via Sankari Tiruchengode Namakkal, Valavandichattaram and Thottiam upto Salem Dt. border	71 miles.	139.	Attur to Rasipuram via Malliakarai	32 miles.
127.	Krishnagiri to Tirupathur via Bargur (Trunk Road)	25 miles.	140.	Attur to Veeraganur via Naduvalur	15 miles.
128.	Krishnagiri to Vellore via Kandili and Tirupathur	88 miles.	141.	Attur to Kallakuruchi	28 miles.
129.	Krishnagiri to Samalpatti via Madrahalli	26 miles.	142.	Attur to Namakkal via Salem	64 miles.
			143.	Attur to Attur via Veeraganur, Puliankurichi and Thalaivasal	34 miles.
			144.	Attur to Thumbal via Ethapur	24 miles.

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70, AVENUE ROAD,

BANGALORE-2.

S. No.	Name of the route.	Distance.	S. No.	Name of the route.	Distance.
145.	Veeranganur to Rasipuram via Namagiripet, Mallikarai and Attur.	47 miles.	160.	Omalar Taramangalam Edapaddi, Sankari, Tiruchengode and Back to Omalar same route and then to Salem and back to Omalar	65 miles.
146.	Veeranganur to Thammampatti via Attur and Mallikarai	36 miles.	161.	Palacode to Salem via Papparapatty, Dharmapuri Kadathur, Pappireddipatti A. Pallipatti, Salem and back	78 miles.
147.	Veppanapalli to Bargur via Krishnagiri	24 miles.	162.	Pallipatti to Pennagaram Veepannapalli via Dharmapuri and Papparapatti	126 miles.
148.	Uttangarai to Pennagaram via Samalpatti, Velampatti, Kaveripatnam, Palacode and Papparapatti	60 miles.	163.	Konganapuram to Belur via MacDonald's chowltry, Salem, Ayodhiyapatnam, Koottathupatti and Neermullikuttai.	38 miles.
149.	Namakkal to Mettur via Salem	66 miles.	164.	Dharmapuri to Hoganaikal via Pennagaram	30 miles.
150.	Namakkal to Nangavalli via Salem	64 miles.	165.	Omalar to Tiruchengode via Tharamangalam, Chinappampatti Konganapuram and Sankari R. S.	31 miles.
151.	Namakkal to Pandamangalam via Mohanur and Velur.	24 miles.	166.	Velur to Edapadi via Tiruchengode	44 miles.
152.	Namakkal to Namakkal via Velur, Pandamangalam Velur Mohanur, Namakkal Rasipuram Salem and Rasipuram.	111 miles.	167.	Salem to Mettur via Omalar and Mecheri	32 miles.
153.	Namakkal to Mohanur	11 miles	168.	Tiruchengode to Salem via Edapadi and Jalakandapuram	55 miles.
154.	Namakkal to Velur via Vallipuram and Palapatti	16 miles.	169.	Salem to Karur via Rasipuram, Namakkal, Paramathi, Velur and Velayuthampalayam upto Salem Dist. border	64 miles.
155.	Nangavalli to Tiruchengode via Salem and Attayampatti	60 miles.	170.	Kallani to Krishnagiri via Pochempalli, Santhur and Thogarapalli	156 miles.
156.	Gummalapuram to Royacottah via Tali, Denkanikottah and Kelamangalam	37 miles	171.	Harur to Tiruppattur via Hanumanthathirthum Uttangarai and Karappattu	32 miles.
157.	Morappur to Thumbal via Harur, Pappireddipatti Salem, Masinaickampatti Ayodhiyapatnam, Neermullikuttai and Belur	75 miles.	172.	Berikai to Kuppam via Athimugam Shulagiri, Krishnagiri, Maharaja Kadai and Varthanapalli	53 miles.
158.	Mettur to Tirupathur via Dharmapuri and Mathur	77 miles.	173.	Mettur to Sankari via Mechari, Nangavelli, Jalakandapuram, Edapadi and Mavureddipatty	40 miles.
159.	Mettur to Tiruchengode via Salem, Omalar and Mecheri	60 miles.			

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(Via) Kelamangalam, Denkanikota & Thali.

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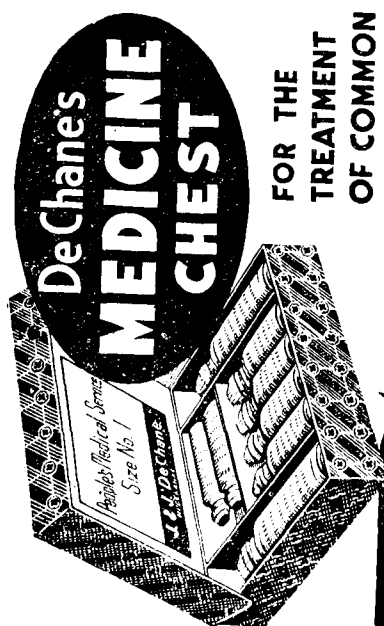
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Few of the recent additions require mention. Two buses run between Dharmapuri and Hogainakal via Pennagaram, four buses between Salem and Karur via Pugalur bridge, eleven buses between Salem and Bangalore and four buses from Salem junction to Yercaud. Two buses connecting Pondicherry and Bangalore pass through the five districts of Pondicherry, South Arcot, North Arcot, Salem and the Mysore State.

18 town bus routes are in existence. Thirty taxis are licensed for carrying passengers. The other modes of conveyance in vogue in the town are a few auto rickshaws, some cycle rickshaws and jutkas. Bullock carts are common in villages and shandies.

TOWN SERVICE ROUTES IN SALEM DISTRICT.

1. V. Market to Salem Junction (via) Salem Bank, Agraharam, Town Railway Station, Cherry Road, Vincent Road, Thammanna Chetty road, Leigh Bazaar and Pallapatti.
2. V. Market to Muthunaickampatti (via) Central Talkies, Market Railway Station, Shanmugha Talkies, Leigh Bazaar, Salem-Junction and Pallapatti.
3. Ammapet to Salem Junction (via) Ammapet Main Road, 2nd Agraharam, Bazaar Street, V. Market, Municipal Office, Shevapet Car Stand, Shanmugha Talkies, Leigh Bazaar, Rajendra Choultry, N. S. Shed, Omalur Road, Swarnapuri and five roads.
4. V. Market to Karuppur (via) Central Talkies, Shevapet Railway Station, Leigh Bazaar and Salem Junction.
5. Dadagapatti to Salem Junction (via) Gugai, V. Market, Second Agraharam, Salem Town Railway Station, Central Talkies, Little Flower High School, Salem Market railway station, Leigh bazaar and Pallapatti.
6. Ammapet to Modern Theatres (via) 2nd agraharam, Salem Town Railway Station, College, Komaraswamipatti, District Court, and Modern Theatres.
7. Kondalampatti to Kondalampatti (via) Mukkanur, Salem Market railway station, through Ayyasami Chettiar road, Central Talkies, 1st Agraharam (via) Hospital, Town Park, Gugai, Dadagapatti, Nethimedu and Kondalampatti.
8. Salem to Kannankurichi (via) English Club and Salem College.
9. Salem to Ayothiyapatinam (via) Ammapet and Masinaickampatti.
10. Ammapet to Salem Junction (via) Ammapet Main Road, 2nd Agraharam, Bazaar Street, V. Market, Municipal Office, Shevapet Main Road, Shanmugha Talkies, Leigh Bazaar and Pallapatti.
11. Salem to Panamarathupatti
12. Salem to Mallur
13. Salem to Veeranam (via) Valasaiyur.
14. Salem to Karipatti
15. Salem to Seeragapadi (via) Central Talkies, Venkatappa Chetty Road, Goods Shed road, Chitrachavadi, Shandaipet, Nethimedu and Ariyanur.
16. Mettur railway station to Indian Circuit House (via) Dam Bridge, Salem Camp, Surplus Bridge, Cauvery bridge, Police Station and back.
17. Salem to Tirumalagiri
18. V. Market to Salem Junction (via) College and Alagapuram.

Apart from out-agencies goods are carried in and outside the district by 460 public career lorries. The transport is undertaken by lorry operators. A few are mentioned hereunder:

1	The Salem Cooperative Motor Transport Society for Ex-servicemen Limited,	Salem
2	Southern Roadways Limited (Phone 299), Cherry Road,	Salem
3	A. Gajapathi Naidu, Lakshmipathi Lorry service, Kallanguthu street,	Salem town
4	M. Mannar Chettiar, Rajamannar Lorry service,	Shevapet
5	K. Narayanan, Mettukannan street,	Salem
6	M. Ramaswamy Naidu, M. R. N. Service, Kichipalayam,	Salem
7	Salem Coop. Wholesale Stores Limited,	Salem
8	G. Venugopala Chetty,	Shevapet
9	Arjundas Vasudev, Cauvery street,	Salem
10	T. G. Narasimhalu Naidu, Kichipalayam,	Salem
11	V. Ayodyaraman,	Shevapet
12	Krishnaveni Ammal, Kallanguthu street,	Salem
13	N. Pappu Reddiar, Southern Transports,	Namakkal
14	G. Mohammad Saleem, M. S. M. P. Lorry service,	Namakkal
15	M. Abdul Sukkur, M. A. S. Lorry service,	Harur
16	M. A. Thangavelu Chettiar,	Dharmapuri
17	S. N. Subbaraya Chetty,	Palakode
18	Sri Ramachandra Lorry Transport,	Palakode
19	V. A. Kandaswamy, V. A. Oil Mills,	Edappady
20	S. A. Muninatha Chettiar,	Pennagaram
21	Tiruchengode Coop. Marketing Society,	Tiruchengode
22	D. C. Vijayendra Ayya,	Denganikottah
23	D. P. Seetharaman,	Denganikottah
24	S. Krishnasami Pillai,	Mettur Dam
25	C. N. Rajannah Chetty,	Krishnagiri
26	E. Ponnusamy Udayar, Hasthampatti,	Salem.

PLACES OF STAY

Traveller's bungalows, rest houses and chatrams are open to occupation by the officers and the general public subject to

the regulations prescribed by the concerned authorities from time to time. Those maintained by the District Board and others are given separately.

District Board maintainance

Name of T. Bs. and Rest Houses	Rate per suite of rooms per day
1 Krishnagiri (R) 1st class (2 sets)	(1) Single person Rs. 1—2—0 (2) Married couple or family not exceeding 4 members Rs. 1—8—0
2 Omalur (E) 2nd class (2 sets)	(1) Single person Rs. 1—0—0 (2) Married couple or family not exceeding 4 members Rs. 1—4—0
3 Uttangarai R. H. (2 sets)	
4 Dharmapuri (R) (2 sets)	
5 Hosur 2nd class (2 sets)	
6 Sankari (E) 2nd class (2 sets)	
7 Tiruchengode (E) 2nd class (2 sets)	
8 Namakkal (E) (2 sets)	
9 Rasipuram (E) 2nd class (2 sets)	
10 Attur (E) 2nd class (2 sets)	(1) Single person Rs. 0—12—0 (2) Married couple or family not exceeding 4 members Rs. 1—0—0
11 Harur (2 sets)	
12 Mathur (2 sets)	
13 Adamancottah (2 sets)	
14 Palacode (2 sets)	
15 Bargur R. H. (2 sets)	
16 Royacottah	
17 Idappady R. H. (2 sets)	
18 Karipatti (2 sets)	
19 Valappady (2 sets)	
20 Thalavasal	
21 3rd suite in T. B. Namakkal	

Chatrams

- 1 Mohanur
- 2 Paramathi
- 3 Pennagaram
- 4 Thoppur
- 5 Hogainakkal new (3 sets)
- 6 Hogainakkal old (2 sets)
- 7 Komarapalayam new (2 sets)

Except Hogainakkal new a rate of 0—4—0 for a single person per suite of rooms per day.

For Hogainakkal new annas 6 for a single person per day.

Note:— 1. In case of all the above places with electricity fittings an additional rent of annas four per day is charged.

2. A reservation fee of annas eight is charged for private individuals while officers are exempted from it.

Consult:

LIFE & MOTOR INSURANCE AT LOWEST RATES

VANGUARD INSURANCE CO LTD., COIMBATORE.

Agents wanted all Over Salem District.

Places other than those maintained by the District Board.

Travellers' bungalow.	Rest houses.	Chatrams and choultries.
Anchetti Forest T. B.	Ayyur Forest R. H.	Municipal Rajendra choultry.
Denganikottah " "	Chitteri " "	Salem
Mettur Dam " "	Gretty " "	Kattuvelappampatti
(at Thanda, hamlet of	(on Anchetti - Pennagaram	Rasipuram
Alamarathupatti village)	Road)	Suramangalam
Dinnur P. W. D. " "	Harur " "	Mallapuram
Tedapalayam " "	Joulagiri " "	Morappur
Marandahalli " "	Kottapatti " "	Mathur
Salem " "	Mallapuram " "	Narasimhapuram
Negungal (Krishnagiri)	Pappireddipatti " "	Panchalkona
Sigarapet " "	Mathagiri (Hosur-	Pennagaram A. D. Choultry
Moonchavadi " "	cattle fair) " "	Pennagaram Hindu " "
Sulagiri " "	Macheri (P.W.D.),	Pennagaram Mohammadan " "
	Mettur Dam " "	Royakottah A. D. choultry
	Nos. I and II	Podalakur
	Penugundapuram R. H.	Ponnalore
	Salem Coop. R. H.	
	Cherry Road	
	A. Pallipatti " "	
	Achankuttapatti " "	
	Hanumathirtham	
	Harur " "	
	Kanigiri " "	
	Kota " "	

Besides the above, there are several Boarding and Lodging hotels owned by private individuals. A few are mentioned below:

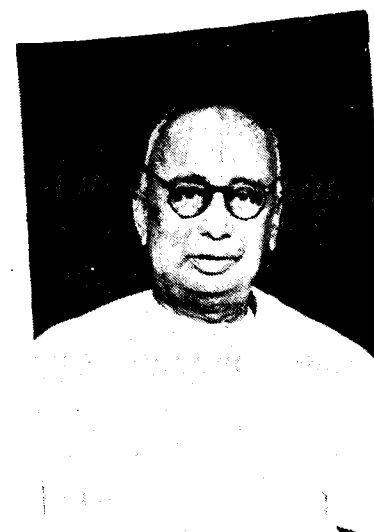
- | | |
|--|---|
| 1 Coimbatore Lodge, Cherry Road,
Salem Phone 41. | 14 Subramania Vilas, Ammapet |
| 2 Chandra vilas, Cherry Road, Salem. | 15 Vysia Modern Hotel, Salem Main Rd. |
| 3 Devi Vilas, Salem | 16 Indra Bhavan, Kothandarama vilas,
Athur |
| 4 Ganapathi Bhavan, Shevapet | 17 Ramakrishna Lunch Home, Dharmapuri |
| 5 Hindu Modern Cafe, Cherry Road
Phone 115 | 18 Srinivas Cafe, Dharmapuri |
| 6 Krishna Vilas, V. Market | 19 Sri Lakshmi Vilas, Rasipuram |
| 7 Madras Cafe, Ammapet | 20 Sundara Bhavan, Rasipuram |
| 8 Malabar Lodge, Salem | 21 Sundaram Lodge, Rasipuram |
| 9 Mysore Cafe, Shevapet | 22 Hotel De Luxe, Sankari Drug |
| 10 New Narayana Lodge, Shevapet | 23 Hotel Sedar, Sankari Drug |
| 11 Prathama Lodge, V. Market | 24 Central Cafe, Tiruchengode |
| 12 Santhiniketan (Coimbatore Lodge
Annexe) Phone 41 A | 25 Nehru's Cafe, Tiruchengode |
| 13 Sri Krishna Restaurant, Shevapet | 26 Nithyananda Bhavan, Tiruchengode |
| | 27 Sugana Vilas, Tiruchengode |
| | 28 Venkateswara Bhavan, Tiruchengode |



Sri T. G. Thangavelu Chettiar



Sri J. R. Mehta



Sri M. V. Gopal



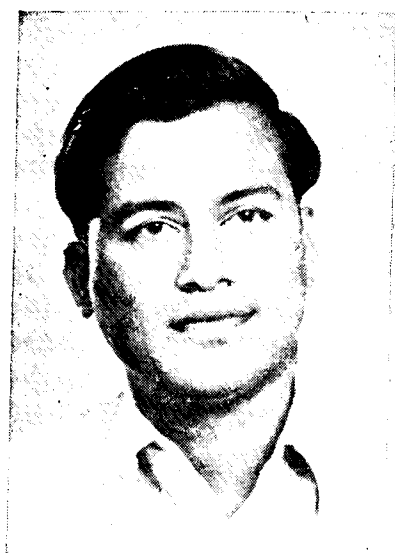
Mr. E. A. Harlow



Sri T. V. N. Viswanathan



Sri S. Adinarayana Chettiar



Sri S. Satyanarayanan



Sri M. S. P. Rajes

Administration and location of public offices

THE administration of the district is vested with the District Collector with headquarters in Salem Town. Revenue divisional Officers are stationed at Hosur, Salem and Namakkal, the headquarters of the three divisions. Tahsildars are in charge of taluks with office at the respective taluk headquarters.

There are 530 panchayats in the district to look after the amenities of the villagers and many more are being constituted under the Madras Village Panchayat Act of 1950.

In pursuance of the policy of the Government to eradicate illiteracy, to promote the health and sanitation of the people and to encourage industries, a lively interest is evinced chiefly to open elementary schools, parks and libraries besides maintenance of roads; but in general the financial resources of the district inclusive of the Dt. Board and the Municipality have been inadequate and the developments have not been commensurate with the needs arising from the increase in population and the rapid progress of several industries. In the present juncture when the possibilities of locating several industries in the state are being explored, liberal grants by Government augmented by the philanthropic citizens are essential for ensuring progress as in other districts.

Salem Dt. Board.

The District Collector had been in charge of the Dt. Board as its special officer from 1st July 1953 till the 17th November 1954 when Sri T. M. Kaliannan, M. L. A., M. A., B. Com., the present President, unanimously elected, took charge of office. Sri A. G. Venugopal Naidu is the Vice-President of the Board.

The strength of the Board is 52 members. Three standing committees have been constituted for (i) education, (ii) public health and (iii) works and communication. Sri T. A. M. Subramania Chettiar, Sri T. G. Krupanithi and Sri T. M. Kaliannan, M. L. A., M. A., B. Com., are the Chairmen of the three committees. The principal sources of revenue are government grants, land cess contribution, education tax, surcharge on stamp duty, secondary school fees, railway earnings, market receipts, avenue receipts, license fees on dangerous and offensive trades, & toll fees compensation.

(i) **Education** — It is appropriate that the target of opening 628 single teacher elementary schools sanctioned under the Union Government's Planning Scheme have all begun to function with effect from July 1955 and all the Board secondary schools have been made full fledged high schools. About 1000 students pass out of the secondary schools every year with success. The schools under the Board administration are given below:

Board elementary schools	— 690
Board higher elementary schools	— 56
Board Secondary schools	— 38
Board ele. schools opened under the planning scheme	— 628
& by Panchayat Boards	— 5

The number of pupils on rolls in elementary schools is about 76,000 boys and 32,000 girls. About Rs. twenty lakhs are spent annually on elementary education. The expenditure is met from government grants, education cess and partly from general funds.

(ii) **Public health — Medical** — The Board maintains six hospitals, thirteen dispensaries and 34 rural dispensaries. All the hospitals and dispensaries are located in departmental buildings, either built by the Board or built by private citizens and donated to the Board.

Preventive medicine — A first class district health officer is in charge. To assist him there are an Asst. Dt. Health Officer, one first grade woman medical officer & one second grade medical officer. There are also 27 maternity child welfare centres with one maternity assistant and one Aya at each centre.

Proper safeguards are ensured against spread of epidemics like plague, small pox and cholera.

An anti malaria scheme is in vogue with office headquarters at Dharmapuri. The scheme covers the entire taluks of Harur, Karimangalam and Palakode firkas of Dharmapuri taluk, Macheri firka in Omalur taluk. The scheme benefits 335 villages comprising 1,482 hamlets. A first class Health Officer is in charge of the scheme. The expenditure is borne by the Govt. & Dt. Board in the ratio 1 : 2.

(iii) **Works and Communication** – The permanent highways division has its headquarters at Salem and the headquarters of the temporary division is at Krishnagiri. There are five permanent sub divisions and one temporary sub division with headquarters at Hosur, Krishnagiri, Dharmapuri in Krishnagiri division and at Salem, Sankari and Namakkal in Salem south division respectively. Highways supervisors are in charge of sectional offices in both divisions. The two divisions are attached to the Superintending Engineer Highways, Madras.

1,713 miles of road are under the care and control of the Dt Board of which 761 miles are metalled. The cost of maintenance for 53-54 has been Rs. 8,47,617. Nine bridges costing in all Rs. 3,77,400 have been completed during the term of the Special Officer. Three of the bridges recently opened to traffic are

- (i) bridge across Sarabanga in Komarapalayam at 9/8 Komarapalayam-Edapadi road (via) Thevoor.
- (ii) bridge at 12/2 Tiruchengode-Pallipalayam, Komarapalayam
- (iii) Bridge on Belur-Thumbal road (Velappady)

The first mentioned is a new type of bridge known as box culvert which gives a trim appearance.

Among the new proposals to take shape may be mentioned

(i) the diversion of Rs. five lakhs from the railway cess fund for starting a college under the Dt. Board

(ii) the diversion of Rs. one lakh from the railway cess fund for erecting a new causeway across the river Cauveri connecting Pallipalayam (Salem district) and Erode (Coimbatore district).

Salem Municipality.

So far as the town of Salem is concerned many improvements have to be effected by way of providing street latrines and bath rooms for the convenience of the floating population thronging the town on trade purposes, implementing underground drainage scheme, provision of more street lights and water taps, opening of parks and remodelling of the Central bus stand. Efforts for progress are, however, handicapped by lack of sufficient finance.

The council comprises of 36 members. Two seats are reserved for harijans and another two for women. Wards are 32 in number. According to the revised budget for 1954-55 the income and expenditure during the year have been Rs. 13,08,846 and Rs. 13,28,132 respectively.

120 miles of road are under the maintenance of the Municipality of which about 50 miles are either tarred or concreted.

46 elementary schools are run by the Municipality. Four of them are intended for harijans and five for Mohammadans. The Municipal schools serve about 7,000 boys and 5,000 girls. The Municipality maintains five secondary schools and two middle schools with a total strength of about 3,500 pupils. The expense incurred on secondary education has been in excess of the income derived from the schools. It is proposed to transfer the secondary schools involving heavy expenditure to private management so that the slender resources of the Municipality may be utilised for other purposes. The Municipality distinguishes itself by maintaining a first grade arts college. The number of pupils on rolls in Intermediate and B. A. classes is about 820.

Water supply – Significant of all schemes is water supply scheme. For a long time the people of the district had suffered for want of proper supplies of water. The Panamarathupatti scheme completed in 1911 at a cost of Rs. 9,68,130 solved the problem to some extent.

Panamarathupatti scheme – The lake is situated at the bottom of three hill ranges. Water is received by the lake from the Bodamalai hills through the river 'Varat taru'. The depth of the lake is 27 feet. Water is allowed to pass through three filter beds of size 90' x 89' where it is chlorinated before reaching the gravitation main. A water tank is constructed 8 miles from Salem and a supply of about 5 lakhs gallons of water is available from this source every day. This has been inadequate as supplies went low during summer.

Salem Mettur scheme – After several investigations, the Salem-Mettur scheme was sanctioned in the year 1937. The construction was entrusted to the Public Works department and completed in 1952 at a cost of Rs. 40,85,000. Half the sum as grant and part as loan were received from the Government. The scheme was inaugurated by Sri C. Rajagopalachari, the then Chief Minister of the Madras State during the chairmanship of Sri. N. Jagannathan.

On the front bank of the Stanley reservoir (Mettur) an intake tower 150 feet high, has been constructed with a diameter of 20 feet at the bottom and 24 feet at the top. Pumps and motors have been installed at the bottom of the tower for pumping in water with special air ducts for blowing fresh air. The main tank is situated at a distance of 6,450 feet from the tower and water is drawn to the tank by means of a booster pump. Water from the tank reaches Nangavalli through 18" pipe where it is filtered and chlorinated before entering the gravitation mains. At Salem high level tanks with a total capacity of 5,00,000 gallons have been constructed at Hasthampatti where the water received through the mains are stored for distribution. The distance between Nangavalli and Hasthampatti is

23 miles. In the eastern corner of Ammapet there is another tank with a capacity of one lakh gallons which is connected to the Hasthampatti tanks.

By this scheme water is made available to the wayside villages of Taramangalam Panchayat Board, Pillaikarichiyur, Pavathathanur, Suramangalam Panchayat Board, Salem junction railway station besides the town area. Seven lakhs gallons of water have been available for distribution every day under this system.

The amalgamation of the two schemes for distribution purpose was sanctioned by Government and completed by the Sanitary Engineering Department in 1953-54 at a cost of Rs. 4,00,000. At present 90% of the population of the town area get on an average 6.1 gallons of water per head every day. Proposals for improving the distribution scheme are under consideration. The Salem Mettur scheme has been a boon to the people of the town and full benefit can be derived when the distribution plans are executed.

Markets – Within the town area there are four markets under the supervision of the Municipality

- (i) V. O. Chidambaram Pillai market, Bazaar street.
- (ii) Kannaki market, Komarasamipatty.
- (iii) Avvai market, Arisipalayam.
- (iv) Shevapet Sandypet – 3 daily markets and 1 weekly market.

Bus stand – The Central bus stand is in Salem town. This yields an annual income of Rs. 12,500 and a scheme to effect improvements to it has been estimated to cost Rs. 1,75,000.

The Bangalore Automobiles

DIRECT IMPORTERS, SALEM.

PHONE: 112
POST BOX 13
TEL: SPARES

SPARES FOR ALL TRUCKS & CARS.

Parks - The seven parks in the town area are (i) Rathnam park (ii) Ayyasami Chettiar park, (iii) Ramakrishna park, (iv) Dadagapatti Radio station park (v) Krishna Rajendra Municipal Choultry park, (vi) Municipal office park and Municipal college park.

In the annual exhibition conducted by the Municipality in the month of Adi several government departments take part and the District chamber of Commerce is permitted to organise a district pavilion in which exhibits of raw materials available for industrial purposes and products manufactured in the district are kept for public inspection.

LOCATION OF PUBLIC OFFICES

Offices at Salem, the district headquarters

Madras Fire Service, Cuddalore Main road Phone 99

Dt. Supt. of police, Cuddalore Main Road, (taluk office compound) 20

Dy. Supt. of police, Cuddalore Main Road, 43

Inspector of police (crime branch) 13
 " " (Law and order) 77
 " " (town) 56 A

Police station, Ammapet 30
 " " crime branch 11
 " " Hasthampatti 198
 " " Maravaneri 151
 " " Pallapatti 22
 " " Shevapet 55
 " " Suramangalam 57
 " " Dadagapatti 58
 " " town 56

Railway police station, Salem junction 87

Presidency General Reserve police station, Gugai 35

District Collector, Cuddalore main road 25

Dt. Board office, Omalur road

Dt. Court, Hasthampatti

District Magistrate, Hasthampatti

Revenue Divisional Officer, Cuddalore main road

Special I class magistrate, Cuddalore main road

Treasury Deputy Collector, Cuddalore main road

Commercial Tax Officer, Bazaar street, Salem

Settlement Officer

Survey office, Ramakrishna Road

Subordinate Judge Court, Hasthampatti

Income tax office, Gandhi Road 282

Deputy Registrar of cooperative societies, Cherry Road

Conservator of forests, Salem Circle, Hasthampatti

Dt. Forest Officer, South Circle, Hasthampatti

Regional Transport Officer, Ramakrishna Road

Dt. Registrar of Assurances, Cuddalore main road

Dt. Educational officer, Cherry Road

Inspectress of Girls schools, cherry road

Dt. Veterinary Officer, Ramanathan Road

Central Jail, Alancottai 51

Sub Jail, Cuddalore Main Road 113

Dt. Health Officer, Omalur Road

Senior entomologist (National Malaria control programme), 1st Agraharam

Dt. Agricultural Officer, Maravaneri extension

Superintendent, Central Excise, Salem circle

Divisional Engineer (Highways), Hasthampatti ✓

Inspector of Factories, Maravaneri extension

Dt. Employment Officer, Fort main road 63

District Munsif, Cuddalore main road

District Munsif, Sankaridrug at Salem, Cuddalore main road

Assistant Examiner of Local fund accounts

Assistant Electrical Engineer, Cuddalore main Road 10

Taluk office, Cuddalore main road.

Other public offices

Located in Mettur: (1) Special Dy. Collector for Land Acquisition (2) Special Deputy Collector for dealing with encroachments in Mettur (3) Dy. Superintendent of Police (4) Executive Engineer, Mettur canal division (5) Executive Engineer, Salem Division, (6) Superintending Engineer, Mettur Electricity system (7) Assistant Director of fisheries, Mettur dam.

Namakkal: (1) Revenue Divisional Officer (2) Assistant Settlement Officer (3) Dy. Superintendent of Police, Namakkal (4) Assistant Engineer (Electricity) (5) Dt. Munsif.

Hosur: Revenue Divisional Officer (2) District Forest Officer (3) Dy. Supt. of police (4) Hosur Cattle farm and Live Stock Research Station (5) Assistant Sericultural Expert and (6) Assistant Electrical Engineer.

Krishnagiri: (1) Civil Engineer (Highways), (2) Assistant Settlement Officer (3) Dt. Munsif (4) Block Development Officer.

Dharmapuri: (1) Deputy Registrar of Co-operative Societies (2) Malaria Investigation and Control Unit (3) Superintendent of Central Excise, Dharmapuri circle (4) Sub divisional Magistrate (5) Dt. Munsif.

Attur: Block Development Officer.

Sankaridrug: Sub Divisional Magistrate.

Post & Telegraph Salem Town. Phone No.

1. Superintendent of Post Offices ,, 235
2. Head Post Office, V. Market 93
3. Departmental Telegraph Office, V. Market 14
4. Engineering supervisor, (Telegraphs) V. Market 7
5. Engineering supervisor (Telephones) V. Market 150
6. Telephones Inspector, V. Market 50 A
7. Enquiries and Complaints (Telephone exchange) 50
8. Phonograms 9
9. Public call offices at

(i) Departmental Tel. Office 53

(ii) Hasthampatti P. O. 133

(iii) Shevapet P. O. 23

(iv) Suramangalam P. O. 83

(v) Sub Record office, R.M.S. 270

For Textile Mills:—

JAYABAL & CO.,

CONE-CASE MANUFACTURERS

Varadarajapuram, Singanallur P. O., COIMBATORE.

LIST OF POST OFFICES SHOWING THE HEAD, SUB AND BRANCH OFFICES
WITH THEIR SUPERVISING OFFICES, IN SALEM DIVISION.

DHARMAPURI H. O.

Dharmapuri H. O. * @

Adagapadi
Adamankottah
Agaram
Annasagaram
Baisuhalli
Balajangamanahalli
Bandarahalli
Bedrahalli
Begarahalli
Chettikarai
Dalavaihalli
Dinnahalli
Elagiri
Errapayanahalli
Indur
Hale Dharmapuri
Jettihalli
Kadagathur
Kattampatti
Krishnapuram
Laligam
Mademangalam
Maniyadahalli
Matlampatti
Mukkanahalli
Nallampalli
Nettadahalli
Pagalahalli
Palayam
Periyannahalli
Perumbalai
Pungunatham
Sogathur
Solakottai
Ungranahalli
Vencatanahalli.

2. Denkanikota * @

Anchetty
Andevanahalli
Arasakuppam
Balatottanahapli
Erudukottai
Marudanapalli
Salivaram
Sandanapalli

3. Dharmapuri Bazaar

Komarasamipatti

4. Dowlatabad.

5. Harur *

Alapuram
Barur
Bandarahalli
Chintalapadi
Irumattur
Ittiyampatti
Jammanahalli
Kambainallur
Kottapatti
Maniyambadi
Morappur
Odasalpatti
Pudupatti
Ramanahalli
Ranimukkanur
Sitteri
Sitrapatti
Tenkaraikottai
Thirthamalai
Vagurappampatti.

6. Hosur * @

Bagalur
Baliganapalli
Berigai
Byramangalam
Javulagiri
Kamandoddi
Kelamangalam
Mudduganapalli
Moothookoondapally
Nagamangalam
Peddabelagondapally
Sevaganapally

7. Hosur Cattle Farm *

8. Kadatur

9. Kallavi *

Anandur
Ettipatti
Igondamkotapalli
Kannandahalli
Karapattu
Kullampatti
Kunnathur
Mathur
Mahadevagollapalli
Nayakkanur
Periatallapadi
Pochampalli
Puliampatti
Samalpatti RS.
Santhur
Singarapettai
Thogarapalli
Valippatti

10. Karimangalam

11. Kaveripattinam *
(Salem)

Anakodi
Bannehalli
Choutehalli
Jagadab
Kalvehalli
Kurumpatti
Maruderi
Mittahalli
Nagarasampatti
Paiyur
Panakamutlu
Sundekuppam
Viramalai.

12. Krishnagiri *

Agraharam Dowlatabad
Anjur
Balinayanapalli
Bargur
Batalapalli
Beemandapalli
Bickanapalli

Bilanankuppam
Chennasandiram
Chigaramanganapalli
Elathagiri
Emakalnatham
Jagadevi
Kalkurki
Kammampatti
Kanakamutlu
Kandikuppam
Kandili
Kondappanayanapalli
Kurubarahalli
Madepalli
Maharajagadai
Mallapadi
Manavarannahapli
Marasindiram
Manudepalli
Melkalchinnapalli
Nedumardi
Oppadavadi
Peddamelupalli
Periakottapalli
Ramapuram
Sandanapalli
Tokkiyam
Varattanapalli
Venkatasamudram (KRI)
Veppanapalli

13. Krishnagiri Extension

14. Mecheri

15. Mettur Dam * @

Kaveripuram
Kolathur-Salem
Kurumbanur
Mulakadu
Navapatti
Singiripatti

16. Mettur Dam RS * @

Gonur

17. Omalur *

Amarakundi
Aranganur
Arurpatti
Banapuram
Bukkampatti
Dasavilakku
Dharapuram

Guttapatti
Kamalapuram
Karukkalvadi
Konagapadi
Mallikundam
Manattal
Marakottai
Maramangalam
Mecherikalipatti
Muthunaickenpatti
Olaipatti
Pachchanampatti
Pakalpatti
Pallipatti
Periyeripatti
Pottaneri
Pottipuram
Pudupalayam
Samudram
Semmandapatti
Settipatti
Sinnappampatti
Tharamangalam
Theghigiripatti
Tholasampatti
Vellar
Virudusampatti

18. Palakod - Salem

Ammanimalapuram
Bukkanahalli
Bommanur
Chettihalli
Chikkadoranabetta
Doddathimmanahalli
Erranahalli
Gujjarahalli
Hanumanthapuram
Jakkasamudram
Jerthalav
Jittandahalli
Koppagerai
Marandahalli
Nemmandapalli
Onnappagoundanahalli
Palavadi
Panjapalli
Paupparapatti
Royakottah
Thuppuganapalli
Thirumalavadi
Uddanapalli.

19. Pennagaram

Ahchehalli

Ajjanahalli
Biliyanur Agraharam
Donnaguttahalli
Konangihalli
Koothapadi
Mancharahalli
Manchinayakanahalli
Mangarai
Nagamarai
Noolahalli
Ramagondahalli
Sathianathapuram
Senganur
Sunchalnatham.

20. Shoolagiri

21. Suramangalam * @

Phone: 83

Adikarapatti
Alagapuram
Andipatti
Ayyanperumalpatti
Bairanatham
Bodinayakampatti
Bommiyampatti
Bommidi-Salem
Buddireddipatti
Dalavaipatti
Danishpet
Devattipatti
Jagirammapalayam
Jawahar Mills
Kadiampatti
Kanavaipudur
Kanjayanakanpatti
Karavalli
Karuppur
Kongupatti
Konreddiyur
Manjavadi
Menisi
Mottankurichi
Mukkanur
Murungapatti
Nadupatti
Pallipatti
Pannapatti
Pappireddipatti
Pattukanampatti
Periavadugampatti
Pujaripatti
Sivadapuram
Thinnapatti
Thirumalagiri
Toppur
Tumbipadi

Turinipatti
Venkatasamudram (Slm.)

22. Thally

23. Uttangarai.

SALEM H. O.

1. Salem H. O. Phone 93

Adikaripatti
Agraharanattamangalam
Ariyanur
Ayodhiappattinam
Byroji Agraharam
Chinnasiragapadi
Chinnathirupathi
Erumapayam
Gajjalnaickenpatti
Karipatti
Kondalampatti
Kullampatti
Mettupatti Tadanur
Minnampalli
Nalikalpatti
Neykarapatti
Nilavarapatti
Palapatti Mannarpalayam
Panamarathupatti
Parapatti
Puthumariamankoil
Puttur
Santhiyur Attayampatti
Seelanaickenpatti
Tatampatti
Thippampatti
Uttamasolapuram
Valasaiyur Sukkampatti
Viranam.

2. Ammapet - Salem

3. Atur - Salem * @

Ammampalayam
Anayampatti
Appamasamudram
Aragalur

Arasanatham
Gudamalai
Kadambur
Kalpaganur
Kattukottai
Keeripatti
Krishnapuram
Mallikarai
Manivilandan
Naduvalur
Narasingapuram
Navakurichi
Navalur
Odaiyathur
Paithur
Periyeri
Puliyankurichi
Punavasal
Ramanaickenpalayam
Sadasivapuram
Sarvai
Seeliyampatti
Siruvachur
Talaivasal
Thadavoor
Thandavarayapuram
Thiaganur
Valayamadevi
Veeraganur

4. Ganesapuram

5. Gangavalli

6. Gurusamipalayam

7. Hastampatti @ Phone 133

8. Idappadi *

Chettimankurichi
Chittoor
Dadapuram
Irupali
Kaveripatti
Konasamudram
Koneripatti
Kornampatti
Kullampatti

Kurumbapatti
Nedungulam
Okkilipatti
Thevoor
Vellaravalli

9. Jalakantapuram

Adaiyur
Doramangalam
Elavampatti
Karuppureddiyur
Nangavelli
Pakkanadu
Ramireddipatti
Selvadai
Vanavasi

10. Kannankurichi

11. Komarapalayam *

Samiyampalayam

12. Konganapuram

13. Leigh Bazaar

14. Mallasamudram

15. Mettu Street

16. Nagalur

17. Namagiripettai

Ariyagoundampatti
Oduvankurichi
Pudupatti
Thoppapatti
Thoppapatti-Jedarpalayam
Vadugam

18. Namakkal * @

Arur
Bodinayakkanpatti
Bommasamudram
Devarayapuram

Erampatti
Laddivadi
Nallipalayam
Palayapalayam
Parali
Pavitrampudur
Pavitrampudur
Periyapatti
Pottireddipatti
Pudupatti
Reddipatti
Sellappampatti
Seluvampatti
Valasiramani
Thalambadi
Tholur
Valayapatti
Varagur
Varadarajapuram
Vasanthapuram

19. Pallipalayam

Elandakuttai
Pallipalayam Agraharam
Samayasangili

20. Paramathi

Irukur
Kapilamalai
Kilsathambur
Kirambur
Konur
Nadanthai
Periasolipalayam
Pillur

21. Paundamangalam

22. Pethanaickenpalayam

23. Pothanur

Vengarai

24. Pudupet (Atur-Slm)

25. Rasipuram * @

Attanur
Bailnadu
Belukurichi
Chandrasekarapuram
Kadiranallur
Kakkaveri
Kalangani

Kalappanayakkanpatti
Kalkurichi
Karakurichi
Kattanachampatti
Malaveppankuttai
Mullur
Munjanur
Muthukalipatti
Pachal
Pattanam
Periyamanali
Puduchatram
Pudupalayam
Ramanathapuram
Sircar Nattamangalam
Singalandapuram
Sirpalli
Tattayangarpettai
Thirumalaipatti
Tuttikulam
Vaiyappamalai

26. Salem Bazaar

27. Salem Collectorate

28. Salem East

29. Salem South *

Dadagapatti

30. Sankaridrug *

Alathur
Chinnagoundanur
Devannagoundanur
Kasturipatti
Manjakalpatti
Padavedu
Pallakapalayam
Vadugapatti

31. Sankaridrug R. S. * @

Agrahara Taliyur
Anangur
Erumaiyappatti
Irugalur
Kachchipalli
Kannanderi
Modamangalam
Sundamettupudur
Tangaiyur
Thannirpandalpalayam
Vakuntham

32. Sendamangalam

Chidambarapatti
Kondamaraiyakkanpatti
Muthugapatti
Pottanam
Vazhagandhinadu
Vettambadi
Visanam.

33. Shevapet * @ Phone 23

34. Thammampatti

Kondayampatti
Nagiampatti
Sendarapatti
Ulipuram.

35. Tiruchengodu * @

Attavanai Erayamangalam
Bommanpatti
Chittelandur
Devanankurichi
Elachipalayam
Elur
Emapalli
Gandhi Ashram
Iluppili
Kandamapalayam
Karichehipalayam
Karamapuram
Karuveppampatti
Kilapalayam
Kodurmita
Kokkirayampatti
Kondarasempalayam
Konnaiyur
Kosavampalayam
Kumaramangalam
Kumarapalayam
Kunramalai
Maniyanur
Mavureddipatti
Molipalli
Molasi
Morur
Okkilipatti
Rajapalayam
Pullagoundampatti
Ramadevan
Sathinayakkenpalayam
Seetharamapalayam
Serukkalai
Thokkavadi

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Unjarai	Nanjai Edayar		
Unjarai Koundampalayam	Palapatti		
Vattur	Punjai Edayar Kilmugam		Summary.
Velangoundampatti	Sircar Valavandi		
		Total No. of H. Os.	2
36. Valapady	38. Vembadithalam	S. Os.	60
Attanurpatti	Akkaraipatti	B. Os.	536
Belur	Alavaipatti		
Chinnamanaickenpalayam	Attayampatti	Salem D. T. O. - P. C. O.	1
Iswaramurthipalayam	Cheenagiri		
Karkkudapatti	Edangansalai	Reference - * Telegraph	
Kurichi	Egapuram	Offices	
Kuttathupatti	Elampillai	@ Public Call	
Mangalapuram	Gudalur	Offices	
Nirmullikuttai	Kaligoundampalayam		
Panamadal	Karumanur		
Periyakrishnapuram	Mamundi		
Seshanchavadi	Mangalam		
Singipuram	MecDonald's Choultry		
Tirumanur	Minnakkal Agraharam	Sunday Delivery & Despatch	
Tukkiyampalayam	Naduvaneri	1. Salem H. O.	
Umaiypuram	Papparapatti	2. Dharmapuri H. O.	
Vellalagundam	Paruthipalli		
Veppilaipatti	Theppakuttai		
Yethapur.	Vennandur.		

BOOKS AND PUBLICATIONS

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(Monograph of Dr. Rajendra Prasad) ... Rs. 3-0-0

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COIMBATORE Guide & Directory ... Rs. 2-8-0

SALEM DISTRICT DIRECTORY ... Rs. 2-8-0

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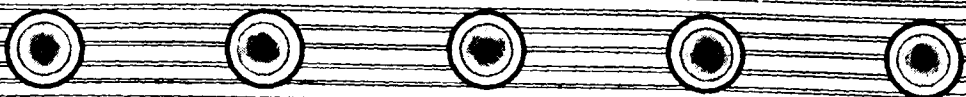
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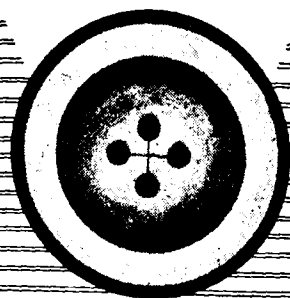
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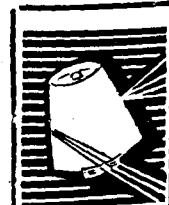
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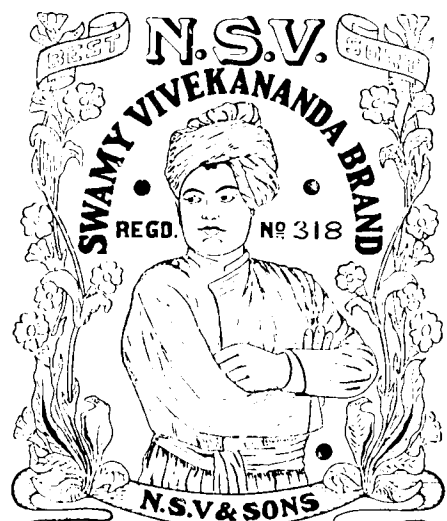
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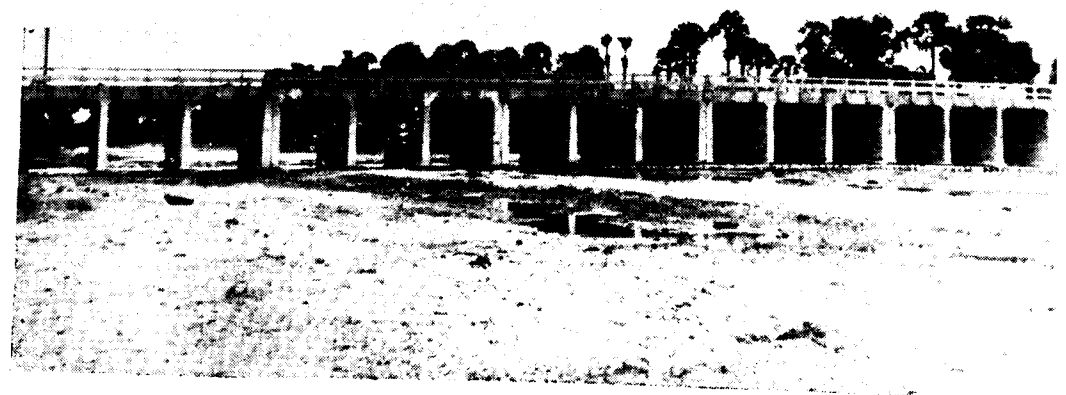


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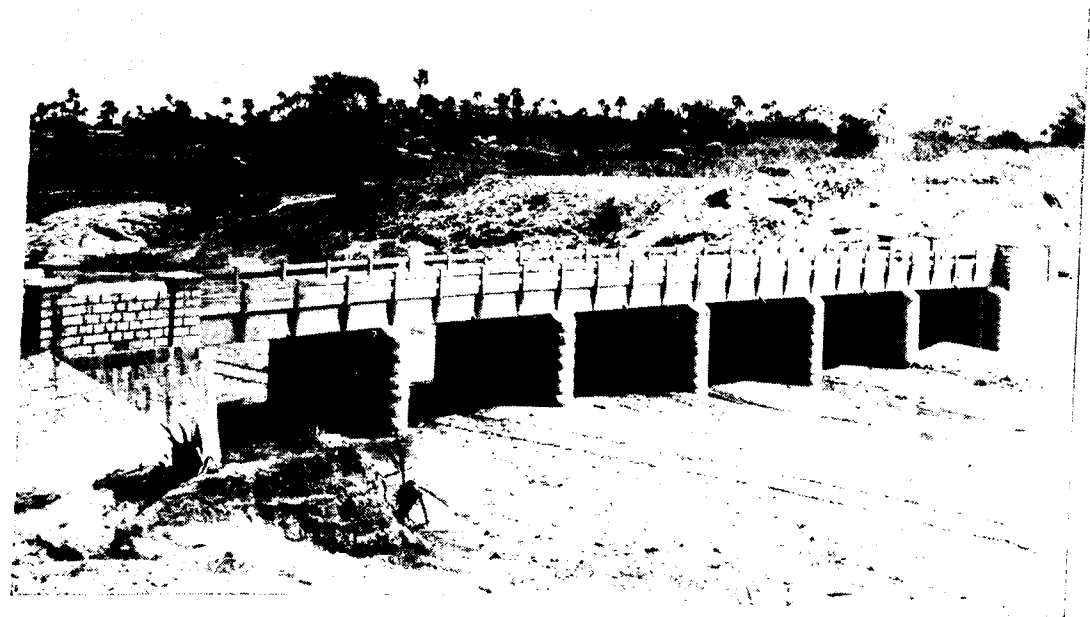
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Education and Publicity.

THE Salem College is a first grade college and the only one of the district. A basic education training school is located at Gangavalli. A Government Secondary and Training school is at Mettur dam. St. Mary Secondary and Training school, Arisipalayam, Salem and Government Secondary and Training school at Namakkal are meant exclusively for women. There is a live stock research station in the Hosur Cattle Farm, Hosur.

Besides these there are no institutions to offer art or technical education. Proposals of the District Board to start another arts college are pending consideration at the hands of the Government. The need for starting a poly technic school in the district is also keenly felt. The courses offered by the Salem College and the Hosur Cattle Farm are given in detail.

Salem College - Intermediate. Part I English, Part II Tamil, Sanskrit, Hindi or Urdu, Part III Optional subjects - (i) Mathematics, physics & Chemistry (2) Physics, Chemistry and natural science (3) Modern history, Indian history and logic (4) Modern history, Indian history and natural science. B. A. (Pass course) - Part I English Language and literature. Part II Tamil, Sanskrit, Hindi or Urdu. Part III - (i-b) Pure Mathematics with Statistics and pure geometry as special subjects, (ii-b) Physics Main and Math subsidiary, (iv-b) Economics main and history subsidiary.

A hostel is run very near the college with the Principal as ex-officio warden. Charges are met by students under the dividing system.

Hosur Cattle Farm, Hosur - The farm is a teaching centre for imparting practical training in Animal Husbandry to the students of the Madras Veterinary College. The stockmen course of the Madras Veterinary College is run at this farm for the reason that the students get intensive practical training throughout their course of one year duration. Every year students of the B. V. Sc. course of the Madras Veterinary college are deputed to this farm in batches for practical training for

about one or two months. Private candidates interested in starting poultry, dairy and cattle farms are also admitted and trained on payment of the prescribed fees. Good demonstration regarding hay-making, silage making (preservation of green feeder etc) can be had at this farm during the season of operation from October to December. Senior Veterinary Assistant Surgeons of the Animal Husbandry department are also deputed in batches to undergo refresher course for about a month. Further the students of B. Sc Agriculture of Agricultural colleges, Coimbatore and Bapatla and others in this line of studies in several institutions like the Indian Dairy Research Institute, Bangalore, the Indian Veterinary Research Institute, Izatnagar, Forest colleges, Dehra Dun and Coimbatore visit this farm on educational tours.

Training schools and Secondary schools can be grouped under four classes - 1. Those managed by Government 2. Dt. Board, 3. Municipality and 4. Private Bodies - A list is furnished:

- Government** - 1. Government Secondary and Training School, Mettur Dam
2. Government Secondary and Training school for women, Namakkal
3. Government Secondary school for girls, Salem
4. Government Secondary school for girls, Dharmapuri
5. Government Basic Training school, Nangavalli.

District Board Schools - There are 38 Board High Schools located in the following villages arranged alphabetically - 1. Attur, 2. Ayodhiapatnam, 3. Belur, 4. Denkanikota, 5. Dharmapuri, 6. Gangavalli, 7. Harur, 8. Hosur, 9. Idappadi,



10. Jalakantapuram, 11. Kadathur, 12. Karakurichipudur, 13. Karichipalayam, 14. Kaveripatnam, 15. Komarapalayam, 16. Krishnagiri, 17. Macdonald's Choultry, 18. Macheri, 19. Mallasamudram, 20. Malur, 21. Mohanur, 22. Nagarasampatti, 23. Namakkal, 24. Palacode, 25. Papireddipatty, 26. Peddanaickenpalayam, 27. Pennagaram, 28. Periapatti, 29. Rasipuram, 30. Sankari, 31. Sendamangalam, 32. Thali, 33. Thammampatty, 34. Theodarpalayam, 35. Tiruchengode, 36. Vennandur, 37. Vanavasi and 38. Veppanapalli.

Municipal – Municipal High school, Salem

Municipal Secondary School, Gugai

Municipal Secondary School, Shevapat

Municipal Secondary School, Ammapet

Municipal Secondary School, Pavidu

Municipal Middle School, Arunachala Achari street, Salem

Municipal Girls Middle School, Ponnampet

Municipal High School, Rasipuram.

Private Management –

1. C. S. I. High School, Salem
2. Little Flower High School, Salem
3. Bharathi Vidyalaya High School, Salem
4. Gokulanatha Hindu Mahajana High School, Salem
5. Bharathi Vidyalaya Secondary School, Subramanianagar
6. Velasami Chettiar's High School, Omalur
7. Sengunthar Mahajana High School, Taramangalam

8. Sengunthar Mahajana High School, Guruswamipalayam
9. K. K. High School, Velur
10. Mettur Chemicals Secondary School, Mettur Dam
11. Mahadeva Vidyalaya High School, Tiruchengode
12. London Mission High School, Salem
13. St. Mary Secondary and Training School for girls, Arisipalayam
14. Sri Ramamoorthi Middle School, Vasanthapuram
15. Nirmala Middle School, Kolathur.

The office of the Inspectress of Schools, Salem Division is situated in Salem Town. The office has jurisdiction over the districts of Coimbatore, Nilgris, Salem and North Arcot.

Besides the above, the Government maintain the following special schools:

- (i) Government Children's Leprosy Sanatorium School
- (ii) Government School for the Blind, Salem
- (iii) Central Jail School, Salem.

The Government school for the blind was started with free boarding and lodging on 9-1-50 in a building near the Shevapat Police line. People of other districts in the Tamil state are also admitted and given tuition in the Braille system upto V standard in all subjects. Music, Weaving and spinning are also taught. Successful students are transferred to the Government School for the Blind, Poonamallee High Road, Madras for further study.

Elementary education – More than thousand elementary schools function all over the district. 628 single teacher schools have been started by the District Board under the new scheme of the Government. A lakh and fifty thousand students are imparted elementary education through out the district.

Other Schools

There are 2 Anglo Indian High Schools at Yercaud one for boys & other for girls.

1. Montford Boys High School, Yercaud
2. Sacred Heart Convent, Yercaud

Industrial School

St. Theresa Industrial School, Salem.

Libraries – The District Education Officer, Salem is the Secretary of the Local Library Authority. The Central Library for the district is in Cherry Road in Salem town. Five libraries have been opened in taluk centres and six more are proposed to be opened shortly to cover the remaining taluks also.

A list of other recognized libraries in the district are furnished below:

LIST OF RECOGNIZED LIBRARIES IN THE SALEM DISTRICT.

A. Government.

Firka Central Library, Veerapandy at Kondalampatti, Attur Taluk.

B. Municipal Councils.

Salem Taluk.

Municipal Public Library and Reading Room, Salem.

Rasipuram Taluk.

Municipal Library and Reading Room, Rasipuram.

C. Panchayat Boards.

Salem Taluk.

Panchayat Board Library, Kondalampatti.
Panchayat Board Library, Suramangalam.

Omalar Taluk.

Panchayat Board Library, Jalakantapuram.
Panchayat Board Library, Tharamangalam.
Panchayat Board Library, Mecheri.

Rasipuram Taluk.

Panchayat Board Library, Namagiripet.

Namakkal Taluk.

Panchayat Board Library, Pachudayampattipudur.
Panchayat Board Library, Vengarai.
Panchayat Board Library, Velur.
Panchayat Board Library, Sendamangalam.
Panchayat Board Library, Kondichettipatti.
Panchayat Board Library, Arur.
Panchayat Board Library, Siviampalayam.
Panchayat Board Library, Iruthaneri.
Panchayat Board Library, Konaloor.
Panchayat Board Library, Periapatti.
Panchayat Board Library, Pothanur.
Panchayat Board Library, Kondalam.
Panchayat Board Library, Perumampatti.
Panchayat Board Library, Sungarampatti.

Krishnagiri Taluk.

Panchayat Board Library, Krishnagiri.
Panchayat Board Library, Kaveripatnam.

Dharmapuri Taluk.

Panchayat Board Library, Lalgam.
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Panchayat Board Library, Karimangalam.

Attur Taluk.

Panchayat Board Library, Attur.
Panchayat Board Library, Thammampatti.
Panchayat Board Library, Dattadripuram.

Hosur Taluk.

Panchayat Board Library, Bagalur.
Panchayat Board Library, Masinaickenpatti.
Panchayat Board Library, Ballapalli.
Panchayat Board Library, Kelamangalam.
Panchayat Board Library, Kembathipalli.

Tiruchengode Taluk.

Panchayat Board Library, Idappadi.

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D. Gramasangham.**Salem Taluk.**

Gramasangam Library, Sivadapuram.

Hosur Taluk.

Gramasangam Library, Chinnasandiram.

Tiruchengode Taluk.

V. O. C. Library, Vaiyappamalai.

Rasipuram Taluk.

Gramasangam Library, Athanur.
Gramasangam Library, Patnam.
Gramasangam Library, Gurusamipalayam.
Gramasangam Library, Koonavelampatti.
Gramasangam Library, Konavelampattipudur.

Omalur Taluk.

Gramasangam Library, Karuppur.
Gramasangam Library, Muthunaickenpatti.
Gramasangam Library, T. Kongapadi.
Gramasangam Library, Alagusamudram.

Dharmapuri Taluk

Gramasangam Library, Nallampalli.
Gramasangam Library, Marandahalli.
Gramasangam Library, Kadagathur.
Gramasangam Library, Hanu nanthapuram.
Gramasangam Library, Sellampatti.
Laxmi Nool Nilayam, Thoppur.
Nathan Gramasangam Library, Indur.

Attur Taluk.

Gramasangam Library, Komarapalayam.
Gramasangam Library, Poonavasal.
Gramasangam Library, Vellalapatti.
Gramasangam Library, Gangavalli.
Gramasangam Library, Ariyampatti.
Gramasangam Library, Ulipuram.
Gramasangam Library, Keeripatti.
Gramasangam Library, Aragalur.
Gramasangam Library, Navakurichi.
Gramasangam Library, Thedavoor.
Gramasangam Library, Periyeri.
Gramasangam Library, Valasaiyur.

Namakkal Taluk.

Gramasangam Library, Reddipatti.
Gramasangam Library, Siluvampatti.
Gramasangam Library, Chellappampatti.
Gramasangam Library, Vadugam.
Gramasangam Library, Attayampatti.

Harur Taluk.

Gramasangam Library, Pappireddipatti.

Salem Taluk.

Gramasangam Library, Thathampatti.

E. Co-operative Societies.**Tiruchengode Taluk.**

Co-operative Society Library, Malla-samudram.

The Tiruchengode Hand Loom Weavers
Co-operative Credit Society Library,
Tiruchengode.

Co-operative Society Library, Chittoor.

Krishnagiri Taluk.

Paravasudeviah Library, Krishnagiri,

Co-operative Supervising Union Library,
Krishnagiri.Thogarapalli Co-operative Society Library,
Kannandahalli.

The Krishnagiri Taluk Marketing Co-opera-
tive Society Library, Pochampalli.

Attur Taluk.

Co-operative Society Library, Attur.

Hosur Taluk.A. L. Samuthram Co-operative Society
Library, Hosur.**Rasipuram Taluk.**

Gandhi Elaigar Library, Pachal, Puduchatram.
Pallavanaickenpatti Mulli Co-operative Society
Library, Pallavanaickenpatti.
Alavoipatti Virayeger Co-operative Society
Library, Alavaipatti.

F. Private Association.**Tiruchengode Taluk.**

Mathar Sangam Library, Tiruchengode.
Village Agricultural Association, Kootham-
poondi.

Namakkal Taluk.

Literary Institute, Namakkal.

Dharmapuri Taluk.

Desabandusangam Library, Pauparapatti.

Salem Taluk.

Kalaimagal Vasagasalai, Velnatham.
Thiruvalluvar Nool Nilayam, Salem.

G. Township Committee.**Omalur Taluk.**Mettur Township Committee Free Library
Mettur.

Dr. C. Vijayaraghavachariar Memorial Library, Salem - This library and town hall was raised through public donations in memory of the Late Sri C. Vijayaraghavachariar. A site of 67 cents in the heart of the town was given as gift for erecting the memorial building. The foundation stone was laid by Sri T. Prakasam in 1949 and the building was opened by Hon'ble Sri P. S. Kumaraswami Raja who was then the Chief minister of the Madras state in 1951. Three thousand books preserved by the statesman were donated to the library by his family. The library and reading room are open to the public. Meetings are conducted in the hall. The governing body of members also organise annual features like the Vijayaraghavachariar Memorial lectures and Dewan Bahadur K. Sundaram Chettiar Memorial lectures. Portraits of the two distinguished citizens of the district adorn the hall. Among the patrons may be mentioned Sri C. Rajagopalachari, Sri. K. Kamaraj Nadar, and Sri. C. R. Srinivasan. Mr. S. Vijayaraghavachari is the President and Mr. R. T. Parthasarathy the Secretary.

Approved Schools of Commerce in Salem district

Name of Institute	Approved Subjects
1. Sarada Institute, Mettu Mariamman koil street, Salem Town	Typewriting lower Theory & practice of Commerce Banking
2. Sri Ram Institute, Trichy Road, Salem	Typewriting Shorthand lower
3. Sri Ganesh Institute of Commerce, No. 17, Car street, Salem	Typewriting Shorthand lower
4. Sri Rama Institute of Commerce, 2nd Agraharam, Salem	Typewriting Shorthand lower Book keeping lower
5. Sri Ganesh Institute of Commerce, 63 A 1st Agraharam, Salem	Typewriting Shorthand lower Book keeping lower
6. Sri Krishna Institute of Commerce, 22/3 Car Street, Tiruchengode	Typewriting Shorthand lower
7. Sri Ram Institute of Commerce, Sannadhi street, Namakkal	Typewriting Shorthand lower
8. Nathan Typewriting Institute, Athur Road, Rasipuram	Typewriting lower
9. Sri Rama Jayam Institute of Commerce, Mettur Dam R. S.	Typewriting Shorthand lower
10. Sri Rama Institute of Commerce, Hosur	Typewriting lower
11. Rajan's school of commerce, Krishnagiri	Typewriting lower, Shorthand lower, Book keeping lower

Newspapers and Periodicals:

1. Puthuyir (புத்துயிர்) - a weekly
Editor: S. N. Narasimharaju, Salem.
2. Maniyam Pathippakam,
Aruna's Salem district guide (tamil)
Publishers
18 Arunachala Asari street, Salem.
3. Ram Publicity House, Pocket guide
Publishers
Bazaar street, Salem.

The Express Group of Papers Limited,
Madras maintain an office at Salem near the
Salem town station level crossing.

Paper Correspondents

1. S. Natarajan,
Correspondent, Daily Thanthi,
10, Chinna Maran Chetty street,
Shevapet, Salem.
2. T. V. Sivasubramaniam, M. A.
Correspondent - Mail, Swadesamitran,
& Nava India
C. 49, Swarnapuri, Salem junction.
3. S. Soundararajan,
Correspondent, Indian Express
(Express group of papers)
Extension, Salem.

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(Note:- L. F. D. denotes Local Fund Dispensary
G. H. denotes Government Hospital)

	No. of beds.		No. of beds.
Attur Taluk		Omalur Taluk	
G. H., Attur	24	L. F. D., Omalur	...
Government Children's Leprosy Sanatorium, Ethapur (for children only)	72	G. H., Mettur Dam	32
L. F. D., Ethapur	...	L. F. D., Jalakantapuram	...
L. F. D., Peddanaickenpalayam	...	Rasipuram Taluk	
L. F. D., Thammampatti	...	G. H., Rasipuram	23
Dharmapuri Taluk		Salem Taluk	
G. H., Dharmapuri	22	Government Headquarters Hospital, Salem (Phone 36)	325
L. F. D., Palacode	...	Municipal Dispensary, Ammapet	...
Harur Taluk		Municipal Infectious diseases Hospital, Ammapet (Phone 170)	...
Local Fund Hospital, Harur	8	Municipal Ayurvedic Dispensary, Gugai	...
L. F. D., Uttankarai	...	Municipal Ayurvedic Dispensary, Annadanapatti	...
Hosur Taluk		Municipal Siddha Dispensary Shevapet	...
Local Fund Hospital, Hosur	10	Municipal Unani Dispensary, Salem	...
L. F. D., Denkanikota	...	Sri Ramakrishna Mission Dispensary	...
L. F. D., Thali	...	St. Mary's Hospital, Arisipalayam	...
Krishnagiri Taluk		Municipal Maternity & Child Welfare Centre, Fort (Phone 128)	...
G. H. Krishnagiri	30	Municipal Maternity & Child Welfare Centre, Shevapet (Phone 161)	...
Local Fund Hospital, Kaveripatnam	6	Tiruchengode Taluk	
L. F. D., Veppanapalli	...	G. H., Tiruchengode	14
Namakkal Taluk		L. F. D., Edappadi	...
G. H., Namakkal	25	L. F. D., Sankari	...
Local Fund Hospital, Sendamangalam	8	Yercaud Taluk	
L. F. D., Velur	...	Local Fund Hospital, Yercaud	18
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Arisipalayam
 - 4 „ Arthanari, S., D. M. & S.,
Ammapet
 - 5 „ Balachandran, R., D. M. & S.,
Kanakar Street
 - 6 „ Balasubramaniam, G., L. M. P.,
Subramanianagar
 - 7 „ Chandrapal, P. K., M. B. B. S.,
Appu Chetty Street
 - 8 „ Dhanakoti Naidu, K. V., L. M. P.
Cherry Road
 - 9 „ Ganesan, A. J., M. B. B. S.,
R. M. O., Govt. Headquarters
Hospital
 - 10 „ Govindaraju, K., L. M. P.
Kurumbar Street
 - 11 „ Govindarajulu, K. P., M. B. B. S.,
Gugai
 - 12 „ Gurubatham S. Eye surgeon,
Subramanianagar
 - 13 „ Gurupatham, K. G., M. B. B. S.,
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 - 14 „ Hariharan, K. R., L. M. & S.
D. T. M. & H. (liverpool)
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1st Agraharam
- 143 Venkatasubba Iyer, K. S.,
Car Street
- 144 Venkatesa Iyer, A.,
East Seerangapalayam Road,
Sivaswamipuram Extension
- 145 Venkataramiah, K.,
Subramanyapuram
- 146 Venugopal, T. R.,
Gandhi Road, Sivaswamipuram
Extension
- 147 Vijayaraghavachariar, S.,
Rajaji Road, Sivaswamipuram
Extension
- 148 Vijayaraghavachariar, M. S.,
Ramakrishna Road, Sivaswamipuram
Extension
- 149 Viswanathan K.,
2nd Agraharam
- 150 Viswanathan, S.,
Moongappadi Street, Gugai
- 151 Viswanathan, S.,
10, Mettu Agraharam
- 2 Kesavan, S. V., B. A., A. C. A.,
Car Street
- 3 Natarajan, P., F. C. A.,
Maravaneri Extension
- 4 Ramaswamy, R., B. A., A. C. A.,
Cherry Road
- 5 Sankaran, G., G. D. A., F. C. A.,
Swarnambikai St.
- 6 Sarangapani, K. R., B. A., A. C. A.,
Sahadevapuram
- 7 Sankararaman, T. S., B. A., A. C. A.,
Town Railway Station Road
- 8 Soundararajan, V. V., B. A., G. D. A.,
F. C. A.,
Maravaneri Extension
- 9 Srinivasan, N. C., A. C. A.,
C/o Rajagopal & Co., Salem
- 10 Viswanathan, V., A. C. A.,
Car Street
- 11 Venugopal, S., B. Sc., A. C. A.,
C/o Natarajan, P., F. C. A.,
Ramanathan Road
- 12 Rajagopal & Co., N. C.,
Chartered Accountants, Salem

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- 4 A. R. Ramachandra Iyer,
Venkat Rao Road, Salem
- 5 Ramachandran, S.,
Shevapet
- 6 R. Srinivasa Iyengar,
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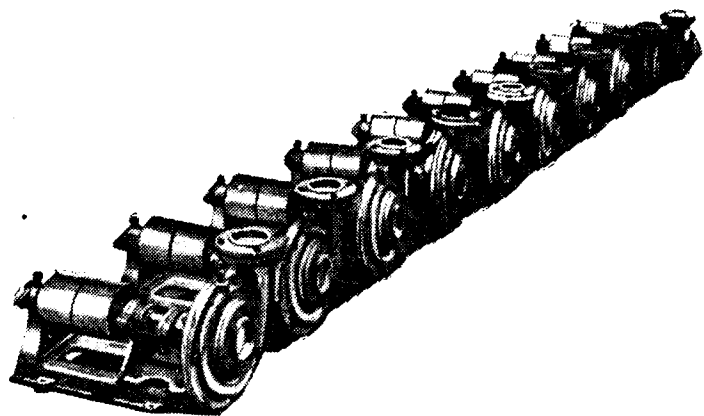
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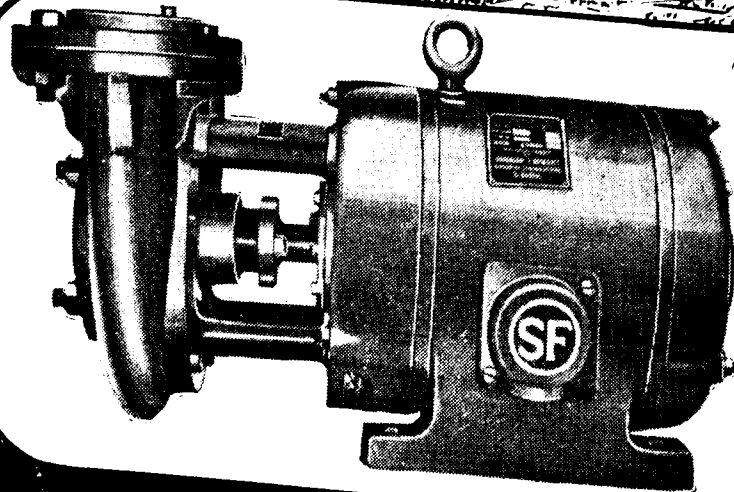
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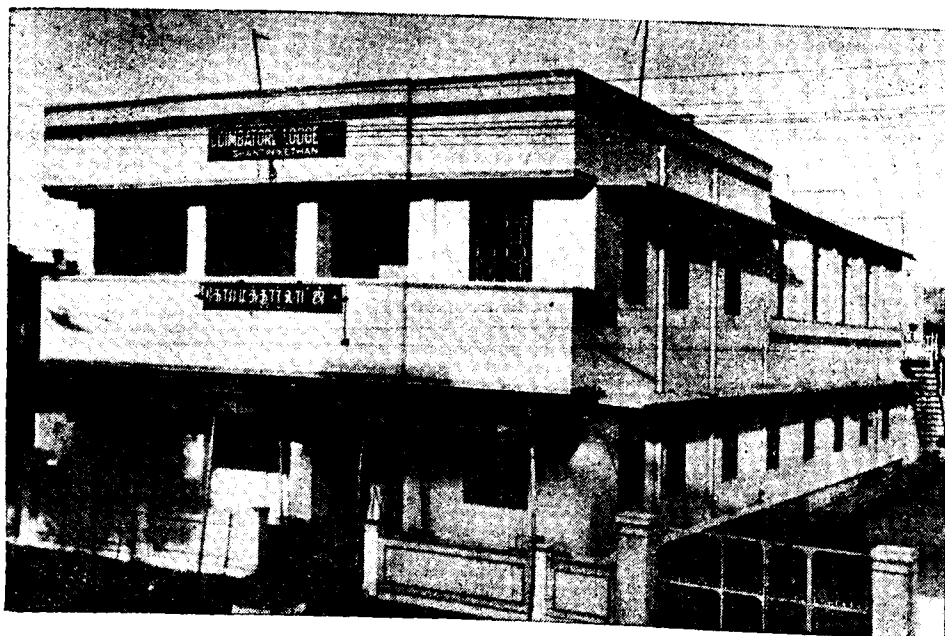
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- ❖ Rooms department open all the 24 hours.
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SOURCES OF IRRIGATION — The chief sources are the river systems of the Cauvery, Tirumanimuthar, Sarabanganadhi, Swetanadhi, Vasisthanadi, Pennaiyar, Sanatkumaranadhi and Vaniar besides several rainfed or riverfed tanks and artesian wells.

Among the proposals for improving irrigation facilities under the five year plan, the Krishnagiri Reservoir Project recently inaugurated by Hon'ble Sri K. Kamaraj, the chief minister of the Madras state is estimated to cost about Rs. 184 lakhs and is expected to irrigate 7,500 acres of land.

The cooperative land mortgage banks at Hosur, Dharmapuri, Salem, Tiruchengode, Rasipuram, Velur and Attur serve to advance long term loans to agriculturists. Takkavi loans by the Government and credit made available by cooperative credit societies supplement private resources in helping agriculturists to raise loans for their short term needs. Cooperative Marketing Societies serve to sell the produce of their members.

Compost manures of Rasipuram and Salem Municipalities and Attur and Dharmapuri panchayats are widely used on lands in the surrounding areas. Starting of rural banks and extension of hydro-electric system for erecting motors for pumping water from wells will go a great way to help the agriculturists to economise their expenses and to increase the area under cultivation.

The area of the district is 4,483,101 acres out of which forest area covers 1,001,635 acres and 1,610,374 acres are cultivable land. Information on average rainfall, nature of soils, sources of irrigation, acres of irrigated lands, crops grown and forest area in the several taluks are furnished in the annexed *tabular statement (See page sixty).

AGRICULTURAL PRODUCE:

Foodcrops — Paddy, cholam, cumbu, ragi, varagu and other millets (samai, korai and maize) are grown in all taluks. In the order of importance paddy is in abundance

in Attur, Namakkal, Dharmapuri, Krishnagiri and Salem taluks. Ragi is predominant in Hosur taluk. It is also grown in Dharmapuri, Harur, Omalur and Krishnagiri taluks. Cholam is grown in Namakkal, Dharmapuri, Harur, Tiruchengode, Krishnagiri and Rasipuram taluks and cumbu in the taluks of Tiruchengode, Namakkal, Krishnagiri, Omalur and Dharmapuri. Varagu is mostly seen in Harur and Dharmapuri taluks and other millets are mostly found in Dharmapuri, Harur and Omalur taluks.

Pulses and grams — Pulses can be had in Hosur, Harur, Krishnagiri and Dharmapuri taluks. Horsegram is also widely grown in these areas and sparingly in other parts of the district.

Commercial crops — Tapioca, groundnut, gingelly and castor seeds are the main crops of the district while sugarcane, cotton and chillies are cultivated to a limited extent.

Name of crop	main centres of cultivation
Groundnut	All taluks except yercaud. Tiruchengode, Krishnagiri and Omalur are prominent.
Gingelly	Hosur, Dharmapuri, Tiruchengode and Krishnagiri taluks
Cotton	Tiruchengode, Omalur and Namakkal
Sugarcane	Namakkal, Dharmapuri and Attur.

Castor plants are cultivated in all parts mostly along with other crops whereas Chillies and tobacco are grown sparingly in certain parts of the district. This district is an important market centre in the Madras state for castor seeds and for gingelly. To a limited extent arecanut is planted in parts of Hosur and Attur taluks. The cultivation of tapioca tubers has come to stay as sago is manufactured from it. The industry of sago manufacture has been well developed and it can be said that Salem is reaching the point of

No.	NAME OF TALUKS	RAIN FALL		SOIL						IRRIGATION.			CROPS (In order of importance)	FORESTS
		Average annual rainfall	No. of rainy days in a year	Reger or black				Rivers	Avacut or minor irrigation sources	Area irrigated by minor irrigation sources (Acres)	Area irrigated by major irrigation sources (Acres)			
				Clay	Loam	Sand	Red							
(Percentage Distribution)														
1	HOSUR	32.53	53.7	—	8	11	19	61	Pennaiyar	430	11,084	569	Ra. P & G. Gl. Pd. Cu. Oc. Gn. Ch. Vr. Sc. Co.	392.67
2	KRISHNAGIRI	32.86	46.9	—	12	19	4	64	Pennaiyar Pambur	459	10,104	7,177	P & G. Cu. Oc. Pd. Gn. Ch. Ra. Gl. Vr. Co. Sc.	48.95
3	DHARMAPURI	32.76	48.7	—	20	6	9	64	Kambeinallur river	323	9,128	3,314	P & G. Ra. Ch. Oc. Pd. Gl. Cu. Vr. Gn. Sc. Co.	251.682
4	HARUR	33.01	48.5	1	7	1	10	81	Vaniyar Pennaiyar	213	3,746	1,755	P & G. Ch. Ra. Oc. Vr. Pd. Cu. Gn. Gl. Co. Sc.	296.77
5	OMALUR	33.87	56.2	2	5	12	22	57	Sarabhangannadhi	99	4,162	—	Cu. P & G. Ra. Oc. Gn. Ch. Co. Pd. Gl. Sc. Vr.	118.09
6	SALEM	35.05	57.0	2	5	2	22	67	Thirumanimutharu Sarabhangannadhi	93	4,031	451	Pd. Gn. Ch. Oc. P & G. Vr. Co. Ra. Sc. Gl.	168.58
7	YERCAUD	63.10	86.2	—	—	—	—	—	—	—	—	—	COFFEE Oc. Vr.) — Very Sparingly (Ra. P & G.) in certain Slopes	—
8	TIRUCHENGODE	29.59	47.1	1	3	1	13	80	Sarabhangannadhi Thirumanimuthar Ponnar	110	3,322	3,195	Cu. Gn. Co. Pd. Ch. P & G. Gl. Ra. Oc. Sc. Vr.	12.90
9	RASIPURAM	32.79	51.1	2	6	3	23	64	Trumanimuthar	47	2,370	484	Pd. Ch. Gn. Oc. P & G. Co. Cu. Vr. Ra. Gl. Sc.	82.65
10	NAMAKKAL	29.87	44.5	1	9	2	26	58	Thirumanimuthar Cauvery	43	2,010	1,761	Cu. Ch. Pd. Gn. Co. P & G. Oc. Ra. Sc. Gl. Vr.	59.24
11	ATTUR	35.49	51.4	13	11	3	30	42	Vasistannadhi Swetannadhi	112	6,317	9,314	Pd. Ch. Vr. P & G. Cu. Gn. Co. Ra. Oc. Sc. Gl.	134.29

(Figures from census Hand Book — 1951)

self sufficiency in this crop. There has been continued progress in increasing the productivity of tubers and the climatic conditions have also been suitable for this crop in particular.

Plantations — The coffee plantations of Yercaud of Shevaroy hills are well known throughout India. The approximate area in which coffee is grown is about 10,300 acres and the yield of coffee seeds varies from 600 to 1,500 tons. During the year 1953-54 there has been a bumper crop of about 2,000 tons. Only Arabica coffee is grown here.

There are about 900 estates including small holdings. Seventy have holdings above twentyfive acres. The estates are under Indian and European Management in the ratio 1:1. Principal coffee estates are mentioned hereunder —

(1) Kanthuraipanchan (2) Hunsdon (3) Kur-dior (4) Beverly (5) Kombutuki (6) Gembleri (7) Gundur (8) Tipperary (9) The Fire (10) Marylands (11) Athiyur (12) Cascades (13) Glenfel (14) Hawthorne (15) Vanguard (16) Vallakadi peak (17) Moganada peak (18) Cauvery peak (19) Glen peak (20) Arcadia (21) Puthur group (22) Inglewood (23) Highfield (24) Swinton (25) Kalerimalai (26) Waverly (27) Martindale (28) Balamidies (29) Sanjees (30) Carrara (31) Grange (32) Honey Rock and Puliyur (33) Chencaud (34) Vasambodi (35) Cranborne (36) Glazebrook (37) Belviderg (38) Keerakadu (39) Brooklyn (40) Scotforth (41) Roverdale (42) Brooklands (43) Stanmore (44) Mouli (45) Clermont (46) Waterford (47) Bonaventure (48) Vanier.

Fruits — Oranges, lemons and pears are the garden crops in Shevaroy. Climate is also suitable for banana cultivation.

The Government Model Orchard cum Nursery, Timmapuram lies to the South of Kaveripatnam and is seven miles from Krishnagiri. It was established in August 1952 with a view to encourage fruit growing and to serve as a visual demonstration centre for propagating improved methods in scientific orcharding and also to serve as a source of dissemination of nursery plants of genuine stock in superior kinds and varieties of fruits of regional importance.

The soils at this centre are composed of red and sandy well-drained loams. The land which extends over an area of 23.77 acres is divided into small fields and several fruit crops have been planted. Chief among them are mango, citrus, jack, guava, fig, custard apple, and sapota.

'SALEM MANGOES' are of lively interest in appearance and taste. A recipe of 'Salem mangoes' is even tastier. The history of 'Salem mangoes' as we have it here is still more juicy.

"Salem Mangoes" — "The history of creation discloses that when God wanted light He said "Let there be light" and then there was the light. Realising fully well after the creation of man that he does not live on bread alone He had thought of creating many more things for human consumption; but when it came to a question of fruits, He does not seem to have ordained a general proposition as "Let there be fruits", but had imparted a special flavour in some and said "Let there be Salem mangoes" also. And that alone can explain the existence of a type or types of fruits in mangoes that are absolutely incomparable with such grown elsewhere either in India or outside it.

The mango is a seasonal fruit and the recent editorial of a leading daily says the ubiquitous mango is without exception the Indian fruit, while the journal of the American Medical Association commences the task of defining the mango as "the fruit which weighs from 8 to 32 oz. that comes from the Mangifera Indica (Mango) tree which was originally a native of Indo Malaya and is now grown in Southern California" etc. Be that it may, it is sufficient to note that the District of Salem (to be more precise, the taluk of Salem) has the peculiar natural resources to produce these fruits which are amply consumed by all people irrespective of their economic status and the accustomed person refuses to believe that there could be any fruit anywhere to be on a par with the Salem mangoes either in their taste or flavour.

The mango, as has been rightly said, grows without much difficulty after the initial years. There had been sustained

efforts in grafting in a few of the major gardens but no appreciable effect was achieved in the direction. It is grown in almost all areas where there is not a very high atmospheric humidity. Mango is used for domestic consumption in all the stages of its growth by the Indian housewife who is conversant with a dozen modes of pickling it. With the fruit preservation industry still in its cradle, we cannot but wait for the season to taste the delicious Salem mango. The season at Salem commences in early April and is practically closed by end of June.

Salem mangoes practically fall under two categories each having a distinct flavour and different get up. "Naduchalai" variety is one and the other goes under the name of "Gundu". "Mulgoa" and "Bangaloora" are not so peculiar or special to the Salem soil.

"Naduchalai" is a medium weighing fruit with a distinct and prominent 'nose', has a smell that easily captivates the discerning person. Green while not ripe, it develops yellowish red when fully ripe with the red shade more prominent near the stem. It yields to the slicing knife with comparative ease as it is fibreless and the skin comes off for the peeling without much difficulty. The skin is not a part of the fruit for the taste and scientific experiments disclose that over the mango peel can be seen irregularly distributed deposits of varnish-like material that is the resin from the stem of the tree when the fruit is picked. This contains a substance known as cardol which is similar to the toxic principle of poison ivy. Hence shorn of the peel, the mango is an ideal fruit and more particularly the Salem Naduchalai. The name 'naduchalai' is attributed to the fact that fruits of a particular garden were once in great demand and that they were found to be the yield of a middle garden of a big mango growing area holder. The fruits

of the middle garden went under the name of naduchalai (nadu-centre, solai-garden) and by usage this has come to denote that particular type of fruit. They cost between Rs. 10 and Rs. 16 for a hundred and of course when the demand is high from Bombay state, to which large quantities are exported, the prices show an inclination for a rise.

The other type is known as 'Gundu'. Distinctly aristocratic in its flavour, the fruit is a medium sized one, with rarely a consignment of oversized crop. Fully ripe, the fruit is of glistening yellow and it is easily distinguishable in that it has a flat nose- a nose of the mongolian type in distinct contrast to the pointed nose of the naduchalai type. Peeled off, the pulp is of a colour more inclined to be reddish and this fruit also is of a fibreless type. A costlier variety than the other one, its price ranges from Rs. 15 to Rs. 30 for a hundred and the quantity that comes to the market is of about 70% of the other type. A type of fruit for the connoisseur and as the pears soap publicity goes, the man that is accustomed to its taste won't be happy until he gets it.

While one set of persons say that its name was derived from the tamil word 'kalkandu' in that it is so synonymous with the sweetness of kalkandu (sugarcandy) and later on became 'kandu' for shortness and 'gundu' by usage, others say that the shape of the fruit has been responsible for its being called 'gundu' which means spherical. Anyhow the names have come to stay and investigation about the origin of names is not so necessary so long as there are fruits to satisfy us.

The mulgoa is of a heavier type and a fruit is a substantial food for one. The Bangaloora is obviously a cross breed and particularly sweet; but is not available in plenty.

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LIVE STOCK:

Forestry - The chief items of produce are timber, fuel, charcoal, bamboos, sandal, manure leaves. The aim of the forest department is to improve the yield and maintain grazing grounds. Chinchona plantation has also been started. Sandalwood trees grow in hill tracts.

The forest regions contain bamboo coupes which are worked on a three year felling cycle. Coupes are leased out to contractors in auction. Bamboos are supplied in large quantities to paper mills.

Minor forest produce - Avarambark, konnai and myrobolams useful for tanning industry, sarasaparilla used in the manufacture of medicines and syrups, honey, tamarind, wax, seekai, palmyrah and date leaves are available in forests. The right to collect them are generally leased out to contractors.

Forest games - Wild pigs which are destructive of crops are usually the target to shikaris. Hogainakal is a famous resort for hunting. Game such as sambhur, spotted deer and panther are present in small numbers in the higher regions. Elephants are at times seen on the Melagiri hills.

Fisheries - About 17,000 tons of fish are produced in the Mettur reservoir and licenses are issued since 1950 for fishing. About 1000 lbs of fish are brought to

shore every day. Departmental vans carry fish to neighbouring districts for marketing.

The district is one among the chief cattle breeding districts of this state. Chief breeds are 'Kangayam', 'Mysore', 'Alambadi' and 'Tiruchengodu'. Cattle can be purchased during cattle fairs held annually at Kalipatty, Machery, Pudupatti and Nagamath and at shandies conducted every week at Ayanamalai (Wednesday), Sesheri (Monday), Shevapet (Tuesday) and Muthunaickenpatti (Tuesday). Buffaloes, sheep and goats are also bred in the district. There are 4 veterinary hospitals at Salem. Tiruchengode, Namakkal and Krishnagiri and 4 other small hospitals have been opened at Omalur, Dharmapuri, Attur and Rasipuram. A few more are likely to be opened under the new schemes. Two cooperative cattle breeding societies function at Ancheti and Macheri.

Livestock Research Station, Hosur Cattle Farm, Salem District -

This is considered to be the best of its kind in India. The Research station is situated 4 miles away from Hosur town in the Hosur-Denkanikotta road, in Hosur taluk of Salem district. The farm is under the control of the Animal Husbandry Department of the Government of Madras. The farm area is about 1660 acres.

A large number of cattle (about 1200 heads) of different breeds, namely Scindhi, Gir, and Kangayam, are maintained here in addition to the following breeds of sheep and poultry.

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Sheep - (1) Bikaner, (2) Bellary and (3) Mandya.

Poultry - (1) White Leghorn, (2) Rhode Island Red and (3) Black Minorca.

The main objects of the farm are

(a) to produce good pedigree breeding bulls and supply them to the public in the state through the Government sponsored schemes like the Government Livestock Distribution Scheme, National Extension service, Block Development schemes and also by regular sales to the interested breeders for grading up village indigenous cattle of poor quality. Surplus animals are culled out and auctioned during June-July every year;

(b) to supply rams for breeding purposes to the public through Government Schemes and by regular sales, for improving the quality and quantity of wool and carcase weight (for mutton purposes) of sheep;

(c) to supply poultry and hatching eggs in the state for development of poultry industry in urban and rural areas.

The farm consists of different sections, namely, Central Lines, poultry, pastures, gardens, dairy, sheep, veterinary hospital and key village centre. The central lines section is of much use to the surrounding villagers

for service of their cows and mares by the special breeding bulls and stallions kept in the section. Apart from sales of hatching eggs and birds for breeding purposes, the poultry section serves as a demonstration centre for interested poultry farmers for starting poultry industry on scientific lines. Pastures and garden sections serve as a practical demonstration to agriculturists having livestock population for growing grasses and fodder crops for their livestock under rainfed and irrigated conditions, for hay making, for preservation of green fodder to feed animals especially milch stock during summer months when green fodder is scarce, in the form of filage, and for cultivation of the fodder crops with the improved type of machinery. The season for cultivation is in June and July. Surplus milk after meeting the requirements of the calves is sold to public and officials at Mathagiri and Hosur town. The sheep serves as a demonstration centre for sheep breeders and agriculturists to observe the methods adopted here on scientific lines regarding management, feeding, & breeding. The key village scheme sponsored by the Indian Council of Agricultural Research is functioning at this farm with an artificial insemination centre and four key villages. The Centre was started on 17-10-51. Intensive livestock improvement is being done by this centre by providing artificial insemination facilities for cows and buffaloes of the area. Due attention is paid to all aspects of animal husbandry in the key village areas. Eight hallikar breeding bulls have been distributed to selected custodians in the key village areas for covering a part of breeding by natural services of cows, and a subsidy of Rs. 30 per bull per month is paid to the custodians towards maintenance charges.



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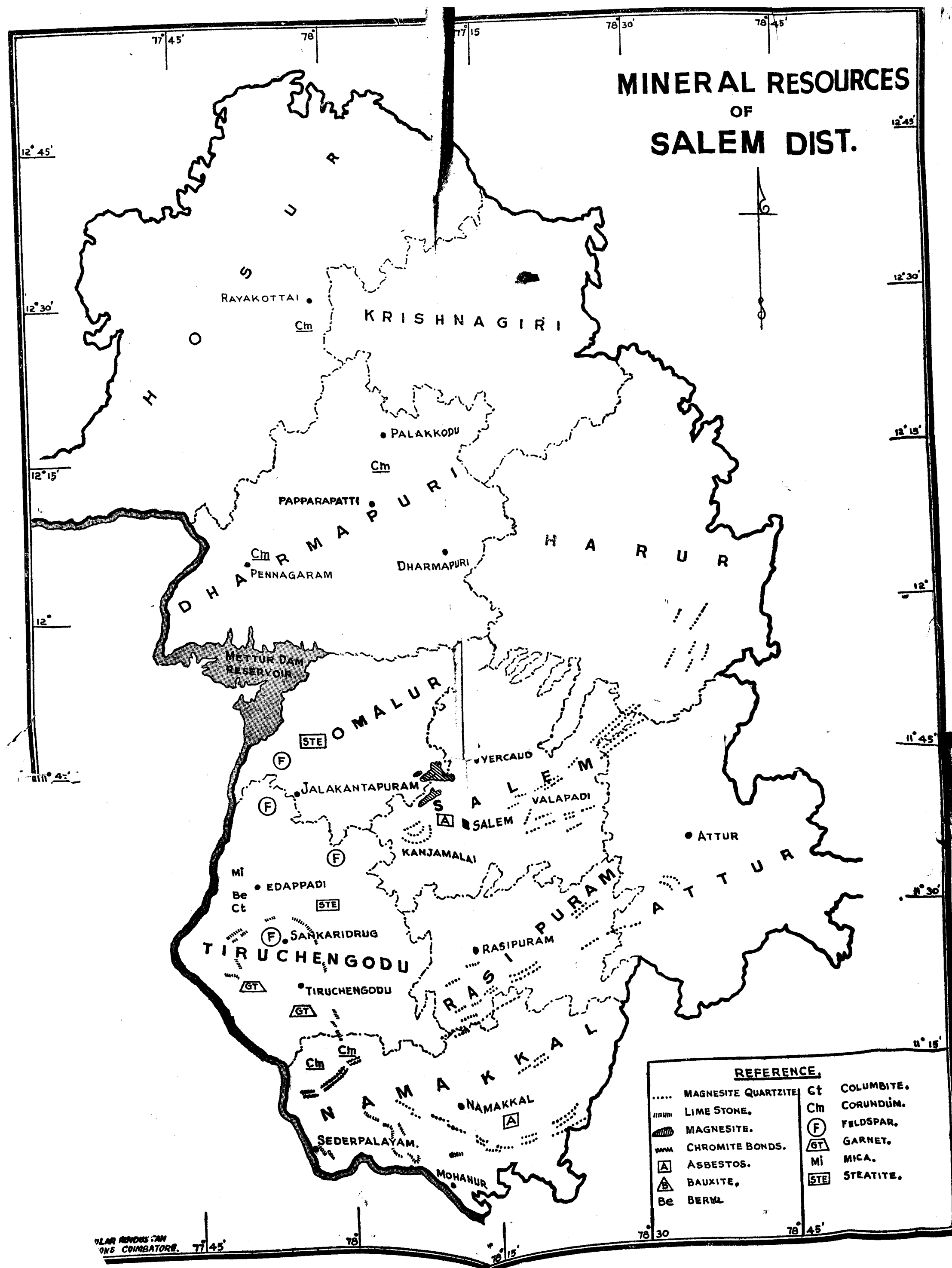
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Mineral Resources of Salem District.

(Sri S. Satyanarayanan. B. Sc., B. Sc. Tech., M. S. G. T.
Secretary, All India Manufacturer's Association, Salem.)

The industrial backwardness of Madras state is generally attributed to lack of fuel like coal. It is true that no industry can be safely established without fuel; but the prospects of the mining of lignite in South Arcot have dispelled the gloom over this matter and thrown light on the chances of commencing large scale mineral industries in South India.

It is the pride and fortune of Salem that the district is rich in minerals. Most important among them are magnetite (iron ore), magnesite, bauxite (aluminium ore) and chromite. Several other minerals are also available. Details are furnished below:

Mineral	Location of deposits.
Asbestos (Kalnar)	... About seven miles south east of Namakkal town and half a mile south of Alanganattam village. Nanattal tank bed north of Salem-Mettur railway line.
Bauxite	... As cappings on Shevaroyan, Sholakaradu and four other peaks of Shevaroy hills.
Beryl	... Kurumbapatti village three miles from Idappady.
Building stone	... Throughout the district.
Calcite (crystalline lime stone)	... Extending from the junction of Sankaridrug-Omalur and Sankaridrug-Salem roads to Annadanapatti and south of it About six miles south-west of Sankaridrug town between Bhavani-Sankaridrug and Sankaridrug-Pallipalayam roads, extending for more than a mile, between two villages Pudupalayam and Pulappalayam.
Chromite	... Chalk Hills. In Namakkal taluk between Sittampundi and Karungalpatti.
Columbite	... Kurumbapatti village near Idappady.
Corundum (Kurundakallu)	... South of Sittampundi, Namakkal taluk. Between Palakode and Papparapatti in Dharmapuri taluk. Between Pennagaram and Chintalgutta near Royakota in Krishnagiri taluk.
Feld spar	... Between Jalakantapuram and Pakkanadu. Between Nangavalli and Tulasampatti. North of Sankaridrug and on Suryamalai.
Magnesite	... Chalk Hills. Sirapalli in Rasipuram Taluk. Siraganur three miles west of Taramangalam. Kanjanur village near Dasampatti.

Magnetite (Iron ore)	... Kanjamalai, Godumalai, Thirthamalai. Hills in the Attur-Salem valley. Ridges between Rasipuram and Namakkal. Plains between Kollimalai and Talamalai, Kollimalai and Pachamalai.
Mica	... In many places in Tiruchengode and Omalur taluks.
Quartz (Vengachengal)	... Vellakkalpatti, Rasipuram taluk. Two miles south of Taramangalam. Near Kakapalayam and in a number of other places.
Steatite (Mavukkallu)	... Around Semmandappatti north of Omalur. Between Taramangalam-Suramangalam road and Omalur. Some hillocks north east of Macheri. Makkalpur, north of Namakkal.

So far a few surveys have been carried out; but the quantity and quality of the minerals estimated and found cannot be regarded as final. Before conclusions are arrived at, detailed surveys and intensive research are essential.

The total reserves of magnetite (iron ores) are estimated to exceed 300 million tons. In actual working it is said that the yield may be three to four times the quantity. The average ore contains 35 to 40% iron. The percentage is less when compared to deposits in other parts of India; but the ore can be concentrated by crushing and magnetic separation.

Reserves of magnesite are estimated at 64,000,000 tons; but the deposits are considered unlimited and inexhaustible. The quality of the ore is pure and far superior than deposits found elsewhere throughout the world. Geologists describe the ore in Chalk Hills area as the 'purest magnesite'.

Reserves of bauxite deposits are estimated at six and a half million tons. A third is expected to be of high grade. The water contents in the bauxite is high and the oxides are in a hydrated state. It dissolves in caustic soda solution, the solubility ranging from 92 to 90% of the alumina content.

The yield of chromite along the 16 miles belt of Sithampundi is estimated on an average of one lakh of tons for every 10 ft of depth. This occurs as a constituent of some pyroxenic rocks. The proportion of chromite in the rock averages 30% while the crude ore contains around 20% chromic oxide.

In the present context of information available an idea of the industries that can be started in this district can be formed for conducting further investigations and planning of schemes.

REFRACTORIES: Refractories usually refer to materials used in the construction of furnaces, flues, crucibles etc on account of their resistance to high temperature, abrasion and chemical action. Every modern industry is dependant directly or indirectly on the use of refractory materials. Without them no steel, brass, glass or any other alloy can be made and no furnaces could be constructed. The use of gas and electricity as sources of power would also be impracticable.

The district possesses raw materials in abundance for manufacturing refractories. Magnesite, silica, chromite, bauxite and magnetite can be advantageously used for the manufacture of refractory bricks. Fire clay can be had from the neighbouring district of South Arcot to the extent needed.

The use of bauxite bricks is largely confined to cases where a pure refractory material with a high proportion of alumina as well as a very high melting point is needed. They are widely used in Siemens and Martin furnaces in the manufacture of steel and for lining rotary cement kilns. The bauxite of Shevroys can serve the purpose well.

Silica firebricks, as the name implies, are composed chiefly of silica. Silica is available in plenty in the form of quartz.

Exceedingly valuable bricks of neutral character are made from chromite. The chromite found in Namakkal and Tiruchengode taluks are suitable for the manufacture of chromite bricks. They are extensively used as a neutral course between basic and acid bricks in steel furnaces, converters etc.

Magnesia bricks are mainly used in the iron and steel industries for lining the bottoms and side walls upto the slag level. They are excellent for gold, silver and platinum refining furnaces and for smelting lead, antimony and copper ores.

Inferior quality firebricks can be made out of the magnetite (iron ores). Their refractoriness is much lower than that of the refractories mentioned above but they are largely used as a protecting line for furnaces in which malleable iron is made. They can be also used in the flues of boilers, brewers, coppers and other similar appliances as they are perfectly heat-resisting so long as the heated gas contains a lot of unconsumed air.

Little work has been done in the utilisation of the above minerals for the manufacture of refractories. A systematic research and additional information on the quality of the minerals will throw more light on the subject. However it is beyond doubt that the minerals found in this district offer potential resources for the successful starting of refractory industry in South India.

ABRASIVES: There seems to be good scope for starting an abrasive industry in this district. Abrasives are material used in arts and industry for grinding, sharpening and polishing. The natural abrasives include diamond, corundum, emery, quartz, magnetite, feldspar, talc etc.

Abrasives are generally made into powder and they are bonded with shellac, silicate of soda or clays and are shaped into wheels and discs. Abrasives powdered to proper mesh are also uniformly strewn over paper or cloth with the help of a binder such as glue. Sandpaper, emery paper, emery cloth are made in a similar manner.

Diamond, the king of abrasives, is not found in this district. In Moh's scale of hardness, corundum occupies the next place to diamond. Deposits found near Sithampundi, Papparappatti and Palakode can be successfully used. The 'emery' from Sanyasimalai in the Shevaroy is only a garnet rock.

Sandpaper can be easily made from quartz. A factory was started a few years ago near Omalur for the manufacture of abrasives like sand paper, emery cloth and paper; but it had not made any progress. M/S Shevaroy's Bauxite Co Ltd crush the fused laterite material obtained from Shevaroy's and grade them into various meshes. This powder is said to be as good as emery.

The resources of natural abrasives in this district are good and a factory can be confidently established for the manufacture of coated abrasives, wheels etc. Manufacture of artificial abrasives is also not out of scope since fused alumina can be had out of the bauxite ores available in Shevaroy's.

IRON INDUSTRY: Magnetite iron ores have drawn the attention of many during recent times. Smelting of iron and steel are not new to the districts of Salem, Tiruchirappalli and South Arcot. Salem was having a very good tradition in the manufacture of fine steel. Steel of good quality was being exported to Glasgow. Several attempts were made to start this industry on modern lines in the nineteenth century but all became extinct within a short period of their commencement. In 1833, a company called "the Iron and Steel Company" was started at Portonovo, South Arcot Dt. It functioned for about fifteen years. Again a new company was started in 1849 which erected a blast furnace at Tiruvannamalai and another at Pulampatti on the bank of Cauvery in this district. The ore used in Pulampatti was taken from Kanjamalai hills. Charcoal was brought from the forests round about Pulampatti.

Magnetite (iron ores) found in this district are ideally suited for making steel as

THE SALEM DISTRICT DIRECTORY

they have very little phosphorous and sulphur contents. So far the problem of fuel to smelt these ores pegged the growth of this industry. The discovery of large deposits of lignite in South Arcot holds bright promises again to shape this industry on modern lines.

The district also possesses sufficient quantities of auxiliary materials used in smelting of iron like fluxes and refractories. The flux usually used in smelting is limestone. Fortunately, there is plenty of reserves of limestone. Mention has been already made about refractories which are available in abundance.

There is apprehension in certain quarters that the cost of iron produced at Salem will be high owing to the comparatively low content of the iron in the ores. There can be no cause for such fear if attention is devoted to manufacture of tool steels, ferro chrome etc. Further it is worthwhile to investigate the possibilities of making stainless steel. Stainless steel is an alloy of iron and chromium and efforts must be taken for smelting of chromium from the chromite ores available in Namakkal and Tiruchengode taluks.

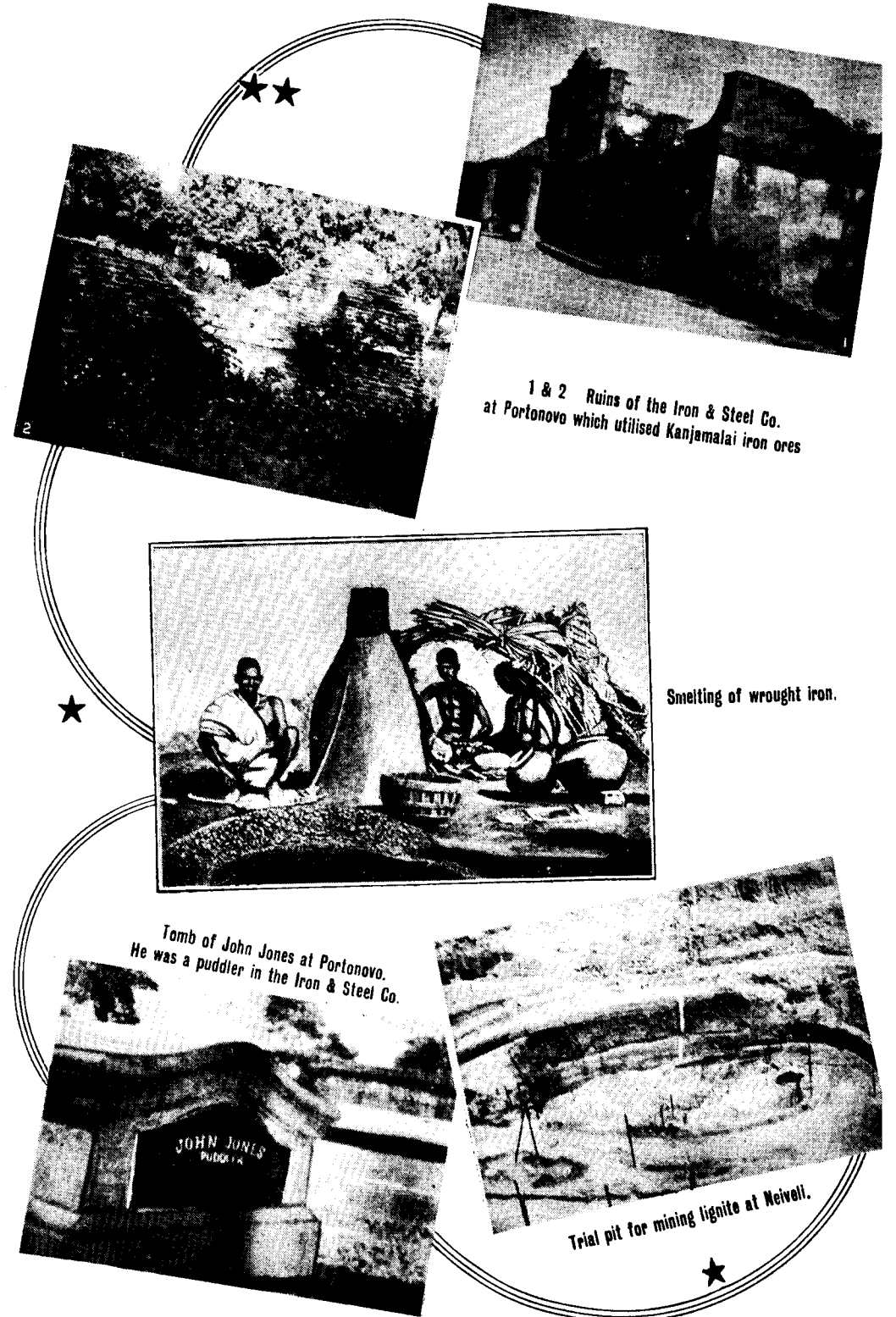
ALUMINIUM: Aluminium, another key metal, can be extracted from bauxite. Since it is not possible to reduce the oxide of aluminium (bauxite) by heating with carbon, only electrolytic process can be employed for extraction of aluminium. Electrical energy can be secured by burning lignite or by hydal energy; but the present generation of electricity from the existing hydro-electric systems may not be able to supply further load to an aluminium plant. The utilisation of the waterfalls at Meghadat of Hogainakal deserves particular attention

for the generation of electricity for an aluminium plant.

In view of the undoubtedly large reserves of good iron ores, aluminium and other ores, experiments on a large scale have to be conducted for working out costs and other details. Favourable conditions exist in the district such as case of quarrying the ore, proximity of railway lines, presence of fluxes and availability of labour.

According to the second plan for Madras State, the draft plan envisages a total expenditure of about Rs. 350 crores exclusive of Neiveli lignite mining and other schemes totally financed by the Union Government. An aluminium factory is also proposed in the Salem area with a view to utilise the raw materials plentiful in the district. It is understood that the employment potential of such factories, which is a relevant consideration for schemes under the plan is also under scrutiny. Recently it is announced by a Madras University geologist that the Chalk Hill area may contain minerals like gold, silver, copper and ilmenite and that a proper survey is essential for confirmation.

In the present circumstances Government can consider the constitution of a 'State Mineral Board' consisting of geologists, engineers, officials and representatives of trade and commerce to disseminate facts relating to minerals and to provide quantitative data on the availability and suitability of minerals for various industries. It will greatly facilitate progress of mining enterprise and serve as a valuable aid to the economic development of the state, and the country.



1 & 2 Ruins of the Iron & Steel Co. at Portonovo which utilised Kanjamalai iron ores

Smelting of wrought iron.

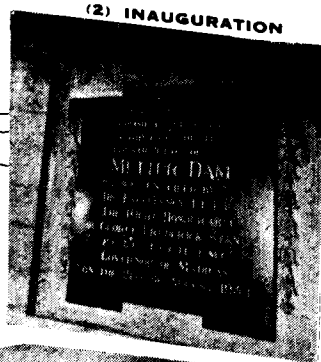
Tomb of John Jones at Portonovo. He was a puddler in the Iron & Steel Co.

Trial pit for mining lignite at Neiveli.

(1) DAM VIEW



(2) INAUGURATION



(3) GOVERNOR'S BUNGALOW



(5) GUARDIAN DEITY



(4) CENTRAL PARK

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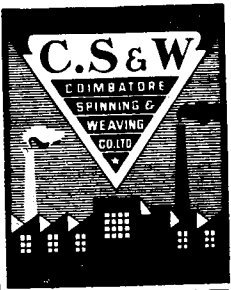
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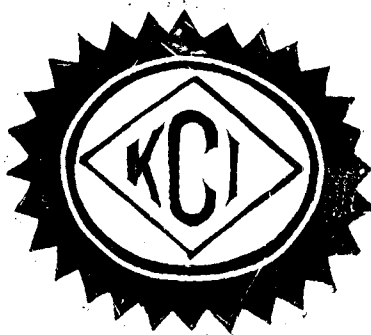


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Komarapalayam,
(Via Frode)



INDUSTRIES.

India is predominantly an agricultural country and Salem district is no exception to it. 70% of the population take to agriculture for their livelihood. There are a few large scale industries like the textile mills, glass factories, pharmaceutical and chemicals manufacture, magnesite workshops, sago manufacture, match factories and tanneries which give work to about 20,000 people. They are mostly located in the taluks of Omalur, Salem, Yercaud, Tiruchengode, Rasipuram and Attur. Other taluks have no large scale industries. Other people engage themselves in several cottage industries either as whole-

time workers or as a means of subsidiary occupation.

Cottage Industries: Prominent among the cottage industries is the handloom industry. A study of the several cottage industries is interesting and what is more interesting is the remarkable skill exhibited in workmanship. Unlike other places there is no monotony here as people of different calibre have taken to different occupations and worked them successfully. The several minor cottage industries, articles manufactured and centres of production are first mentioned.

Industry	Article manufactured	Centres of production
1 Fibres	Coconut coir Kavalai ropes made of coir fibre imported from Calicut. Palmyra ropes for country cots & for drawing water.	Jalekantapuram, Vanavasi, Periasoragai, Alagasamudra agharam, Macheri Kuppandiyur, Kanganipatti Agharam, few villages round Omalur, Panamarathupatti, Gollapatti. All taluks.
2 Mat	Date mats Korai mats	Muddanahalli, Noganur, Marandahalli, Tavarakarai. Salem, Pappalapatti, Vannur, Indur, Busettipatti, Palakode, & Attur.
3 Metals	Brass chembus, kudams, chelangus, copper vighrams, iron karandis, ploughshares etc. Bronze kijas & tumblers Country locks Iron chairs, campcots, tables, stools, cradles etc.	Muthunaickenpatti, To some extent in Viraganur, Rasipuram, Dharmapuri, Shevapat. Odavankurichi. Ariagundenpatti and Odavankurichi. Denkanikota.
4 Stone vessels	Pot-stone utensils called kalchattis, stone toys, stone idols in karungallu.	Semmandapatti, Parubanpatti and Seruvanoor.

Continued.

- | | | | |
|----|--|---|---|
| 5 | Cotton and silk thread | Lace and waist thread (cotton) & silk waist thread. | Hosur, Denkanikota & Sulagiri of Hosur taluk, Krishnagiri, Kundarapalli, Veppanahalli, & Tadatoda of Krishnagiri taluk, Marandahalli, & Pennagaram of Dharmapuri taluk. |
| 6 | Jewellery stones | Imitation rubies & imitation precious stones. | Tiruchengode
Mallepalli. |
| 7 | Sericulture | | Chinnabilagondupalli
Berikai. |
| 8 | Wood | Wooden combs | Nallapalli, Veerasettipalli,
Venkatasamudram. |
| 9 | Bamboo | Bamboo baskets | Kichipalayam, Kondappanaickenpatti, Gollapatti, Bairanatham, Pallipatti, Krishnagiri, Tiruchengode, Hosur, Denkanikota, Paranattamangalam, Ethapur, Peddanaickenpalayam and some villages in Attur taluk. |
| 10 | Oil Pressing — is in vogue in most of the villages especially in Krishnagiri and Kaveripatnam where it is done on a commercial scale due to the proximity of gingelly product tract. Groundnut is pressed in season. Castor oil extraction is done in Idappadi and Salem by screw and lever oil presses. | | |

Before dealing with handlooms and other allied industries particular mention has to be made about **Komarapalayam** which is bound to attract the attention of any visitor next to Salem and Mettur. It is a major panchayat area with a population of about 30,000 people, administered by 15 panchayat members of the Panchayat including the president. River Cauveri separates it from Bhavani on the other bank which forms a part of the Coimbatore district. "Saraswathi Vidyalaya" constructed at the entrance from the riverside 17 years back has been handed over to the Panchayat who conduct a free reading room for the benefit of citizens and a few amenities are provided. Dt. Board bungalow is also nearby. Mettur canals flow at a distance of about two and a half miles to the east and there is every possibility of the punja lands being converted into nanja lands in time to come.

People are comparatively well educated and there is large scope of developing industries including the establishment of a

textile mill about which there is already a move.

One is reminded of Sivakasi, the place of match factories and litho presses as he walks along the streets of Komarapalayam. Every house is a small factory unit and people in surrounding villages are occupied in the variety of industries at this small place. The several industries are — (1) Handloom cloth manufacture, (2) Ryon linen dhoti manufacture, (3) Silk ribbon factories, (4) Spindle tapes and wicks manufacture, (5) twisting machines for doubling artificial silk yarn and (6) carpet weaving.

All varieties of handloom clothes except lungs are purchased by wholesale merchants at the place from all centres of production and exported to several places in India, Rangoon, Ceylon, & Malaya. It is one among the foremost exporting centres of handloom clothes in the State.

Handloom Industry

(by Sri T. S. Pattabiraman, M.A., B.L., M.P.,)
Tiruchengode.

"Salem district is the most populated district in tamilnad but nature has not been very kind to it. Except a few wet patches, the rest of the district is barren, rocky, and dry. Agriculture is mostly a gamble in the monsoon. Hence people have taken to subsidiary industries and most important among them is the handloom.

There are more than a lakh of weavers in the district. Correct census has not been possible due to variety of reasons. The industry is concentrated mainly in the town of Salem, Salem taluk, Omalur taluk, Rasipuram town and taluk, Tiruchengode town and taluk and Dharmapuri taluk. There are a number of whole villages in these taluks where the main industry is handloom. The main communities engaged in it are Devangas, Sourashtras and Senguntha Mudaliars; but recently large number of harijans, ex-toddy tappers and agriculturists have also taken to the looms.

Salem town is famous for producing 'gundanji' dhoties and also 'venpattu' (வெண்பட்டு). In Salem town quality and fine craftsmanship are evidenced in the manufactured goods. Fine varieties of yarn such as 40s, 60s, 80s and 100s counts are in great demand in and near about Salem for the manufacture of dhoties, sarees and angavasthrams.

At Rasipuram the main product is sarees of all counts. In Tiruchengode taluk production is concentrated on dhoties and sarees of lower counts (below 40s) such as 20s, 30s and 36s. Shirting and coating cloth are produced in a number of varieties in large quantities in Tiruchengode taluk. It may be mentioned here that a major portion of these shirtings and coatings are exported to ceylon and Malaya by exporters in Komarapalayam.

Recently manufacture of towels of various types and designs has developed at Idappady. The towels are of excellent design, fast colour and have found wide market throughout India.

At Pallipalayam, Komarapalayam in Tiruchengode taluk and Elampally in Salem

taluk, art silk or stable fibre is being used on a large scale on handlooms. This industry found great encouragement when weavers were unemployed due to scarcity of cotton yarn.

Dhoties, sarees, coating, shirting, bed-sheets and towels are the main products of handlooms in this district. In recent years quality has considerably increased and as a result the industry has been assured of a steady market. Gurusami-palayam dhoties and Idappady towels compare very favourably with mill products both in quality and price.

Carpets are manufactured in appreciable quantity at Komarapalayam and Salem. Cotton and art silk carpets (கூடைக்காரம்) of Komarapalayam are known for their dexterity and durability and orders are received for them not only from various parts of India but also from abroad. Drugget weaving is concentrated near about Salem and there some very big firms engaged in production for export trade."

With a view to uphold this traditionally popular cottage industry a cess fund has been instituted by imposing tax on mill made clothes, the benefit of which is derived through Cooperative institutions. Popular opinion is opposed to mechanisation of handlooms by installing powerlooms for cotton weaving as it may result in mass unemployment of weavers and fading out of human skill involved in the industry. Small spinning units on cottage industry basis, exemption from taxes like octroi and interstate sales tax, schemes for improving technique and quality of production by use of pedal looms, warping machines and steel reeds, establishment of a pattern making factory to invent new designs appropriate to the needs of the country and export markets can go a long way to serve the cause of the industry and set it on a more stable footing. For any trade of flourish stress is more on the marketing side. It is of utmost importance that standards of quality have to be maintained for stabilisation of home market. Handlooms have won world renown besides home reputation and export markets have to be explored to advantage, assisted by proper propaganda and publicity.

Powerloom factories – Cotton yarn is prohibited from being used in them and only rayon dhoties made of staple fibre yarn are at present manufactured in about 35 factories with about 220 looms in all. Factories are mostly situated in Komarapalayam, Pallipalayam, Vembadithalam, Elampalli and Salem. Though the word

'power' looms large, these factories are small units and the trade deserves protection similar to handlooms. About 16000 dhoties are produced in a week which find sales mostly in South India and to some extent in North India. A list of the factories is mentioned:

Komarapalayam

- | | |
|---|---|
| 1. Balan Industrials, | 11. Shanmugha Ginning & Weaving Factory |
| 2. Balasubramania Chettiar, V. N. & Sons, | 12. Shanmugham Textiles, |
| 3. Dinakaran Cottage Industries, | 13. Sri Andal & Co., |
| 4. Kalyan textiles, | 14. Sri Subramaniam Weaving Factory, |
| 5. Kandasamy Weaving Factory Limited, | 15. Subramania Chettiar, J. K. A., |
| 6. Kousalya textiles, | 16. Thottumogu Industries, |
| 7. Mukundan Weaving Factory, | 17. Udayasuriyan Powerloom Factory, |
| 8. Murugesan, A. | 18. Venkatesan, K. & Co., |
| 9. Rajan Weaving Factory, | 19. Sri Dhanalakshmi Weaving Factory. |
| 10. Rangasamy Mudaliar, A. P., | 20. S. S. Mari Chettiar & Sons, |

Elampalli 1. Mahaveer textiles.

Pallipalayam

- | | |
|-----------------------------|-------------------------------------|
| 1. Annamalai, T. M. & Co., | 4. Rangasami Chettiar, K. R. & Co., |
| 2. Krishna Weaving Factory, | 5. Thirumalai, S. |
| 3. Rajagopalan & Co. | 6. Venkatraman, P., |

Salem

- | | |
|--|------------------------------------|
| 1. Palanisami Chettiar, K. R. C. & Co., | 4. Sri Ramakrishna Textiles, |
| 2. R. V. D. Textiles, | 5. Thammanna Chetty, K. R. & Sons, |
| 3. Sri Gopalakrishna vilas Weaving factory | |

Vembadithalam

- | | |
|------------------------|-------------------------|
| 1. Murugan Textiles, | 3. Ranganatha Textiles. |
| 2. Seetharam Textiles, | |

Druggets – Madras State stands foremost in manufacture of druggets in India and Mysore state is next in importance. In the state, Salem is in the forefront. There are a few factories in Wallajah and a solitary factory in Ambur. The industry is noted for its earning of dollar exchange by export to United States of America, Australia and England. An interstate joint drugget advisory board for the two states of Madras and Mysore had been formed six years back to explore further possibilities of export. Proposal to institute a wool processing centre at Vinnamangalam at a cost of Rs. 11.30 is already under consideration. Factories at Salem are given below:

- | | |
|--|--|
| 1. Abdur Rahman, E. M., Mohamadpura street. | 3. India Wool House, Nathimullakhan street, Ammapet Main Road. |
| 2. Hajee Mohamed Haneef, C. K. E., Angalamankoil street. | 4. Krishnaih & Sons, L., Pachapatty. |
| | 5. Mohamad Meera, P. S., Mohamadpura street. |
| | 6. Nagendraiyer, T. M., Paramagudi Nannusamy Iyer street. |
| | 7. Ramasamy Woollen Carpet Factory, Vellaikuttai street. |
| | 8. Singaravelu Pillai, N., Sanyasigundu Road. |
| | 9. Srinivas, S. V., Vellakuttai street. |
| | 10. Subramania Iyer, E. V., Post Box No. 58. |
| | 11. Vanchinath Iyer, V., Swarnapuri, Alagapuram post. |
| | 12. Narayan Chettiar Industries, Narayananagar. |

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- ♦ Their Pictures pay you well as you play them well.
- ♦ They are made for your consistent & constant patronage.
- ♦ They provide you with fresh delights and latest screen amusements.

Our Latest Pictures:

"MAHESWARI" (Tamil)

with

Gemini Ganesan, K. Savithri, M. N. Rajam,
T. P. Muthulakshmi & K. A. Thangavelu.

"ALIBABA & 40 THIEVES" (Tamil)

The First Full Length Colour Picture in South India

A Gorgeous Production at Enormous Cost

with

P. Bhanumathi, M. G. Ramachandran, K. Sarangapani,
P. S. Veerappa, M. N. Rajam.

CONTACT:—

Modern Theatres Limited, Salem.

Branch: MADURAI.

Grams:— "MODERN"

Salem:—	Phone:—	Office:—	6
	"	Studio:—	5
	"	Rehearsal Hall:—	186
Madurai	"		304

THE KARUR VYSYA BANK LIMITED.

H. O. KARUR.

(A Scheduled Bank)

Estd. 1916.

Branches: Madura, Trichinopoly, Coimbatore, Salem, Tanjore, Erode, Kumbakonam, Dindigul, Dharapuram, Kulitalai, Namakkal, Gobichettipalayam and Karur Branch.

Paid-up Capital	...	Rs.	3,00,000
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Total Turnover Exceeds	...	Rs.	1,53,00,000

Season deposits for 6 months at 3% per annum
Fixed deposits for 1 year at 3½% per annum
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ALL KINDS OF BANKING BUSINESS TRANSACTED.

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SPECIALISTS IN MANUFACTURE OF
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IN ALL MODELS & SIZES.

Phone: 199.



NATARAJA KNITTING CO.,
74, KUMARAN ROAD, TIRUPUR.



DOUBLE HORSE BRAND
KEROSENE OIL WICKS & BEATRICE, BUFLAM STOVE WICKS

★ Second to none in Quality

Master K. S. Subramani Chettiar & Sons,
TAPES AND WICKS MANUFACTURERS & TEXTILE EXPERTS,
Cottage Industries, B. Komarapalayam, S. Ry.
ENCOURAGE COTTAGE INDUSTRIES!

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SRI VENKATESWARA INDUSTRIAL CORPORATION,

PIONEERS IN OIL INDUSTRY.

GROUNDNUT OIL — GINGELLY OIL — OIL CAKE
Etc.

Post Box No 1.

KAVERIPATNAM.

Salem Dist.

Inaugurated in 1951 by Hon'ble Sri. M. Bakthavatsalam,
Minister of Madras State. Our Mill is Situated in an upto date
factory with 2 expellers, filter press, 8 pinto chekkus, rice
huller, flour mills and one decorticator.

We seasonally store best seeds from different producing
centres and we supply oil to Railway stores, and all consuming
centres throughout South India, Malabar, Travancore and
Cochin States. Our Groundnut Oil is also exported abroad
through shipping agents.

Trade Mark:— "S. V. I. C."

★ Scientific handling. ★ Prices competitive.

Partners:—

P. N. KUPPUSWAMY NAIDU.

P. V. SRIRAMULU NAIDU.

The South India Co-operative Insurance Society Ltd., (H. O. MADRAS.)

Life Fund	...	Rs. 1.44 Crores.
Assets	...	Rs. 1.48 Crores.
Premium Income	...	Rs. 26.70 Lakhs.
Claims paid	...	Rs. 5.50 Lakhs.
Business in force	nearly	Rs. 5.00 Crores.

(The leading "CO-OPERATIVE" Insurance Society working on ALL INDIA Basis)

Some Salient Features:—

- A purely Policyholders' concern.
- Policies issued ranging from Rs. 100 to Rs. 15,000.
- No medical examination for Government servants for assurances upto Rs. 2,000 upto age limit 39.
- Low premium rates.
- All profits go to the policyholders only.
- Bonus declared in 1953 Valuation:— Rs. 15 and Rs. 12 per 1,000/- sum assured respectively for Whole Life and Endowment policies.

V. VENKATACHALAM M. A., B. L.,
Secretary.

Telegrams. "SANTHI"

Phone: 195.

S. GOVINDARAJULU

&

S. CHINNASWAMY

OIL MERCHANTS,

SHEVAPET, SALEM. (South India.)

Dealers in quality Coconut, Gingelly and Castor oils in Salem.

Bombay Registered Trade Mark No. 138413.

Our double clean "C" & "G" mark oils have attracted too many imitations.

What more proof is needed for their quality.



மேலான கொய்யாயில் நுகர்தல் தயாரிக்கும்
மனம தனம் நுகர்த்தல் தயாரிக்கும்

தெய்வப்
புள்ளிகள்
தேங்கா யெண்ணை

செய்தல் கூடிய மிகுந்த கவனத்து
வாங்குங்கள்

TEL. S. GOVINDARAJULU & S. CHINNASAMY
COCONUT OIL MERCHANTS
MAIN ROAD, SHEVAPET, SALEM.

அரிவாறுகளால், அரிவாறுகளால்
வெட்டுவதற்குரிய, மேலான கொய்யாயில் நுகர்த்தல் தயாரிக்கும்



Sago-Final, Starch, Broken, Sundried, Roasted & wet globules, Pure & Dirty starches, Wet & Dry Tippi Tapioca chips & flour, Black & Kattai vathal, Tapioca peelings, roots after peeling stage & peelings manure.

SAGO PREPARATIONS SERVED TO THE HOSTS.

Alwa, Bun Alwa,

Uppuma, Dal Uppuma

Paniaram, Bonda, Idli,

Punthi sour & sweet,

Vangibath, chips

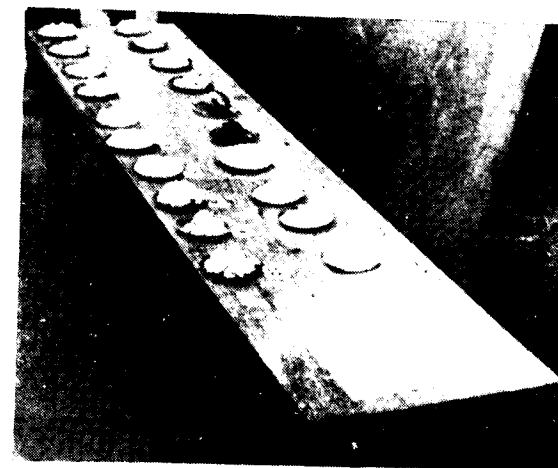
ghir sour & sweet,

Vadagam, Ganganuri

sour & sweet, Milk-

Punthi, Pachadi &

Cheeval sour & sweet.



Stores and Admn. Block.

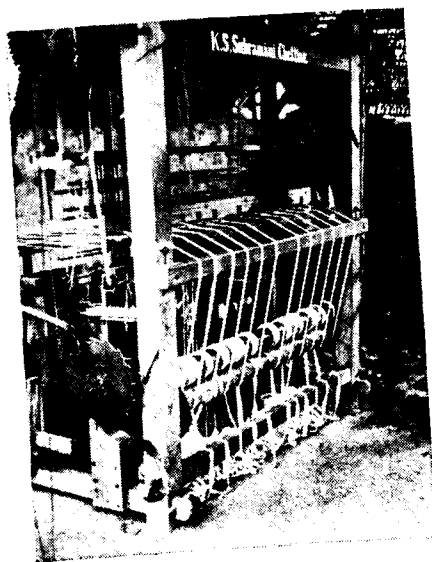
(ASSOCIATED DRUG CO.,
YERCAUD.)



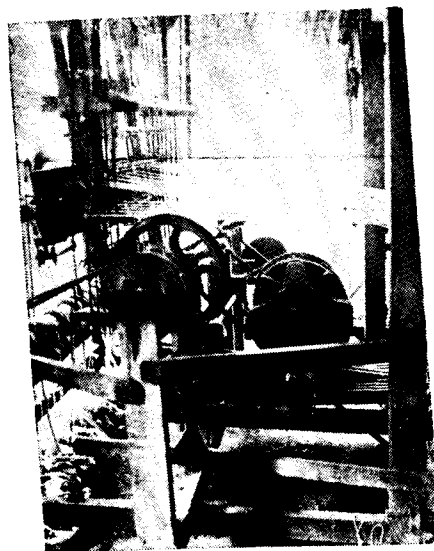
Laboratory Buildings.

SELF-MADE HAND TAPE LOOM AT WORK (1 to 5)

('Master' K. S. SUBRAMANI CHETTIAR)



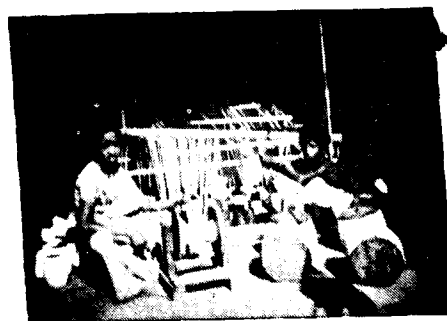
LOOM FRONT VIEW
(1)



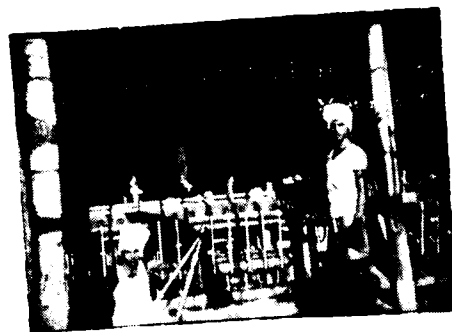
LOOM SIDE VIEW
(2)



WINDING OF YARN
(3)



PREPARING WARP BOBBINS FOR LOOMS
(4)



WEAVING OF YARN
(5)



Specimen of a pure silk lace saree
woven in power pick & pickloom
with Jacquard in 1930
(6)

Tapes and wick making industry

The industry owes its existence to the efforts of one Mr. K. S. Subramania Chettiar, a verteran weaver with technical acumen in textile manufacture, called as 'the master' by the local citizens of Komarapalayam with love and respect. Tapes and lamp wicks were imported from Japan and other foreign places for long. After elaborate experiments 'the master' succeeded in setting up a wooden machine made locally to work up the industry during 1931-33. Hundreds of machines have been manufactured and supplied by him as a result of which several small units came to function throughout the district. It makes interesting study to watch members of a family at work in this industry.

Much progress could not be made in the initial stages due to competition in prices of imported stuff. Imports were cut off during war which gave an impetus to this indigenous industry after 1940. Today tapes, wicks and braiding thread are manufactured in standard qualities which find ready market in India. Most of the factories are located in Salem and Komarapalayam. About 25,000 lbs of goods are produced every month.

Tape, lampwicks and braiding thread manufacturers:

Salem

Balamurugan Tape Factory, Gugai.
Govindaraju Chettiar, N. Gugai
Govindaiyer, N. K., Shevapat
Krishna Iyer, N. R., Shevapat
Kuppusamy Mudaliar, Salem town
Mari Chettiar, N., Gugai
Murugan Weaving Factory, Gugai
Narayanasamy, V. R., Salem town
Obuli Chettiar, T., Gugai
Ramasamy Chettiar, A. V., Salem town
Ramasamy Gounder, M., Salem town

Rajaram, K. V. K., Shevapat
Star Brand Piping Mfg. Co., Salem.
Venkatachalapathi Iyer, M. T., Shevapat

Komarapalayam

Ananthasubramaniam, Krishnasamy A.
Andal Company
Danalakshmi Weaving Factory
Gopalasami Chettiar, B.
Gopalasami Chettiar, P. P. T.,
Govindarajulu Chettiar, V.
Jayalakshmi and Company
Kandaswamy Weaving Factory
Krishnaraj Cottage Industry
Krishnasamy Chettiar, L. K. G.
Krishnasamy Chettiar, O. R. P.
Krishnasamy Chettiar, T. R. A.
Minakshi Company
Narayanasamy Chettiar, A. K. V.
Narayanasamy Chettiar, P. K. P.
Palanisami Chettiar, C. G.,
Natesa Chettiar, K. O.
Rajaram and Company
Ramasami Chettiar, O. R. P. R.
Sakthi Nada Factory
Soundappa Chettiar, J. M.
Soundappa Chettiar, J. S. V.
Soundi Chettiar, M. S. P.,
Subramania Chettiar, K. S.
Subramania Chettiar, O. R. P.
Sowdeswari Amman Tape Factory
Sundararajan Balaram, R. V.
Venkatadanapal Chettiar, B.
Venkatrama Chettiar, O. R. P. R.

Pallipalayam

Kali Chettiar, P. A. R.
Marimuthu Mudaliar, K.
Rajagopal, D. & Co.,

Gurusamipalayam

Sivarama Mudaliar, A. & Sons.

Kaveripatnam

Viswanatha Chetty, A. N. P., A. C.

TRADE MARK

SPIDER BANIAN

SPIDER KNITTING COMPANY
TIRUPUR
PHONE: 160.

Match Industry - A few match factories function in the district and they are mentioned hereunder.

National India Match Works, Namakkal.
Pethanna Match Factory, Namagiripet.
Prabuddha India Match Co.,
Dadagapatti, Salem.
Sri Bhuvaneswari Match
Manufacturing Factory, Gugai.
Vijaya Match Factory, Tiruchengode.

Sago Industries.

(By Sri. M. V. Gopal,

Hon-Secretary, Dt. Chamber of Commerce, Salem.)

Sago: Next to handlooms this is a major industry that has taken deep roots in the district employing about 6,000 people in more than a hundred factories. Circumstances had been favourable for establishing these factories at Salem and manufacturers have not let loose the opportunity. Today Salem occupies the top place in Sago manufacture in the State and Country.

Unfortunately a great crisis happened to this industry which has, in a way, turned to be a fortune in dispelling the erroneous notions about the nomenclature of 'sago' and in publicising the utility of the product to a great extent as to set it on a more stable footing.

Sago was imported from Java, Malaya and other countries. Origin of the industry in India has been due to stoppage of imports during war. The first factory to be set up was in Trichur and a few units started in Salem later. Climate at Salem was found favourable for drying of starch and sago as a result of which more factories came into existence in quick succession. Cultivation of tapioca tubers also progressed proportionately. Today cultivation is nearly sufficient to meet the production of local factories.

Sago was first prepared by kneading the pithy interior of sago palms; but now sago globules are made of starch derived from various sources, besides the sago palm. Sago in Salem is prepared out of starch extracted from tapioca tubers.

Madras State defined 'Sago' as "the starch product prepared from the rhizomes of tapioca otherwise known as Cassava, or from the pith of the sago palm and includes sago in any form including flour, pearl, globule and flake. Sago shall be free from any foreign substance, including artificial colouring matter coating, facing or glazing substance." while the Central Committee for food standards, at its 7th meeting held in 1953 recommended that sago made from tapioca starch should be termed 'tapioca globules' and at its 8th meeting held in 1954 adopted that "sago is a product derived from sago palm (species Metroxylon) or from tapioca root (Manihor Utilissima)."

The puzzle affected trade possibilities as the term 'tapioca globule' would apply to another type of product that can be made of tapioca flour as distinctly separate from globules manufactured out of extracted starch. The Central Food Technological Research Institute, Mysore have done a great service to the industry and people connected with its manufacture by bringing out a booklet on 'Indian Sago Industry' after conducting research in the field of cultivation of Tapioca and manufacture of sago and the Indian Standards Institution, Delhi have acted in time to consider prescribing standards of manufacture after its recent survey by its Sectional Committee in May 1955.

Sago is used mostly in West Bengal and Madras State to make puddings and a few tasty dishes; but it is generally used as food for invalids.

There is wide possibility of developing an internal market in other states as pointed out by the Sectional Committee if its food value and the variety of delicious dishes are brought to the notice of the public throughout India. It will be in the interests of manufacturers and dealers if a sago Marketing Board is instituted for carrying on propaganda state by state for promotion of sales.

Venues of utilising by products, namely, fibrous material of tubers, in profitable subsidiary industries also requires further investigation to the advantage of this industry.

It may be noted that Govt of India in their notification circular 322/55 dated 20th July 1955 have decided to release a limited quantity of sago for export from the state of Madras to places outside India to all permissible destinations, excluding Portugese possessions in India.

Sago Manufacturers and Dealers.

Aiyavu Chetty, T. S., Leigh Bazaar.
Ammasi Naicker, C., Mallur.
Appayu Chettiar, T. S., Tiruchengode.
Arapalli, S., Bodinaickenpatti.
Arunachala Udayar, K.
Minampalli, Karipatti P. O.
Arunachalam, S., Panamarathupatti.
Athiappa Gounder, C. M. P.,
Pudupet, Attur.
Attappa Gounder,
Kailasampalayam, Vadugam P. O.,
Chinnakrishna Sago Factory,
Pallapatti.
Chinnaswamy, C. & Co., Rasipuram.
Chinnathambi Udayar, K.,
Minampalli, Karipatti P. O.
Danalakshmi Sago Factory,
Sellappampatti, Namakkal Taluk.
Durasami Padiachi & Chinnu,
Perumanur, Mallur Post.
Durasami Udiar, C.
Kalangani, Puduchatram.
Erappa Naicker, Sendamangalam.
Gopalakrishna Sago Factory,
Chinnakaveri, Namagiripet.
Imperial Starch Industries, Mallur.
Indo Malayan Trading Co.,
Grams: 'Penangwala', Phone: 227
Shevapet.
Jagannatha Mudaliar, K., Shevapet.
Jayakrishna Sago Mill,
Vellakalpatti, Namagiripet.
Jothi Sago Factory, Pallapatti.
Kalianna Gounder, K.,
Sirapalli, Namagiripet.
Kalimuthu Udiar, K.
Minampalli, Karipatti P. O.
Kandappa Gounder, S.
S. Attayapatti, Mallur.
Kandasami Udiar, Sellappampatti.
Karuppa Gounder, K. Panamarathupatti.
Karuppanna Gounder, K.
Devasdanapudur, Namagiripet.
Krishna Vilas Sago Factory,
Ariyagoundanpatti, Namagiripet.
Krishna Sago Factory, Attur.

Kumarasamy Gounder, R.
Keranur, Mallur Post.
Kunchappa Chettiar, P. & Sons, Attur.
Kuppusamy Gounder, L., Ayodhiapatnam.
Lakshmiivilas Sago Factory,
Ariyagoundanpatti, Namagiripet.
Mahatma Sago Factory, Pallapatti.
Manicka Mudaliar, S., Leigh Bazaar.
Mannargadu Sago Mill, Pudupatti.
Mariappan, A., Bodinaickenpatti.
Marimuthu Udiar, V., Bodinaickenpatti.
Muruganatha Sago Factory,
Paravakkadu, P. Udayampalayam.
Muthusamy Naicker, M.
Salem. Phone 162 A.
Muthyal Chettiar, T. K., Shevapet.
Nagamanickam Chettiar, K. T. S.
Namagiripet.
Nalla Gounder, N. A., Tippampatti.
Nallaperumi Udiyar, T., Sellappampatti.
Natesam Pillai, A., Mallikarai.
National Starch Industries,
Grams: 'Stag' Phone: 65
Shevapet.
New Shunmuga Sago Factory,
Sirapalli, Namagiripet.
Parayankadu Sago Factory,
Aiyampalayam, Vadugam Post.
Perianna Chettiar, Udiapatti.
Periasami Achari, Thimmanaickenpatti.
Periasami Gounder,
Thangalpalayam, Rasipuram.
Periasami Padiachi, N., Panamarathupatti.
Perumal, A., Kalangani, Puduchatram.
Perumal Chettiar, E. R., Shevapet.
Pethanna Chettiar, A. G. & Sons,
Namagiripet.
Pichamuthu Pillai, Sellappampatti.
Pomali Udayar, Ayodhiapatnam.
Ponmalai Gounder, Pudupatti.
Ponmalai Gounder, Namagiripet.
Raja Rajeswari Sago Factory,
Shevapet.
Rajagopal Chettiar, A., Shevapet.
Raju Udiyar, C., Attur.
Ramakrishnan, S. T. N., Shevapet.
Ramasamy Gounder, A. R.
Iyampalayam, Vaduganur P. O.
Ramasamy Pillai, M., Sellappampatti.
Ramasami Udiyar, V., Sellappampatti.
Rangasamy, P. & Co., Gandhinagar.
Salem Sago Supplies & Co., Salem.
Santhanam Chettiar, S., Shevapet.
Sasham Chettiar, # G. & Sons,
Namagiripet.
Shanmugam Chettiar, K. S., Shevapet.

Solamuthu Udiar,
Kalangani, Puduchatram.
Somasundaram, S. S., Shevapat.
Sree Nataraaja & Co.,
P. B. No. 74, Shevapat.
Sridaran & Co., Mallur.
Sri Krishna Sago Factory,
Newpet, Attur.
Sri Murugan Sago Factory,
Sirapalli, Namagiripet.
Sri Shanmuga Sago Factory,
Leigh Bazaar.
Starch Manufacturing Co.,
Grams: 'Sago' Phone: 183
Shevapat.
Subbarayalu Chettiar, E. R., Shevapat.
Sundara Gounder, S.,
Chinnakaveri, Namagiripet.
Sundareswara Sago Factory,
Nathimedu, Annadanapatti.
Sun Starch Industries, Mallur.
Textile Auxiliaries Corporation,
Sahadevapuram.
Thangavelu, S., Shevapat.
Thayasayappa Udiar, P., Sellappampatti.
Tirupathi Chetty, V.,
Omalar Road, Arisipalayam.
Ulagappa Udiar,
Kalangani, Puduchatram.
Varudappa Gounder,
Madanthagadu, Namagiripet.
Veerappa Pillai, M., Sellappampatti.
Velayutham, P. S., Shevapat.
Venkatachalam Chettiar, E. R., Shevapat.
Viswanatha Chetty, T. M., Shevapat.
Harshadrai Bros., Salem.
Rajnikant Bros., Salem.
Jai Hind Supply, Salem.
General Produce Traders, Salem.
Vastimull Chhaganlal, Salem.
Choudhari Sago Supply, Salem.
Jodhraj, Salem.

TEXTILE MILLS - There are four textile mills of which three are spinning mills and one has a weaving section.

1. Jawahar Mills Limited, Salem.
2. Pulicar Mills Limited, Tiruchengode.
3. Salem Rajendra Mills Limited, Salem.
4. **Mettur Industries Ltd., Mettur Dam.**

The only mills having weaving unit is the Mettur Industries Limited, which was founded in Madras in 1936 with an authorised capital of Rs. 30,00,000 comprised of 30,000 shares of Rs. 100 each fully paid up.

'Mettur mulls and long cloth' have become household words. The services the institution had rendered in maintaining regular supplies especially during the war cannot be easily forgotten. The mills are situated at Mettur Dam. **Messrs W. A. Beardsell and Co. Limited** are the Managing Agents having their offices at 8, **Second Line Beach, Madras 1.** (Advertisement-Page A-33.)

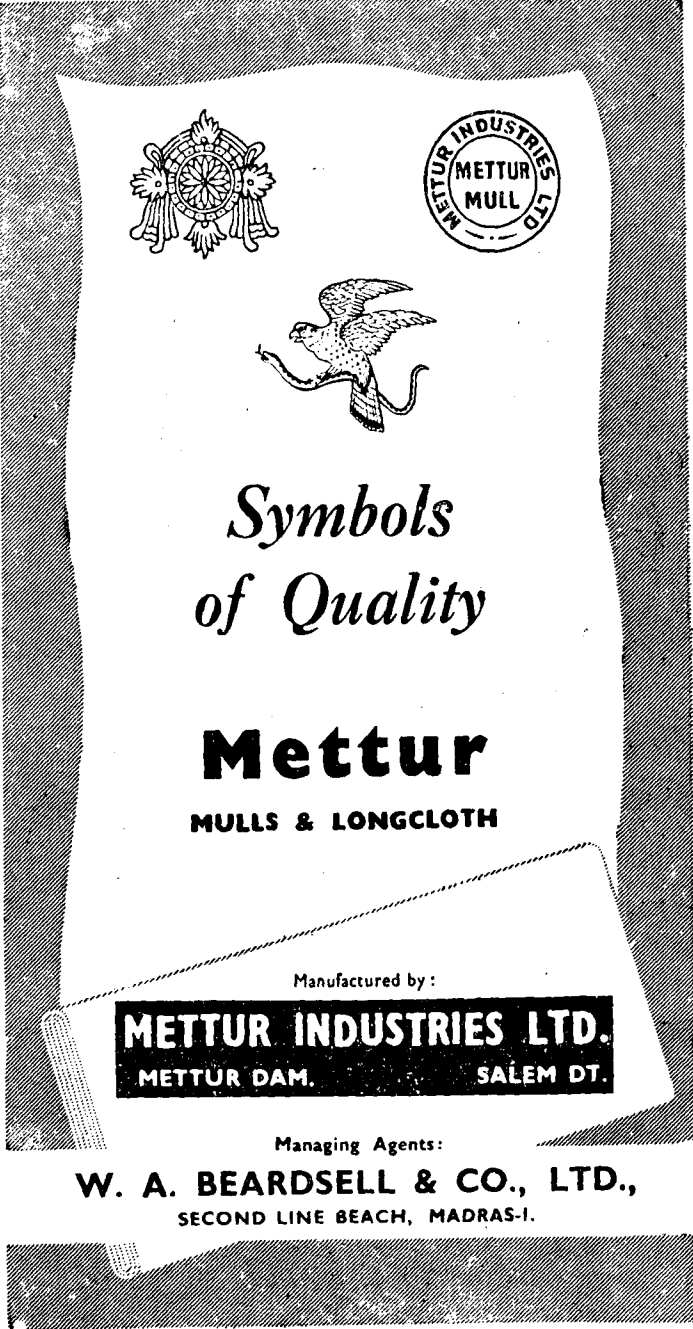
Hosieries - Several hosiery factories exist in Gugai and Dadagapatti area. In the state, Tirupur and Karur are two other key centres of production where there are many factories. A few factories are scattered over other parts. Factories mostly manufacture only banians while some manufacture coloured and plain shirts in hosieries and other varieties. The product is consumed in local markets and in other states also. Wholesale dealers purchase from manufacturers for export.

TANNING INDUSTRY - This is another dollar earning industry with a wide export market in United Kingdom and the Continent. Skins and hides exported from Madras State are approved to be of standard quality. Tanned goods all over the state are mostly collected at Madras for export.

Three grades of hides are produced: (i) Village tanned (ii) Town tanned (iii) Finished hides or pathanittatol. Skins are purchased in shandies. Wool taken from the hides of sheep and goats is cleaned in water, colour sorted by hand and sold for manufacture of woollen carpets. Refuse of Avaram bark and inner scrapings are used as manure. Inner scrapings of the hides of bulls and buffaloes are exported to several places for manufacture of glue. Finished hides are prepared only at Salem. The industry is stabilised and there is vast scope for development if quality and standards are kept up. It is interesting to know that shoe linings, bags, boxes, shoe uppers and Morocco leather are made of goat skins. Sheep skin is used in the west for manufacture of various articles like finest roller skins, clothing leather.

Tanneries in Salem are mentioned:

1. Ethirajulu Naidu, Erumapalayam road.
2. Guruviah Naidu, V. Mohammadpuram.



Symbols of Quality

Mettur

MULLS & LONGCLOTH

Manufactured by:

METTUR INDUSTRIES LTD.

METTUR DAM. SALEM DT.

Managing Agents:

W. A. BEARDSSELL & CO., LTD.,

SECOND LINE BEACH, MADRAS-1.

Grams:- "SREEDHARAN"

Phone: 2

SREEDHARAN MOTOR SERVICE,

(ESTD. 1920)

Post Box No. 6.

Head Office:- ATTUR, :: SALEM Dist.**Branches:- SALEM, KALLAKURICHI & BANGALORE.**

★

Contractors for:-**"Mail" and Southern Railway
Out-agency at "KALLAKURICHI"**

★

Our Buses Ply upto:-**VEERAGANUR, :: THAMMAMPATTI, :: SALEM, :: KALLAKURICHI,
BANGALORE & TIRUVANNAMALAI.**

★

Regular, Courteous Service to the public.

★

Proprietor:- V. KESAVALU NAIDU.**Manager:- V. K. ELAYALWAR.****Caltex Bunk. :: Caltex products.****on the SALEM - ATTUR Main Road, ATTUR.***Our service to transport vehicles.***V. K. Elayalwar**

PROPRIETOR.

*Exporters of***TAMARIND, PADDY, GINGELLY
SEEDS, CASTOR SEEDS, GROUND-
NUTS, PULSES AND GRAMS.**

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**Specialists & Seasonal Stockists
of High Grade Tamarind Seeds
Raw & Roasted****SUPPLIERS TO ALL TEXTILE
MILLS.****We have wide contacts throughout
Calcutta, Bombay, Madras and
Travancore-Cochin States.**

ESTABLISHED IN 1918

Tel:- "NANIAHCHETTY", Dharmapuri.

B. N. NANIAH CHETTY & BROS.,**Food Grains Wholesales &
General merchants,****PALAKOD. (Salem District).**

Branch: Hosur.

*Our other enterprises:-***Sri Ramachandra Rice Mill,
PALAKOD. (Salem Dist.)****Sri Ramachandra Lorry Transport,
PALAKOD.****FOUR LORRIES TO CARRY
YOUR LOADS THROUGHOUT
MADRAS PRESIDENCY.****CASTOR OIL
AT ITS BEST.****We supply in 4 gallon tins and
in bulk for special orders.****Loka Shanmuga Perumal Oil Mills,**

Proprietors:-

K. SOMASUNDARAM CHETTY & SONS,

Shevapet, ♦ Salem Dist.

RAYON TRADERS LTD.

Head Office:—

27, Coral Merchant Street, Madras-1



Branches:—

1. 68/416, Main Road, Shevapet, Salem.
Phone:— 253. Tel:— "CELYARN."
2. United India Buildings, Avanashi Road, Coimbatore.
Phone:— 841.
3. 114, A, South Masi Street, Madurai.
Phone:— 598. Tel:— "CELYARN."

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(TRAVANCORE-COCHIN STATE)♦ **QUALITY RAYON YARN** ♦
150, 120, 100 deniers.♦ **TRANSPARENT PAPER** ♦
supplied in white colour. Colour cellophane
will be available in three months.**NEW GUARDIAN OF INDIA LIFE
INSURANCE Co., LTD.,**

Head Office:—

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Special Representative:—

PL. P. CT. CHIDAMBARAM CHETTIAR,

68/416, Main Road,

SHEVAPET,

::

SALEM.

3. Haji Abdul Karim Rowther, K. S.,
Sanyasi Gundu street.
4. Kuppusamy, N. S., Dadagapatti.
5. Mohammad Ibrahim, E. P. & Abdul
Khadir, A. S., Erumapalayam Road.
6. **Narayana Chettiar Industries,**
P. B. No. 11, Grams: 'Industry'.
Phone: 101. Narayanagar.
(Advertisement - Page A 2).

COFFEE - Coffee has been acclaimed as one of the major beverages in the world and is of particular interest in India since the Indian Coffee has had a good reception in the world markets because of its excellent quality and thus serves as a valuable earner of foreign currency.

The coffee between the bush and the cup has had many travails and an important interlink between the primary and finished product is 'the coffee curer' who helps to process coffee to its final form for consumption.

YERCAUD COFFEE CURING WORKS LIMITED (Grams: "AVITHOM" Salem. Phone: 274. Kannankurichi P. O.) is one such under the management of Messrs A. V. Thomas and Co. (India) Ltd., where major portion of Shevaroy coffee is being cured. The works started in 1948 has progressively expanded and during the year 1953-54 handled a record crop of about 1,600 tons, which represents over 80% of Shevaroy crop. With additional facilities provided by way of new godowns etc the Works is now capable of handling easily about 1,500 tons of coffee.

The coffee curing works provides employment for local labour from four to nine months in a year depending on the crop. Majority of workers are womenfolk employed to carry out particular processes in the course of coffee curing.

Processing of coffee before it is fit for consumption begins on the estate, where ripe berries are picked and subjected to mechanical pressure whereby outer pulp is more or less removed. Beans devoid of

this pulp are allowed to ferment for a short period and then washed with copious water so as to remove all mucilaginous matter. It is then partly dried and sent to curers.

At the curing works, coffee is further dried to a standard weight and then passed through a peeler or huller which removes the outer covering of the coffee bean - a thin layer of cellulose called parchment - and then it is graded by means of special sieves and passed on for further processing known as 'Garbling'. Respective grades are then bulked together. This constitutes 'PLANTATION COFFEE' whereas in the CHERRY type, coffee beans are cured without pulping or fermenting.

As an allied line, the Yercaud Coffee Curing Works Limited also run a fertiliser department and supply both **straight** as well as **balanced fertiliser mixtures** for all types of ryot and plantation crops. An appreciable portion of their supply is for tea, coffee and rubber plantations. They also cater to the needs of local ryots who purchase balanced manure mixtures for paddy, sugarcane, groundnut, millets etc. Ryots are also given technical advice about fertiliser and plant protection problems.

For manufacture of standard fertiliser mixtures, straight ingredients are weighted in correct proportions. They are then passed through a sieve and all lumps broken so that the entire quantity is uniformly powdered. The ingredients are then spread layer on layer, and turned over and over again till a homogenous mixture is obtained. Judicial care is exercised to get an even mixture, an all important factor in fertiliser mixtures and the works maintain laboratory facilities and technical personnel to ensure supply of quality product. Technical assistance is also rendered in different aspects of agriculture, free of any obligation.

Besides fertilisers and fertiliser mixtures, they also deal in agricultural plant production products and equipments such as sprayers, spray hoses and other estate requirements. Plans are under consideration for establishing a bone mill. (Advertisement - Page A-1).

Narasus' Manufacturing Company Ltd.
(Grams: COFFEEMART. Phone: Office 27 factory 91) is one among the foremost coffee manufacturers of South India. It was started in or about 1925 with head office at Salem and branches began to spread out gradually in years to come throughout the state. There are branches at Salem town, Madura, Trichy, Coimbatore, Karaikudi, Pudukottai, Kumbakonam, Tanjore, Mayavaram, Cuddalore and 6 places in Madras. Demands of area surrounding Salem are met from the Salem factory where two german electric roasters have been installed. One of the biggest roasters is installed at Madras to supplement the production of the factory at head office and for regulation of supplies. (Advertisement Page A-5).

Managing Agents: Messrs Narasus Limited.

Pharmaceuticals:

Associated Drug Co. Ltd., Main Road, Yercaud. Tel: 'Milkan', Yercaud-Manufacturers of Pharmaceuticals and Biological specialities.

The Company is located in Yercaud, a tiny hill station of Salem District in picturesque environments with its cool and bracing climate.

It was established in 1939 by its founder-director, late Mr. Herbert Appel, a German National, and his colleagues. The turbulent times that followed in the wake of the second world war so soon after the commencement of the institution, with the attendant limitations, scarcity and numerous restrictions, rendered smooth progress of the institution difficult; but the patience, sagacity and foresight of the late founder have survived the industry and today it bids fair to rank among the reputed pharmaceutical manufacturing houses of India. Liver extracts produced here, which go under the style of 'Livozyme' and Milkan external remedies are household names in south India and in many principal cities of North India.

The industry is a veritable source of employment for many local residents, Indian technicians and commercial travellers.

From the outset, emphasis has been laid at every stage of manufacture on maintenance of purity and uniformity of products and honesty of purpose in all its dealings with citizens and members of the medical profession whom it ever seeks to serve. This cautious step has earned for the Company an enviable reputation. Citizens of Salem District may well be proud of the Company's achievement which puts the district prominently on the map of Pharmaceutical world. Mrs. A. Thein, Mr. E. A. Harlow and Mr. M. V. R. Naidu are the directors and Mr. K. R. Chandramouli is the Secretary. (Please also see colour advertisement)

Chemicals

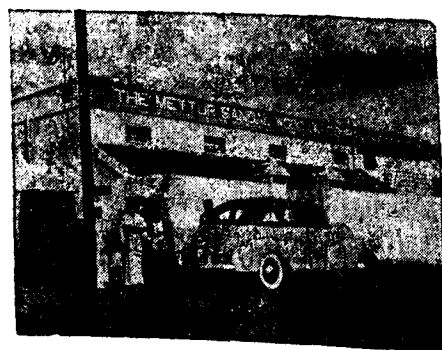
The Mettur Chemical and Industrial Corporation Ltd., Mettur Dam.

This is the first indigenous heavy chemical factory in South India that came into existence in 1936 taking advantage of the concessions offered by the Government by way of low-cost electric power electrolysis and land and water at considerably reduced rates. It went into production in 1941 providing employment to about 730 people (staff and workers inclusive) Messrs Seshasayee Bros Limited are the Managing Agents.

Sandalwood and Sandalwood Oil

METTUR SANDALWOOD OIL CO.,

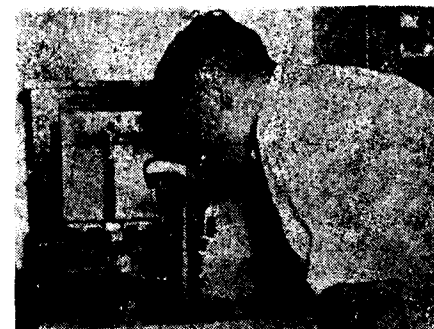
Cables & Telegrams: 'PERFUMERY'
Mettur Dam.



ENTRANCE

The factory is the first of its kind in Madras State started on a modest scale in 1938. Production commenced in 1939. It is one

among the leading distilleries in India. The oil is standardised to the specification laid down by the British Pharmacopoeia 1932. Sandalwood and oil are exported by the Company to several countries in the world chief among them being U. S. A., U. K., Continent, Egypt and Japan. Supplies are effected to Central and Madras Governments. Several distinguished citizens have visited the factory among whom may be mentioned Mr. L. E. S. Dalton, Central Perfumery, Unilever Ltd. London; Mr. J. G. Brocklehurst, chief buyer, Lever Bros (India) Ltd., Bombay; Mr. G. Thippeswamy, Mysore Govt. Sandal Oil Factory, Mysore and Mr. N. Thandavan, Asst. Development Officer, Ministry of Commerce & Industry, New Delhi.



Quality of Sandalwood oil tested finally before packing.

(Advertisement - Page A-37).

There is one other Sandal wood Oil Factory at Seelanaickenpatti in the vicinity of Salem town.

Glass

Though glass is considered one of the oldest manufactured commodity of the world, the industry has had a hard time exist-

tence for long, due to competition from foreign countries. The advent of war had placed it on a better footing; but now again the struggle continues. There are two factories in the district and the products are mainly chimneys, bottles and tumblers. The manufacture is mostly consumed in the surrounding districts and throughout South India.

Attur Glass Industries Limited, Attur.

Grams: 'Glassings' Post Box No. 3.

Most of the utility articles like chimneys bottles and tumblers are produced. Proposals are under consideration for installation of new machinery for manufacture of other varieties. Its sole proprietor Sri M. S. M. M. Meyyappa Chettiar, during his wide travels in Europe, Japan & Australia has studied closely glass industry and his experience is behind the working of this factory.

South India Glass and Enamel Works Ltd.,

Tel: Glass. Phone: Office-103. Factory: 281 Cherry Road, Salem.

This was founded in the year 1946 with the aim of manufacturing glass, enamel and ceramic ware with an authorised capital of Rs. 10 lakhs. Steady progress has been maintained in manufacture and the factory now produces bottles for distilleries, pharmaceutical preparations, pickles and condiments, squashes etc. besides tumblers and chimneys. The latest addition is 'amber bottles' which have a wide demand in Madras, Mysore, Malabar and Andhra States. Sri. S. Sathyanarayanan, B. Sc., B. Sc. Tech. M. S. G. T. is the Managing Director. (colour advertisement-3rd cover page)

Mining Industry

Mining leases are held by the following firms:

- | | | |
|-----------|-----|---|
| Bauxite | ... | The Shevaroy's Bauxite Products Company, Yercaud. |
| Chromite | ... | The Salem Magnesite Limited,
Hasthampatti Extension, Salem. |
| Magnesite | ... | 1. The Salem Magnesite Limited,
Hasthampatti Extension, Salem. |
| | | 2. The Magnesite Syndicate Limited, Suramangalam. |

The Salem Magnesite Limited is an Indian concern chiefly promoted for the purpose of prospecting, exploring and developing the mineral and mining interests in the country. The Company was founded in the year 1940 and in that year it took over from another concern the lease of magnesite mines at Salem.

Its products were mostly supplied to Indian consumers during its infancy. Export trade developed when a plant was established to produce lightly calcined magnesite which was mostly consumed in Europe and the United States. World War II gave a further fillip to the industry and the Company could cater to the requirements of Japan also since 1949.

The expanded trade between the two countries disclosed greater scope for improvement by mutual cooperation, as a result of which a factory, which is the first of its kind in India, has been erected and worked in collaboration with Japanese technicians for the manufacture of 'Magnesia Clinker' otherwise known as 'Dead Burnt magnesite'. The Company is striving for further development of the industry which has great possibilities. Mr. J. R. Mehta is the managing director. (Advertisement at page A 20)

Building materials

Evershine Metals, 6 Devendrapuram, Salem. This is a prominent factory in South India that produces nickel plated and chromium plated building material with plastic fittings. The quality of the products and their beauty have been applauded by many a visitor who had inspected the factory. There is a wide internal market throughout India and in Ceylon. Efforts are being taken to find market in other foreign places also. Sri G Chakrapani is the proprietor of the firm. (advertisement page-A 40)

Food Product

Ovomalt Laboratory, Salem Junction. Ovomalt is an Indian beverage made of malted cereals. The factory was started in December 1951. Proprietors: Messrs Dwarakadas Rameshwar Goenka, Madras.

Camphor:

Yearly consumption of camphor in India is said to be to the tune of one crore of rupees. There is no manufacture in India and the product is wholly imported from several countries like Japan, China, England, America, Italy and France. A few trials conducted in the Nilgiris and at other places have not been quite successful in making the commercial quality of the product that is required. Possibilities of manufacture cannot however be ruled out. This is a field that remains to engage the attention of the State, scientists and capitalists.

A major part of the imported product is consumed for incense purpose in South India which abounds in temples and pilgrim centres. Camphor is also used for medicinal purposes in small quantities.

For a long time it was sold in bits of uneven size and the practice continues to this day; but now tableting of camphor has well developed in the past two decades and both traders and consumers find it to advantage.

Bhaskara Camphor Works, Main Road, Shevapet, Salem Dt. Grams: Camphor. Phone: 288.

This is the first tableting works started in the district in 1940 and today is one among the pioneer institutions of its kind in the State. Tablets of several sizes are prepared. Packing in an array of decorated plastic, wooden and metal (aluminium, brass, stainless steel etc) containers has been introduced. Containers which are utility articles are preserved for daily use after the tablets are used up. The quality and fancy methods of packing has created a demand for the goods in the surrounding districts besides being a source of encouragement to other industries in matter of supplies of packing articles. (Colour advertisement)

Bharat Camphor Works, Appu Chetty Street, Shevapet, Salem Dt.

This has been started on a modest scale and has registered a steady advancement



Mr. C. Hanumantha Rao, B. A., B. L., (with smiling face and coat on) Partner, The Mettur Sandalwood Oil Co., seen with the staff of the Air India International at Santacruz Air port, Bombay, exporting Sandalwood Oil to London in their newly introduced printed tins

We offer our Greetings

*To the Publishers of this Salem District Directory
and wish them all success.*

On this occasion, we pledge ourselves for the continued and prompt service of our patrons - Perfumery, Soaps and cosmetics manufacturers all over the Globe.

THE METTUR SANDALWOOD OIL CO.,

(FOUNDER: SRI. S. CHANDAPPA IYER)

THE FIRST OF ITS KIND IN MADRAS STATE

Pioneer Distillers and Exporters of Sandalwood Oil
and other essential oils.

METTUR DAM (S. INDIA)

Phone No. 351

Tel.: DRILLER

RADHA FOUNDRY,

(SPECIALISTS IN BORING MACHINES)

TRICHY ROAD, COIMBATORE.

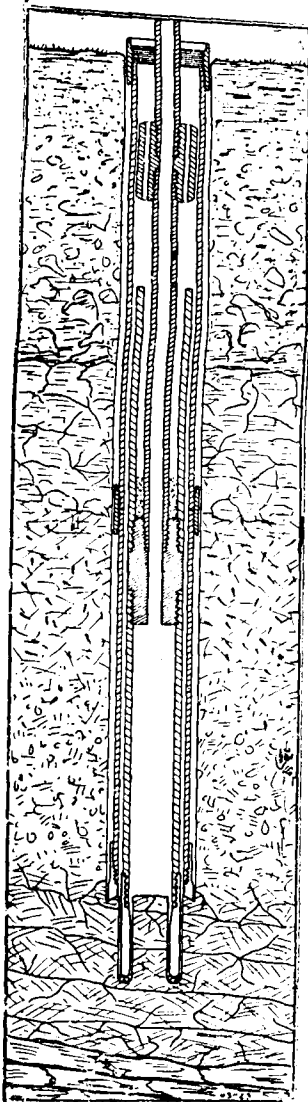
Solve your water scarcity problems by going in for

**Radha Boring
Machines****Special
Features****Reduced Prices****All spare parts
available****Drilling at
cheap cost****Hard-rocks
easily bored****Assured boring
upto 200 ft.****Size of boring:**

3 1/2" upto 200'

4 1/2" upto 150'

5 1/2" upto 100'

Our boring machines are also available for
hire on attractive terms.**S. S. MARI CHETTIAR & SONS,**

Export Cloth Merchants,

Post Box No. 2, Komarapalayam P. O.,

(Via) Bhavani

Grams: SESAMA, Komarapalayam.

Branch:

JAFFNA (CEYLON)

**Manufacturers of
Rayon Dhoties**A well-remembered
name for Quality
and Service**Vincent's****For Aerated Waters
Bread, Cakes, Biscuits Etc.****TIRUCHIRAPALLI & BRANCHES****The New India Assurance Co., Ltd.**

(H. O. BOMBAY — Estd. 1919)

LIFE - FIRE - MARINE - ACCIDENT.*The Largest Composite Insurance Company in the East
with 35 years of sustained progress.***The confidence of the discerning public in the "NEW INDIA" is
amply evidenced by the following records attained in 1953.**

Fire Premium	...	Rs.	2,33,32,060
Marine Premium	...	Rs.	83,96,927
Miscellaneous Premium	...	Rs.	72,33,634
Life Premium (inclusive of consideration for Annuities granted)	...	Rs.	4,74,03,348
Total Life Business in force exceeds	...	Rs.	95,00,00,000
Assets Exceeds	...	Rs.	31,27,75,000
Total Claims paid over	...	Rs.	26,00,00,000

*Bonus declared at the valuation as at 31st December 1953.***Rs. 16 per Thousand per annum for WHOLE LIFE Assurance.
Rs. 14 per Thousand per annum for ENDOWMENT and other
Assurances.****New Life Business for the year 1954
Exceeds Rs. 43,00,00,000.**

CHAIRMAN

VICE-CHAIRMAN

DIRECTOR & GENERAL MANAGER

Mr. A. D. Shroff. Mr. J. R. D. Tata. Mr. B. K. Shah,
(F. I. A. Lond.)**Branches in South India:-****COCHIN, BANGALORE, MADURAI, TIRUCHIRAPALLI, COIMBATORE,
KOZHIKODE, TRIVANDRUM, GUNTUR, VIJAYAWADA, VISHAKAPATNAM.***Madras Branch:-***4 & 5, First Line Beach.**

Kollegal Seniveeri Chetty & Sons,

(Wholesale & Retail)

22/70, Sukrawarpet & Raja Street,
COIMBATORE.

Manufacturers of:

100s & 80s Handloom
Cotton Sarees.

Dealers in:

Velvet, Ninon Silk, Silk and
Cotton Sarees, Mill Voils,
Dhathies, Shirtings,
Coatings Etc.

Phone Nos:

Sukrawarpet: 924 Raja Street: 1187

BRASS - NICKEL PLATED

'EVERSHINE'
Trade Mark

in two years. Many varieties are produced and supplied to orders. (Advertisement page A 16)

Rising Sun Camphor works, Main Road, Shevapet, Salem Dt.

This is a concern owned by the proprietors of Rising Sun Biscuit Co who have been engaged in manufacture of confectionery for more than two decades. Camphor tableting has been recently commenced on a large scale and even to begin with, several varieties are produced with due measure of publicity. (Advertisement Page A 26)

Cine Studios

The Modern Theatres, Salem - Yercaud Road is classed among the oldest film producing studios in South India and has the reputation of having introduced the talkie film in the state very early. Now again the first full length colour picture in South India is being produced at this theatre. Mr. T. R. Sundaram is the Managing Director. Mr. R. K. Balu is the Secretary. Office: Sivaswamipuram Extension, Salem Phone: 6. Studio Phone: 5. Grams: 'Modern' (Advertisement Page A 29)

Rathna Studio, one other cine studio that was started a few years back had been dormant for some time and it has renewed its activities recently. This studio is situated on the road to Omalur.

Mettur Hydro Electric Scheme and power schemes in Madras State.

The venue of hydro electric schemes and availability of cheap power have opened a new era in the development of industries in Madras State. Bombay ranks first in the production of hydro-electric power in India and the next to follow is Madras State.

There are four hydro electric power stations at Pykara, Mettur, Papanasam and Moyar and two thermal stations at Madras and Madura. An 'electric power grid' has

been formed 20 years back by which power can be transferred from one unit to another whenever necessary.

Pykara project was the first hydro electric scheme undertaken by the State in 1929 and the first phase was completed in 1932. Pykara power plant with a head of 3080 ft is known to be the highest head plant ever installed in Asia.

Mettur project was the second scheme carried out by the State. The dam is one of the largest structures of its kind in the world. Storage capacity of the reservoir is nearly one lakh million cubic feet of water. The power house is located at the foot of the dam. The installed capacity is 40,000 K. W.

Mettur water is primarily intended for irrigation purposes and the benefit is derived to a greater extent by the adjoining districts of Trichy and Tanjore than in Salem district. Canals are now constructed which are beneficial to the people of the district. Part of the water let down is utilised for generation of hydro electric power.

'Papanasam hydro electric project' is the third in the order of execution. Power is generated from a falls of the Tambaraparni river in Tinnevely district.

Moyar hydro electric scheme is the last of the projects, executed, under the first five years plan of development. Tail water of the pykara station 10 miles below the Power House is usefully utilised for raising power over a drop of 1,250 ft. 'Pykara Project' is considered to be an unfailing source of supply. Mettur and Pykara systems are linked at Erode. Papanasam and Pykara systems are linked at Madura.

Madras State stands foremost in rural electrification. More than 2,000 towns and villages have been provided with electricity. Power to several major industries is supplied by the Government direct. Licensees distribute Government Power in a few areas.

FOR FINE FLAVOUR & QUALITY
BUY
SADHUS PEABERRY COFFEE POWDER.

It reaches you afresh as roasting grinding & packing are done
simultaneously in your presence.

For anything in Coffee just have a contact with:

M/s. SADHUS TRADING COMPANY,

Manufacturers of SADHUS COFFEE,

& Leading Wholesale Coffee Dealers,

Kannankurichi Post, Salem.

Branches:

(1) Longly Road, Shevapet, Salem (2) Chinnakadai Street, Ariyalur, Trichy Dt.

Telephones: { 234- Kannankurichi
224- Shevapet Branch

Telegrams: "SADHUS", Salem

FOREIGN IMPORTERS OF HANDLOOM TEXTILES

For the convenience of handloom merchants and exporters a list of prominent importers of handloom textiles in foreign countries as furnished by the Government of India, Ministry of Commerce and Industry, All India Handloom Board is given hereunder.

Medan (Sumatra) Indonesia

B. Kader Ali Maricar & Co.,
D. J. Perdagangan, Medan
V. Jailani Mian, Dj. Kreta Api, Medan
B. Hamza Maricar & Co.,
Dj. Perdagangan, Medan
N. M. Noorsaheb Maricar do.
S.H. Syed Ahmed Miary & Co. do.
R. M. Hadji Mohd. Kassim do.
N. M. Ibrahim Maricar do.
Indian Traders, Dj. Tepokong, Medan
Krishna & Co., do.
K. A. Abdul Hameed, Kesavan, Medan
A. J. Abdul Satar, Pasar ikan Lama,
Medan
M. M. Ibrahim, Dj. Perniagaan, Medan
H. M. A. Maricar & Co., Djalan Biscoap,
Medan
Govinda & Sons, Palembang.

Singapore

V. B. Gopal, 49, Arab Street, Singapore
A. S. Sinnathamby Mudaliar, 52, Arab
Street, Singapore
M. R. K. Muthusamy Mudaliar, 49, Arab
Street, Singapore
Oriental Pulicat Co. Ltd., 99, Arab
Street, Singapore
Gian Singh & Co., Raffles Place.

Hongkong

H. S. Rathour & Co., 45, Wyndham
Street, P. O. Box 797, Hongkong
K. A. J. Chotirmall & Co., 35, Wyndham
Street, Hongkong.
O. K. Gidumal & Waturull Ltd.,
57/9 Wyndham St., Hongkong.

Aden

Ahmed Hagi Ismail, Crater, Aden
Ali Mohd. Daiban do.
Ali Abdulla Beodaigi do.
Hassan Bin Hassan Gabri do.
Panachand Manekchand do.

The British West Indies

Dadiani's Ltd., 31, Temple Lane,
Kingston, Jamaica
Indian Commercial Co., 119 Harbour St.,
Kingston, Jamaica
Ivan B. Fraser Ltd., 69, Orange Street,
Kingston, Jamaica
George V. Branday Ltd., 58 Port Royal
St., Kingston, Jamaica
Universal Import & Export Co., P. O.
Box No. 296, Kingston, Jamaica
Bromfield Agencies, Coronation Bldg.,
Kingston, Jamaica
Jerry A. Edwards, 20 Tower Street,
Kingston, Jamaica
L. P. Blackwood, 89 Kingstreet,
Kingston, Jamaica
Davidson Keith, do.
Wilson (William) Ltd., do.
Geddos Grant Ltd., do.
K. A. Issa Bros. do.

Georgetown British Guiana

William Forgaty Ltd., George Town,
British Guiana
Goddess Grant Ltd., British Guiana
Booker Bros & McConnell & Co.,
Water Street, British Guiana
Sprostone Ltd., George Town,
L. Kwali & Co., George Town,
Parasaram & Sons, do.
N. Elias & Son, do.
S. S. Khiuri & Co., do.
Gonsalves, M. Ltd., do.

Port of Spain, Trinidad

Alliance Agencies, P. O. Box 294,
Port of Spain, Trinidad
A. J. Mauritzen & Co., 24 St. Vincent
Street, Trinidad.
William Fogarty Ltd., Marine Square
Port of Spain, Trinidad
Agestini Bros Ltd, do.
Sabga & Sons, 73 Queen Street,
Port of Spain, Trinidad
B. I. Lalsingh, 47, Frederick St.,
Port of Spain, Trinidad
Kirpalani & Co., 18, Feredick St.,
Port of Spain, Trinidad
Matouk & Co., 69 Queen Street,
Port of Spain, Trinidad
Armoogam & Sons, Frederick Street,
Port of Spain, Trinidad

G. Ramchand Ltd., Frederick Street,
Port of Spain, Trinidad
Salvatori & Scott Ltd., 2, Frederick St.,
Port of Spain, Trinidad.

Rangoon

B. Dayaram, 187, Bogyoke Market,
The London Hosiery Mart, 40, Bogyoke
Market.
Hajee Tarmohamed (Burma) Ltd.,
36, Edward St.
M. P. Ahmed & Sons, 75 Edward
Street.
Calcutta Textiles Co., 672 Merchant
Street.
Ghanshamdass Ramniranjandas, 71 Mogul
Street.
Balodass Shobharam, 46, Mogul Street.
Ahmed Mohamed, 15, 27th Street.
Santilal Govindjee & Co., 18, 29th
Street.
Santilal & Sons, 50, 29th Street.
Birajial Jhunjhunwala, 86, 30th Street.
Lilaram Shewram, 28, Edward Street.
K. E. T. Aliar Bros., & Co., 87, Edward
Street.
Haroon Abdul Karim, 94, Edward Street.
Fancy Store, 147/151 Fraser Street.
Southern Trading Co., 127, Mogul Street.
M. S. Muthalagu Pillay & Co.,
114, Mogul Street.
Manilal & Co., 92, 30th Street.
Baboo Tolaram, 703, Merchant Street.
Sun Co., 15, Bogyoke Market.
U. Mya & Sons Ltd., 48-50, Edward
Street.
Oo Sin, Daw Htay, 105, Edward Street.
U Po Nyein & Co., 108-110, Edward
Street.
Soin Brothers (Shops 19 & 20) Bogyoke
Market.
U. Paw Tun Aung & Co., 1, Mg Taulay
Street.
Hashim Cassim Patail, 303, Mg Taulay
Street.
Khin Ma Gyi, Silk House, 122 Barr Street.
M. A. Raschid & Co., 58, Phayre Street.

Ghanshamdas Tolaram, 677 Merchant
Street.

Cashim Shah Mohamed, 686, Merchant
Street.

The Varsity Co-operative Stores, Ltd.,
24/25, Bogyoke Market, Rangoon.
"SOLE AGENTS FOR ALL INDIA
HANDLOOM BOARD".

Tejoomal T. Khaimchand, Corner of
Dahlousie & phayre Street.

Parasram & Sons, 188/192, Bogyoke
Market.

Lekhraj & Sons, 3/5, Bogyoke Market.

G. S. Company Ltd., 62/64, Bogyoke
Market.

Ramchand Brothers, 11/12, Bogyoke Market.

M. M. Mohamed & Co., 202, MG. Taulay
Street.

A. C. Sundaram, Silk Emporium, 177/179,
Mogul Street.

Indian Stores, 119, Mogul Street.

V. N. Syed Mohamed & Co., 100, Edward
Street.

Bhimsen Nunitlal, 696, Merchant Street.
Basesarlal, Dwarakdas, 675, Merchant
Street.

Burma Union Trading Corporation, 273,
Phayre Street.

Pyithu Myitta & Co., 466, Dalhousie
Street.

Burmese Agencies, 245/249, Sulepagoda
Road.

Mingala Nyunt & Co.,

Madras Cotton Trading Co., Mogul Street.

KYI SU & Co., 90, Stevenson Street.

Bengalee Association (Burma), 27/29,
46th Street.

Andhra Mahajana Sangham, 111, Lewis St.

All Burma Tamilian Association, 109, Lewis
Street.

Andhra Youth League, 266, Lewis Street.

Reddy Young Men's Association, 123,
Lewis Street.

Nadar Mahajana Sangham, 15, 17, 45th
Street.

The Hindu Social Club, 98, 51st Street.

East Africa. - Kenya

Hansraj Dulabhji & Co., P. O. Box No. 27, Mombasa
 Abdulla & Mohammed, P. O. Box No. 1337, Nairobi
 Shariff Mohamed Shatry & Sons, P. O. Box No. 332, Mombasa
 Hutchings Biemer Ltd., P. O. Box No. 408, Nairobi
 Shah & Co., P. O. Box No. 302, Mombasa
 B Chotiram, P. O. Box No. 45, Mombasa
 Karman Mepa & Co., P. O. Box No. 147, Mombasa.
 Taibally Abdulhussein & Co., Ltd., P. O. Box No. 448, Mombasa
 Dhanani & Co., P. O. Box No. 488, Mombasa
 Ambatal Emporium Ltd., P. O. Box No. 4, Mombasa
 Kalidas Kanji & Co., Ltd., P. O. Box No. 168, Mombasa
 Premchand Raichand & Co., P. O. Box No. 22, Nairobi.
 B Bapalal & Co., P. O. Box No. 380, Mombasa.

Uganda

The Mengao Trading Co., P. O. Box No. 72, Kampala
 The Kisa Stores, P. O. Box No. 163, Kampala
 Sindh General Stores, P. O. Box No. 230, Kampala
 Service Stores Ltd., P. O. Box No. 153, Kampala
 Uganda Stores Ltd., P. O. Box No. 16, Kampala.

Tanganyika Territory

Mohamedbhai Nurbhai & Co., P. O. Box No. 56, Dar-es-salaam
 Gokaldas Sunderji Rughani, P. O. Box No. 366, Dar-es-salaam
 A. G. Abdulhussein & Co., Ltd., P. O. Box No. 84, Dar-es-salaam
 Juthalal Velji, P. O. Box No. 35, Dar-es-salaam
 Dawood Hajee Nasser Bros. & Co., P. O. Box No. 412, Dar-es-salaam
 Dayal Khatau & Sons, P. O. Box No. 62, Dar-es-salaam.

Zansibar

Shah Dwarkadas Morarji, P. O. Box No. 142, Zansibar
 M. D. Karmali, P. O. Box No. 6, Zansibar
 Hansraj Vallabhdas, P. O. Box No. 94, Zansibar
 Abbes & Bros., P. O. Box No. 304, Zansibar

Ceylon

The Madras Palayakat Co., Ltd., 146, 2nd Cross Street, Colombo
 Moulanas (Ceylon) Ltd., Moulana Building, 2nd Cross St. Colombo
 Sellamuthu Sivanathan & Co., Ltd., 136, 2nd Cross Street, Colombo
 Austin Sons & Co., 61, Bankshall Street, Colombo
 The Central Purchasing Agency, 53, Keyzer Street, Colombo
 Coomaraswamy, 54, 3rd Cross Street, Colombo
 E. P. K. Govinda Nadar Sons, 162, Prince Street, Pettah, Colombo
 Habib Vali Mohamed & Co., 190, Main Street, Colombo
 K. B. M. Ismail, 12, Keyzer Street, Colombo
 M. H. Ismail, 2nd Cross Street, Colombo
 Kamil Drapery Stores, 230, Galle Road Dehiwela
 Kapadia Ltd., 100, 2nd Cross Street, Colombo
 A. R. Kareem & Co., 194, Main Street, Colombo
 Kasimari Stores, 47/50, Bazaar Street, Mirigama
 H. H. Kassim & Co., 192, Keyzer Street, Colombo
 C. H. Kizar Mohamed & Co., 129/131, 2nd Cross Street, Colombo
 K. M. K. Kithiru Mohideen & Bros., 8/10, Main Street, Kurunegala
 Mackie Stores, 265, Main Street, Colombo
 S. Maria Pillai, 203, Keyzer Street, Colombo
 E. W. P. Mendis Silva & Brother, 273, Trincomalee Street, Matali
 S. N. A. Mohamed Abdulla Sahib, 105, 2nd Cross Street, Colombo
 H. A. N. Mohamed & Co., 209/211, Main Street, Colombo

The Hague

N. V. Dehnert & Jansen. Rechter Rottekade 15, Rotterdam
 N. V. v/h Leefsm's Meubel stoffenhandel, Teelingstracht 2, Utricht
 J. P. Wyers' Industrie-en Handelonderne-
 ming, N. Z. Voorburgwal 7, Amsterdam
 N. V. Handelmaatschappij v/h Lethem
 Bros & Mellin, N. Z. Voorburgwal 48, Amsterdam
 N. V. De Vries van Buuren & Co., Jodenbreestraat 8-14, Amsterdam
 Snoeker's Intern Trading Co., Keizersgracht 696, Amsterdam
 N. V. Holland-Haag, Luthersche Burgwal 10a, The Hague.
 N. V. van Perlstein & Roeper Bosch, Kleine Gartmanlatsoen 2-4, Amsterdam
 N. V. Handels - en Industrie - ondern
 v/h A. S. Polak. Kleine Gartmanplantsoen 2-4, Amsterdam

Australia

Departmental Stores:

Marcus Clarke & Co., Ltd., Central Square, Sydney
 David Jones Ltd., Elizabeth Street, Sydney
 Farmer & Co., Ltd., 221, Pitt Street, Sydney
 Mark Foys Ltd., Liverpool Street, Sydney
 Buckley & Nunn Ltd., 294-312 Bourke St. Melbourne
 Myer Emporium Ltd., Bourke Street, Melbourne
 Foy & Gibson Ltd., Bourke Street, Melbourne
 Manton & Sons Ltd., 236 Bourke Street, Melbourne

Thailand

Siam General Service Co. Ltd., 687, New Road, I. O. 90, Bangkok
 Sino-British (Siam) Ltd., Suriwongse Road, Bangkok
 Wu Tung Pak & Co. Ltd., 878-882, Songwag Road, Bangkok
 The Oriental Trading Co., 175, Suriwongse Road, Bangkok
 Rajawongse Trading Co., 44, Anuwongse Road, Bangkok
 The Levant Trading Co. (Siam) Ltd., 248-250, Rajawongse Road, Bangkok

S. U. Mohamed Hadjar, 143, Main Street, Galle.
 M. K. A. Mohammed Haniff Meeran & Bros, 137, Prince Street, Pettah, Colombo
 Mohamedia Stores, 46, 2nd Cross Street, Colombo
 S. M. A. Mohamed Mohideen & Co., 176, Keyzer Street, Colombo
 A. S. M. Mohideen Pillai & Co., 157, Keyzer Street, Colombo
 L. K. M. S. Mohideen Pillai & Co., 149/151, Keyzer Street, Colombo
 S. N. Mohideen Pillai, 103, 2nd Cross Street, Colombo
 Mohideen Sons' Textiles, 160, 1st Cross Street, Colombo
 K. V. Mohudoom & Bros., 134, Prince Street, Pettah, Colombo
 S. Siddhappa Chettiar & Co., (Ceylon) Ltd., 2nd Cross Street, Colombo
 A. R. M. Mukthar, 188, Keyzer Street, Colombo
 F. X. Pereira & Sons Ltd., 1st Cross Street, Colombo
 The Eastern Silk Stores Ltd., Chatham St. Fort, Colombo
 Kundanmals Ltd., Main Street, Colombo
 Hirdaramani Ltd., Chatham Street, Colombo
 Zitan Stores Ltd., 251 Main Street, Colombo
 Swadesi Mart, 58, Main Street, Batticaloa
 K. Sivagurunathan & Sons, Yatiyantota
 U. K. D. Silva Brothers, Talawakelle
 Ceylon Overseas Agency, 150, Sea Street, Colombo.

Iraq

Orosdi Back, Rashid Street, Baghdad
 Hasso Brothers Ltd., Rashid Street, Baghdad
 Eastern Trading Co., " "
 Novex Stores, " "
 Sadiq al-Timimi " "
 A. Sabri, Mustansier Street, Baghdad

Rome

Carita Carlo, Via Marcona 12, Milano
 Dal Molin, Via San Giovanni Sul Muro 18, Milano
 Nuovi Magazzini Tessili S. Gregorio, Via San Gregoria 48, Milano
 Tessuti Ingrosso Milano, 49 Via San Gregorio, Milano

Lo Shiang Huat Co. Ltd., 516, 950, Songwad Road, Bangkok
 The May Lye Co. Ltd., 1187-1189, New Road, Bangkok
 Min Sen & Co. Ltd., 458, Jawarad Road, Bangkok
 General Trading Corporation Ltd., 769-771, Songwad Road, Bangkok
 Chiang Ho, 204, Rajawongse Road, Bangkok
 Siem Lim Ghuan Heng Co., Ltd., 1482-1486, Krungkasem Road, Bangkok
 Winning Trading Company, 204, Boripat Road, Bangkok
 New Asia & Co., P. B. 134, Bangkok
 The Smaramitra Co. Ltd., 3, Lak Muang Road, Bangkok
 General Traders Ltd., 80, Anuwongse Road, Bangkok
 Government Purchasing Bureau, Rajdamnern Avenue, Bangkok
 A. K. H. Vasi & Co., 182/6, Rajawongse Road, Bangkok
 Ramani Brothers, 173, Rajawongse Road, Bangkok
 Indo-Siam Trading Co., 508, Khrong Thom, Sampheng Street, Bangkok
 J. A. Monin, 566/7, Wat Koh, Bangkok
 H. A. Malbary, 222, Rajawongse Road, Bangkok
 Narainsingh Narula, 155/7, Rajawongse Road, Bangkok
 Boorsingh Indersingh, 147/9, Rajawongse Road, Bangkok
 Hansraj & Co., 180, Rajawongse Road, Bangkok
 Karachi Store, 134/6 Rajawongse Road, Bangkok
 Raj Store, 183, Sampheng, Bangkok
 Giansingh Jaswantsingh, 154/6, Rajawongse Road, Bangkok
 South East Trading Co. Ltd., 496-8, Mehachai Road, Bangkok
 S. A. Ramchand, 17, Bhao Thanich Road, Bangkok
 A. T. E. Maskati, 78, Ahuwongse Road, Bangkok
 K. L. Amarnath, 164, Rajawongse Road, Bangkok
 Indo-Asiatic Corporation, Sampheng Street, Bangkok
 M. R. Amarnath, 240, Sampheng Street, Bangkok
 Melvin Spitaz, Rajawongse Trading Co., 44, Anuwongse Road, Bangkok
 Chinese Overseas Textile Co. Ltd., 807, Songwad Road, Bangkok

Kian Ngieb Co. Ltd., 813-815, Songwad Road, Bangkok
 Liang Ngieb Co. Ltd., 80, Anuwongse Road, Bangkok
 Hua Chiang Thai Co. Ltd., 822-824, Songwad Road, Bangkok
 Tia Chin Chiang, 248, Sampheng Street, Bangkok
 Low Hong Heng Chan, 457 Sampheng Street, Bangkok
 Heng Ngee Mong, 116, Sampheng Street, Bangkok

LIST OF TEXTILE MERCHANTS IN THE GOLD COAST.

Gabriel Abboud & Co., P. O. Box 367, Accra
 Hage & Aouad, P. O. Box 892, Accra
 Busi & Stephenson Ltd., P. O. Box 121, Koforidua
 T. Chandiram & Co., P. O. Box 497, Accra
 J. Christian & Co. Ltd., P. O. Box 566, Accra
 C. F. A. O. Ltd., P. O. Box 70, Accra
 Farra Bros., P. O. Box 377, Accra
 E. J. Frenkoglou, P. O. Box 1112, Accra
 Gold Coast Co-operative Wholesale Establishment Ltd., P. O. Box 1525, Accra
 Leon Heroutunian, P. O. Box 392, Accra
 H. Z. Iddin, P. O. Box 689, Accra
 K. Issardas & Co., P. O. Box 29, Kumasi
 Mansour Jead, P. O. Box 333, Accra
 Kalenderian Bros., P. O. Box 125, Accra
 M. Keytani & Co., P. O. Box 560, Accra
 Mahtani Brothers, P. O. Box 160, Accra
 K. Arrua-Sekyi, P. O. Box 159, Accra
 Azar Brothers, P. O. Box 238, Kumasi
 M. Captan Ltd., P. O. 674, Accra
 K. Chellaram & Sons (GC) Ltd., P. O. Box 435, Accra
 Commonwealth Trust Ltd., P. O. Box 67, Accra
 A. Faress & Co., P. O. Box 229, Accra
 N. Farra & Co., P. O. Box 559, Accra
 Glamour, P. O. Box 932, Accra
 M. R. Haffar & Co., P. O. Box 668, Accra
 John Holt & Co (Liverpool) Ltd., P. O. Box 55, Accra
 Irani Brothers, P. O. Box 672, Accra
 Kharsa & Jabri, P. O. Box 165, Accra
 W & R Johjoh, P. O. Box 211, Accra
 S. D. Karam & Sons, P. O. Box 52, Accra
 A. G. Leventis & Co., Ltd., P. O. Box 642, Accra
 Matharam Bros & Co., P. O. Box 431, Accra
 G. Motiram, P. O. Box 666, Accra

M. Natafgi, P. O. Box 864, Accra
 Paterson, Simons & Co., (WA) Ltd., P. O. Box 480, Accra
 T. C. Picas, P. O. Box 670, Accra
 Queensway Stores, P. O. Box 400, Accra
 S. Sawaf and Co., P. O. Box 759, Accra
 Swiss African Trading Co. Ltd., P. O. Box 200, Kumasi
 A. Quarcoo Tagoe & Co., Ltd., P. O. Box 4, Accra
 Jassomal Tarachand (Bombay Bazaar) P. O. Box 200, Accra
 A. Traboulsi & Co., P. O. Box 583, Accra
 Union Trading Co. Ltd., P. O. Box 186, Accra
 Ussher & Co., P. O. Box 65, Dunkwa
 Nankani Silk Stores, P. O. Box 865, Accra
 G. B. Ollivant Ltd., P. O. Box 177, Accra
 Pater, Zochonis & Co. Ltd., P. O. Box 62, Accra
 M. G. Punjabi Brothers, P. O. Box 1093, Accra
 Rahwanji Brothers, P. O. Box 786, Accra
 S. C. O. A., P. O. Box 786, Accra
 Samman Tabbakh & Co., P. O. Box 658, Accra
 Chuitram Tarachand & Co., P. O. Box 89, Sekondi
 Lilaram Thawardas, P. O. Box 419, Accra
 S. A. Turki & Brothers, P. O. Box 95, Accra
 United Africa Co. Ltd., P. O. Box 775, Accra

LIST OF SELECTED DEPARTMENT STORES IN MAJOR CITIES IN THE UNITED STATES.

New York City, New York

Franklin Simon & Co., 5th Avenue at 38th Street
 Gimble Bros, Broadway & 33rd Street
 W. T. Grant Company, 1441 Broadway
 Lane Bryant Inc., 5th Avenue at 40th Street
 Montgomery Ward & Co., Textile Buying Offices, 75, Varick Street

Oppenheim Collins & Co., 35 West 34th Street
 Sachs Quality Stores Inc., 35 & 8th Avenue
 Sake Fifth Ave., 5th Avenue & 49th Street
 Saje-34th, 34 at Broadway
 Wanmaker John, Broadway at 9th Street

Chicago, Illinois

Carson Pirie Scott & Co., State & Madison
 The Fiar, South State, West Adams & South Dearborn Avenues
 Field Marshall & Co., Downtown Store 111 North State
 Goldblatt Bros., Inc., 333 South State
 W. T. Grant Co., 326 West Madison Avenue
 Marshall Field & Co., 111 North State
 Montgomery Ward & Co., 619 West Chicago
 J. C. Penney Co., 5623 West Belmont
 Sears Roebuck & Co., 8 East Congress
 Spiegel Inc., 1040 West 35th Street
 Wieboldt Stores Inc., 106 South Ashland Avenue

Sashington D. O.

Garfinckal Julius & Co., 14th & F Streets NW
 Jelleff's Inc. 1214-1220 F Street, NW.
 Hecht Co., F Street at 7th NW.
 Lansburh and Bros. 7th to 8th to East NW.
 Woodward & Lthrop, 10th & 11th F & C Streets NW.

Loss Angeles, California

Broadway Department Store Inc., 40th South Broadway
 Bullock's Inc., 659 South Broadway
 May Company, 804 South Broadway
San Francisco, California
 City of Paris, Geary & Stockton
 The Emporium, 835 Market Street
 I. Magnin, & Co., Geary at Stockton.

A. P. RANGASWAMI MUDALIAR

ART SILK CLOTH MERCHANT.

Post Box No. 29 KOMARAPALAYAM (via) Bhavani ERODE S. Ry.

Manufacturers of Art Silk Sarees, Staple fibre Dhoties & Shirtings.

ASSOCIATIONS.

COMMERCIAL.

**Salem Dt. Chamber of Commerce,
4, Venkat Rao Road, Salem.**

President: Sri T. G. Thangavelu Chettiar
Secretary: Sri M. V. Gopal.

Estd. 1937. This is considered one of the active associations affiliated to the South Indian Chamber of Commerce. Most of the commercial associations in the district are its corporate members, and Sri M. V. Gopal, its Honorary Secretary since its inception is on the committee of several associations of the district. Yeomen service has been done to the merchants of the district by representing grievances of merchants to proper authorities and getting redress. The Association has been chiefly responsible in getting concessions for movements, attaching special through carriages to mail trains, postal facilities, sales tax concessions etc for the benefit of the merchant classes. It has completed 17 years of useful service to the mercantile community.

**All India Mfrs. Association, Cherry Road,
Salem.**

President: Sri J. R. Mehta
Secretary: Sri S. Satyanarayanan,
B. Sc., B. Sc. Tech. M. S. G. T.

**Yarn Merchants Association, 166, Main
Road, Shevapet. (Estd. 1941)**

President: Sri M. S. Krishnamurthy
Secretary: Sri K. R. T. Govindarajan

**Salem Drugget Manufacturers Association,
Salem.**

President: Sri V. Vanchinatha Iyer
Secretary: Sri S. V. Srinivas

**Salem Nagar Hotel Sonthakarargal Sangam,
Salem.**

President: Sri N. P. Goshteswara Iyer,
Secretary: Sri P. N. Raman

**Salem Dt. Powerloom Owners Association,
Komarapalayam.**

President: Sri T. K. S. Venkatrama Chettiar
Secretary: Sri A. Arumugam

Salem Dt. Jewellers Association, Shevapet.

President: Sri D. R. Subramania Chettiar
Secretary: Sri K. A. Betroya Chettiar

**Salem Dt. Tape, Lamp wicks & Braiding
thread manufacturer's Association, Salem.**

President: Sri K. S. Subramani Chettiar
Secretary: Sri A. V. Ramasamy Chettiar

**Salem Sayam (Dyes) & Chemicals
Vyaparigal Sangam, 154 Appu Chetty St.
Shevapet. (Estd. 1944)**

President: Sri G. Venkatraman, B.A., B.L.
Secretary: Sri K. N. Aiyasami

Salem Dt. Tanners Association, Salem.

President: E. S. Hajee Abdul Karim Rowther
Secretary: Sri M. N. Arunachalam

**Salem District Press Owners' Association,
Salem.**

President: Sri K. Vasudevan
Secretary: Sri B. Ramakrishnan

**The Salem Gugai Handloom cloth Manu-
facturer's Association, 170/1955 Trichy
Road, Gugai, Salem. (Estd. 1944)**

President: Sri P. A. S. Perumal Chettiar
Secretary: Sri S. R. Govindaraju Chettiar

**Salem Kaithari Javuli Wholesale Vyaparigal
Sangam, Salem.**

President: Sri R. P. Natarajan
Secretary: Sri R. Muthayya

**Komarapalayam Kaithari Javuli Urpathiyalar
Sangam, Komarapalayam.**

President: Sri R. K. K. Seeranga Chettiar
Secretary: Sri V. R. S. Ramasamy

**Komarapalayam Handloom Carpet & Carpet
Bags Manufacturer's Association,
Komarapalayam.**

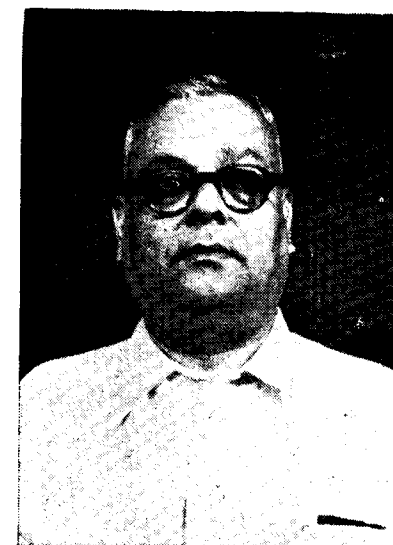
President: Sri M. M. G. Kuppusami Chettiar
Secretary: Sri A. P. K. Palanisami Chettiar

**Handloom Carpet Master - Weavers'
Association, Gugai, Salem.**

President: Sri K. R. P. Harirama Chetty
Secretary: Sri P. K. N. Obilisami Chetty



Sri K. Sreenivasaraghavan



Sri N. P. Goshteswara Iyer



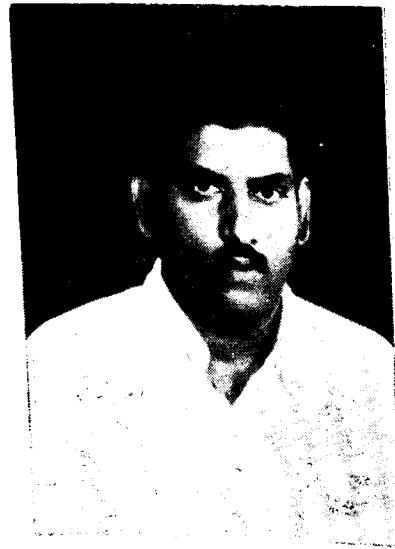
Sri V. Ramalingam Pillai



Sri C. R. Narasimhan



Sri Jayavelu Mudaliar



Sri J. K. K. Angappa Chettiar



Sri P. N. Kuppusami Naidu



Sri V. Ponnusamy Naidu

The Shikarpuri Multani Bankers Association Salem.

President: Seth Gordhandas Gangaram Bathija

Secretary: Seth Gordhandas Gangaram

Salem Dt. Tapioca Growers Association, Harur.

President: Sri R. Muthu Gownder

Sago Exporters Association, Salem.

President: Sri Bapalal C. Kotharee
Secretary: Sri Sunder Kamath

The Salem Sago manufacturers Association, Suramangalam Main Road, Shevapat, Salem.

President: Sri M. Venkatachala Gounder
Secretary: Sri N. Jagannathan

Hosiery Factory Owners Association, Gugai, Salem.

President: Sri V. N. Gurunatha Chettiar
Secretary: Sri V. M. R. Doddusami Chettiar

Grain Merchants Association, Denkanikota

President: Sri Madappa Chettiar
Secretary: Sri I. G. Sundaram

Shevapat Merchants' Association Ltd., Leigh Bazaar, Shevapat. Phone: 18.

President: Sri R. Muthusamy Pillai
Secretary: Sri P. P. Radhakrishna Chetty

Automobile Association of India, Cherry Road, Salem.

President: Sri J. R. Mehta
Secretary: Sri S. Satyanarayanan,
B. Sc., B. Sc. Tech., M. S. G. T.

Tiruchengode taluk Sales tax Payers Association, Komarapalayam.

President: Sri A. P. K. Palanisamy Chettiar
Secretary: Sri. S. Nagamanickam Chettiar

Salem Dyeing Factory Owner's Association, Gugai, Salem. (Estd. 1935).

Piece Goods Merchants Association, Shevapat.

Salem Grain Merchants Association, Shevapat.

Rice Mill Owners Association, Shevapat.

Salem Lorry Owners Association, Salem.

Merchants Association, Kaveripatnam.

Power Industry Owners Sangam, Gugai.
Handloom Weavers Sangam, Shevapat.
Yercaud Merchants' Association, Yercaud.

LITERARY AND SOCIAL SERVICE ORGANISATIONS

The Salem Rotary Club, Salem

President: Sri Ganesa Sankaran, B. A. B. L.,
Secretary: Sri N. Ramalingam, B. A.

Received its Charter in 1951. Good work is done in the four avenues of service. Gollappatti is adopted as a model village for community service. Doctor members visit the village once a week and render free medical aid to poor. Improvement of sanitation and water supply are also attended to. An adult literacy school is conducted in the village. A rotary free clinic is maintained at Salem where disabled and crippled children are treated free. A road safety week was organised with the aid of the local N. C. C. group of the Little Flower High School and local Boy Scouts Association. Scholarship is being given to an Honours Class student. Liberal contributions are made by members to relief funds. An eye camp was run for 15 days to commemorate the golden jubilee in which 144 fit cases were operated. All the patients were given post operation care with food and shelter and the camp successfully terminated with distribution of a pair of glasses to all patients and clothes to the deserving. A monthly bulletin 'the Salem Rotarian' is issued regularly for propagating the ideals of Rotary and to publicise its achievements. A souvenir has also been issued in connection with the golden anniversary celebrations, edited by Sri D. N. Sampathkumaran.

The Salem Theosophical Society, Salem.

President: Sri K. A. Sanjeevi Chettiar.

Started in 1897. It has a building of its own, for which major contributions have been made by members of the Vysya Community. It is one of the active cultural associations that infuses life in society. Several religious and cultural discourses are conducted in the 'Vasanth Hall' which are well attended to by the

enlightened citizens of the place-men and women alike. The hall is also lent for conducting functions and meetings of a non-political nature

Sri Ramakrishna Mutt, Salem.

Inaugurated in 1928, it is a source of spiritual inspiration and a centre of Hindu culture. Several discourses on religious subjects, and bhajans are conducted. The Mutt runs a free ayurvedic dispensary and a harijan school.

District Arulneri Tirukoottam, 4 Venkat Rao Road, Salem.

President: Sri V. Natesa Pandaram.
Secretary: Sri M. V. Gopal.

This organisation represents the Salem Circle of the institution inaugurated by His Holiness Kunrakudi Adigalar. The aims of the association are to induce Hindus to conduct congregational prayers in temples periodically as often as possible and help to spread scriptures particularly of Nayanmars and Alvars and to rouse the feeling of religion and humanity in the minds of people.

Indian Women Association, 'Saradalayam', Cherry Road, Salem.

President: Srimathi A. Saraswathi, B.A.L.T.
Joint Secretaries: Srimathi S.M. Saraswathi,
" S. Hemalatha
Devi.

Estd. in 1930. The Association is located in a building of its own constructed by public contributions. Its chief aims are to encourage social studies, music, tailoring, handspinning amongst women. Under its auspices the Southern Regional Women's Conference was conducted in 1947. A hindi class and tailoring class are run. An E. S. L. C. class is conducted with hostel accommodation for poor candidates. The Association has taken up agency for the Women's Savings Campaign. Much useful work is done by way of distribution of rice and clothes received Government and other institutions to the poor. Contributions are also made to

several relief funds including a sum of Rs. 3,000 donated to Sri Saradha Vidyalaya, Madras.

Bharathi Vidyalaya Sangham, Salem.

It is an educational society registered in 1950 with the aim of spreading education amongst people. Two high schools both under the name 'Bharathi Vidyalaya' are conducted. The school opposite to St. Theresy's Industrial School is located in new buildings constructed at a cost of Rs. 70,000 with Government aid and public contributions. The other school is located in Subramanyanagar. An electoral body is in management.

Sindhi Hindu Elementary School Committee, Salem Town.

President: Seth Gordhandas.
Correspondent: Seth Nandlal Chatandas.

This was started in 1950 mainly for educating sindhi refugee children. Now children of all classes are admitted. The school is managed by a committee of 8 members.

Board High School Building Committee Association, Komarapalayam.

By the enthusiastic cooperation of the local citizens a good sum has been collected. Weavers have contributed about Rs. 35,000 at the rate of 3 pies per unit; Merchants from Malaya had contributed Rs. 10,000. A sum of Rs. 25,000 has so far been received towards high school, maternity and dispensary buildings from Government under the 1st 5 years development scheme. About Rs. 17,000 have been received by way of profits in conducting weekly market for 3 years. Messrs J. K. K. Angappa Chettiar and Brothers have donated Rs. 40,000 to the Committee. The High School Building was completed and opened by His Highness the Maharaja of Mysore when the citizens of Komarapalayam witnessed a scene in the history of the place. Maternity and dispensary buildings have been completed and the Government requested to run the two institutions.

Hindi Prem Mandal, Cherry Road, Salem.

President: Sri. S. T. V. Krishna Chettiar.
Secretaries: Sri K. N. Sundararajan-
Sri R. Gopal

Started in 1931 for propagating Hindi. Hindi classes are conducted in several parts of the town. About 1000 candidates appear for the examination every year. So far 20,000 people have learnt Hindi through the efforts of the institution. About 100 persons serve as Hindi Pracharaks.

Gnanaguru Yogasanasalai, Sivasampurampudur, Ramakrishna Road, Salem.

Conducted by Yogbishak and Yogeeswarar Dr. P. S. Vellimalai.

Since 1948, it is said, that several patients get themselves cured of ills and diseases by following the yogic system advocated here.

The Salem Literary Society, Salem.

President: Sri A. Ganesa Sankaran.
Secretary: Sri Kulasekara Naidu.

Started in 1881. Has a well equipped library. Amenities like tennis and billiards are provided.

The Salem Sowrashttra Literary Club, Salem.

President: Sri K. R. Krishnamurthy.
Secretary: Sri C. N. Balakrishnan.

Started to uplift members of the Sowrashttra community educationally and economically. Proposal to build a weavers colony under the Cooperative scheme is in consideration.

Vysia Literary Association, Salem.

President: Sri A. Vittalnathan.

District Club, Salem.

President: Sri R. Balasubramaniam, I. A. S.
Secretary: Dr. K. R. C. Natesan.

Vysya Culture Association, Salem.

President: Sri B. Gopal.
Secretary: Sri B. Ramakrishnan.

Y. M. C. A., Bretts Road, Salem.

President: Sri G. M. Pancharatnam, B. E.
Secretary: Sri A. J. Azariah,
B. A. B. Sc. (Hons).

Y's Men's Club, Salem.

President: Dr. S. Gurubatham.
Secretary: Sri S. N. Sampathkumaran.

The Bharath Scouts & Guides, Salem Dt., II Agraham, Salem.

President: Sri R. Balasubramaniam, I. A. S.,
District Collector.
Secretary: Sri K. Varadarajan, B. A. B. L.

Local organisations have been set up in a number of taluks. There are nearly 5000 scouts and guides in the district.

Indian Medical Association, Salem Branch, 269, Trichy Road, Salem. Phone 47.

President: Dr. S. Krishnamurthi Rao,
M. B. B. S.
Secretary: Dr. V. Ragavendra Rao,
D. M. & S.

Salem Bar Association, Salem.

President: Sri K. Narasimha Iyengar.
Secretary: Sri A. R. Srinivasan

Discharged Prisoners Aid Society, Salem.

President: Sri R. Balasubramaniam,
I. A. S., District Collector.
Secretary: Sri R. V. Ramasamy

Red Cross Society, Salem.

President: Sri R. Balasubramaniam,
I. A. S., District Collector.
Secretary: Mrs. K. N. Vasantha.

Guild of Service, Salem.

President: Sri R. Balasubramaniam,
I. A. S., District Collector.

Joint Secretaries: Srimathi Kamakshi
Kumarasamy.

Sri S. Satyanarayanan,
B. Sc., B. Sc., Tech.,
M. S. G. T.

Harijan Welfare Association, Salem.

President: Sri Vanchinatha Iyer.

Secretary: Sri S. B. Adikesava Chettiar.

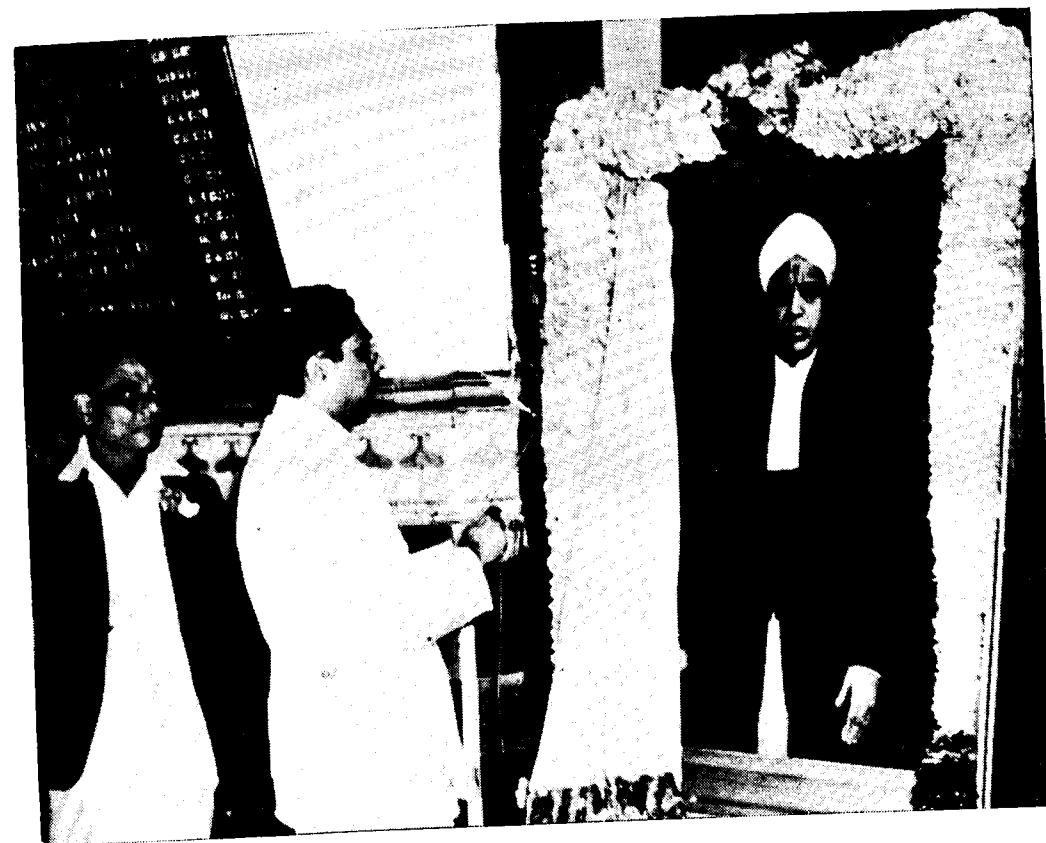
Gujarathi Mandal, Salem.**District Teachers Guild, Salem.****Dt. Non Gazetted Officers Association,
Salem.****Tiruvalluvar Kalagam, Salem.****Cricket Associations.**

The game of cricket has captivated may a young youth of the country. It is now played in almost all towns with great zeal. **The Salem Cricket Club** was inaugurated in 1945 by Dr. P. Subbaroyan who was then the President of the Board of Control

for cricket in India. **The United Gymkana** was started in 1946 and with its functioning the cricket circle was almost completed in Salem. The institutions have trained and ushered many youngsters to the forefront. Apart from the two major institutions there are other clubs like the **Venkatesapuram Club, the Sowashtra Cricket Club and the Mettur Chemicals Cricket Club.**

The origin of Madras City vs Districts Match, which was the greatest contribution to fostering of cricket in districts is traced back to the efforts of one Mr. Ratnavelu Thevar of Trichinopoly in 1938-39. In 1952 the districts team was captained by Mr. R. T. Parthasarathy while the city team possessed many a state cricketer. The match was played at Mangalore and ended in a draw. At Madras, in the return match, the Districts Team scored victory displaying good play and team work.

Salem has produced good cricketers and a glimpse of the events of the past can be had in the souvenir published by the Reception Committee, Madras City Vs. Districts Cricket Match, Salem in 1953 edited by Sri M. N. Parthasarathy, M.A.B.L. who prefers to go under the guise of 'EMMENPY'.



Portrait of Late Dewan Bahadur Justice K. SUNDARAM CHETTIAR unveiled by Hon'ble Chief Justice Sri P. V. Rajamannar in Madras High Court.

NEW RAJA AGENCIES,

4, VENKATRAO ROAD,

SALEM.

Dealers in

OIL EXPELLERS & SPARES

and

MACHINERY OF ALL KINDS.



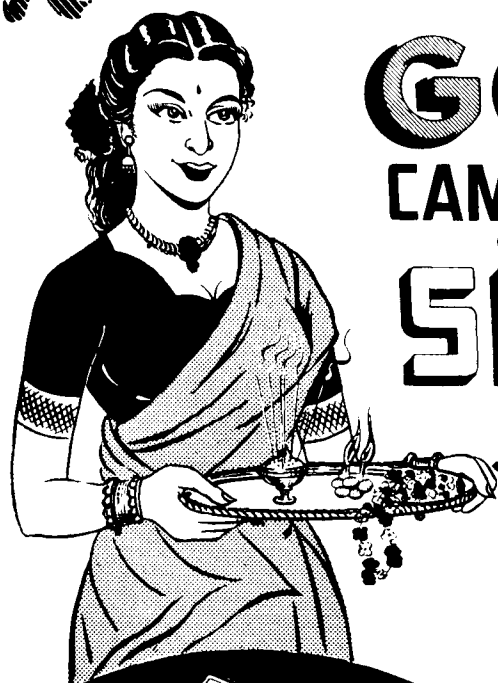
Dr. C. Vijayaragavachariar
Memorial Library



E. S. L. C. Class conducted by Indian
Womens' Association, Salem

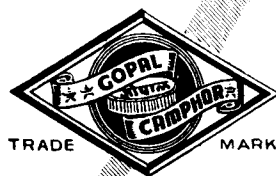
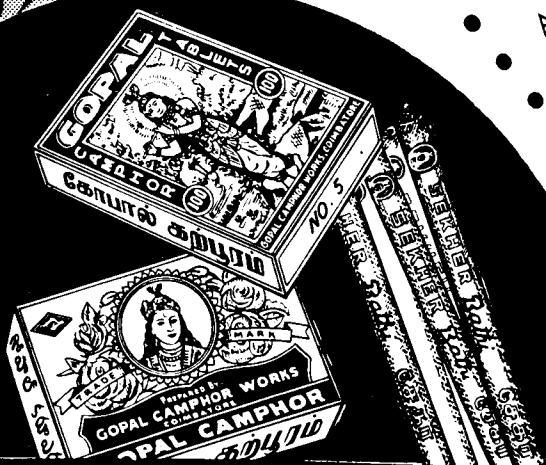
THE SALEM DISTRICT DIRECTORY

ESSENTIAL POOJA REQUISITES



GOPAL CAMPHOR TABLETS SEKHAR JAVAJI BATHIES

- Pleasing aroma.
- Attractive containers.
- Air-tight packing
- Available in several sizes.



GOPAL CAMPHOR WORKS
181. RAJA STREET.....COIMBATORE

Classified List of Traders.

AERATED WATER MANUFACTURERS

Arasu, K. M. T., Car view, Salem
Bharath Cool Drinks, Arunachala Asari Street, Salem
Devanga Soda Factory, Gugai, Salem
Gandhi Ice Factory, Salem
Ganesar Soda Factory, Salem
Jayavelu Soda Factory, Shevapat
Krishnamurthi (V) Soda Factory, Shevapat
Manickam Chettiar, M. V., Ice cream stall, Salem Jn.
Murugan Soda Factory, P. G. R. Line Road, Salem
Mysore Soda Factory (K. V. K.), Shevapat
Radhakrishna Soda Factory, Salem
Raju Soda Factory, Shevapat
Ramasamy (P) Soda Factory, Shevapat
Royal Soda Factory (S. M. S.)
Cherry Road, Salem
Selva & Co., Cherry Road, Salem
Singhs golden Soda Factory, Near Oriental Talkies, Salem
Sri Lakshmi Vilas Soda Factory, Salem
S. Vincent and Co., Ltd., Komarasamipatti, Salem.
V. K. S. Soda Factory, Salem
Victoria Best Soda Factory, Shevapat

AERATED WATER REQUISITES & GAS SUPPLIERS.

Mani, N. S. & Co., Arunachala Asari St., Salem
S. & S. Co., Mandya CO 2 gas dealers, Sole distributors for Salem District, 1 Agraharam, Salem
Saraswathi & Co., V. M., Salem
Varadarajan, K. N., Victoria Market, Salem

ARMS AND AMMUNITION

Abboynaidu Son, V., Salem
Govindasamy Naidu, R., Shevapat.

ARTISTS, BLOCK MAKERS, & Painters.

Devi Arts, Gugai, Salem
Kesavan, Artist, Salem
Rajan & Co., Blockmakers, Shevapat
Raman, R. S., Salem
Samy, E. M., Rubberstamp maker, Kallanguthu street, Salem

Siva Arts, Mettu street, Salem
Sundaram, V., Commercial artist, Arisipalayam, Salem
Sarangam & Co., Block makers, Arisipatayam, Salem

AUTOMOBILES (Sales & Service)

Auto Supplies Engineering Co., Salem
Bangalore Automobiles,
Grams: 'Spares,' Phone: 112
Trichy Road, Salem
Devaki Bus Service Workshops, Hosur.
K. R. M. S. Workshops, Dharmapuri
Modern Lubrication Service, Salem
Modern Automobiles,
Grams: 'Auto,' Phone: 16
Arunachala Asari Street, Salem
N. S. Motor service workshops, Salem
New Engineering Works, Salem
Rajagopal & Co (Salem) Ltd.,
Arunachala Asari Street, Salem
Rangavilas Motor Service workshops, Krishnagiri

Samad Motor Works, Salem
Sanker Engineering Works, Salem
Salem Automobiles, Salem
Salem Transports Ltd., Salem
Sree Lakshminarasimhan Motors Ltd.,
Phone: 163, Salem
Sridaran Bus Service Workshop, Attur
Sri Radha Automobiles, Salem
Shanmuga Tyre Retreading Works, Perumanur Road, Salem
Subbusami Iyer & Sons, Salem
Sundaram Iyengar & Sons, T. V.,
Phone: 299, Salem
Swarnambikai Motor Service Workshop, Salem
Velu and Co., Salem

BANKS.

Bank of Madura Limited, Shevapat. Phone 122
Canara Bank Ltd., Salem Phone 108
Canara Banking Corporation Ltd.,
1st Agraharam, Salem Phone 158
Canara Banking Corporation Ltd.,
Shevapat Phone 52
Central Bank of India Ltd., Salem Phone 49
Indian Bank Limited, Salem Phone 89
Indian Insurance & Banking Corporation Ltd., Salem. Phone 218
Indian Overseas Bank Ltd., Salem
Phone 64

Karur Vysya Bank Limited, Salem

Maruthi Bank, Grams: 'Kota'

Salem Phone 196-A

Punjab National Bank Ltd.,

Salem Phone 109

P. N. N. Bank Limited,

Shevapet Phone 192

Salem Bank Limited, Salem Phone 238

Salem Town Bank Limited, Salem

Salem Ammapet Sengunthar Bank Ltd.,

Ammapet, Salem

Salem Coop. Central Bank Ltd.,

Salem Phone 2

Salem Coop. Urban Bank Ltd.,

Salem Phone 264

Salem Dwarakanathar Bank Ltd., Shevapet

Salem Mercantile Bank Ltd., Salem

Salem National Bank Ltd., Salem

Sri Krishna Bank Limited, Gugai, Salem

Salem Sri Kannikaparameswari Bank Ltd.,

1st Agraharam, Salem

Salem Sri Ramaswamy Bank Limited,

Bazaar Street, Salem

Sri Ranganathar Bank Ltd., Shevapet

Sri Venkateswara Bank Limited, Shevapet

South Indian Bank Ltd., Salem Phone 80

Sowrashtra Bank Ltd., Salem

State Bank of India, Salem Phone 31

Dharmapuri Coop. Town Bank Ltd.,

Dharmapuri

Kaveripatnam Coop. Town Bank Ltd.,

Kaveripatnam

Krishnagiri Bank Limited,

Doulatabad, Krishnagiri

Sri Mahalaxmi Bank Limited,

Doulatabad, Krishnagiri

Krishnagiri Coop. Urban Bank Ltd.,

Krishnagiri

Rural Cooperative Bank Ltd., Idappadi

Sri Alagala Parameswari Bank Limited,

Idappadi

Salem Sri Kannikaparameswari Bank Ltd.,

Komarapalayam

Mattagiri Coop. Urban Bank Ltd., Mattagiri

State Bank of India, Namakkal

Namakkal Coop. Urban Bank Ltd., Namakkal

Rasipuram Coop. Town Bank Ltd.,

Rasipuram

Salem Sri Kannikaparameswari Bank Ltd.,

Tiruchengode

Tiruchengode Coop. Urban Bank Ltd.,

Tiruchengode

Velur Urban Bank Limited, Velur

BANKERS

Nandlal Co., 1st Agraharam, Salem

Seth Bikhchand Chandarbandas,

1st Agraharam, Salem Phone 254

Seth Fatichand Lakshmichand,

Main Bazaar, Salem

Seth Gangaram Naraindas,

Grams: 'Blessing', Phones: 149 & 149 A

1st Agraharam, Salem

Seth V. N. Girdharlal, 1st Agraharam,

Salem

Seth Gordhandas Moolchand Bathija,

Grams: 'Bathija', Phone: 258,

1st Agraharam, Salem

Seth Khoobchand Chatandas, Phone: 217

121, 1st Agraharam, Salem

Seth Khoobchand Deepchand,

1st Agraharam, Salem Phone 165

Seth Khoobchand Thawardas,

(H. O. Bombay)

46, 1st Agraharam, Salem Phone 138

Seth Gurdasmal Lachmandas Raheja,

121, Chinna Kadai Street, Salem

Shah Moolchand Devichand,

Salem Phone 207

BAKERS AND CONFECTIONERS.

Baby Biscuit Co., Salem

Bharath Biscuit Co., Shevapet

Henry & Wolsey Biscuit Co., Salem Bank

Buildings, Salem

Kesari Biscuit Co., Salem

Mangharam J. B. 1 Agraharam, Salem

Maruthi Biscuit Co., Salem

Oriental Biscuit Co., Salem

Radhakrishna Biscuit Co., Shevapet

Rising Sun Biscuit Company,

Grams: 'Risingsun', Shevapet.

Salem Traders Limited, Salem

Saraswathi Biscuit Co., Shevapet

Swadeshi Confectionery Works, Shevapet

Swatantra Agencies, Sole Selling Agents for

Lily Biscuits & Confectionery, 6 Agra-

haram, Shevapet, Salem

Viswamani Supplies, Distributors for Lily

Biscuit Co., Ltd. Shevapet, Salem

BOOKSELLERS & PUBLISHERS

Gopal Book Shop, 1 Agraharam, Salem

London Mission Book Depot, Salem

Mani and Co., Car Street, Salem

Nathan Bookstall, Fort, Salem

Navayavan and Co., 1st Agraharam, Salem

Paramasivam Pillai, T. N., Shevapet

Prakash Agencies, 56, Kanakkar Street, Salem

Primrose & Co., Salem

Raja Publishing House, Salem

Sivagami Publishing House, (H. O. Srivai-

kuntam, Br. Tinnevely Jn.) Shevapet,

Salem Dt.

Sivaji News Mart, Car Stand, Salem

Sri Krishna Vilas Book Depot, Fort, Salem

St. Joseph's Book Depot, Shevapet,

Salem Dt.

Modern Stores, Salem

Times Modern Mart, Salem

Umayal & Co., Arunachala Asari St., Salem

Vani Vilas Book Depot, Shevapet

CARPET AND CARPET BAGS

Komarapalayam

Arumuga Mudaliar, K. K.

Balan Industrials

Balakrishna Chettiar & Sons, K. R.

Balasubramania Chettiar, L. V. N.

Danalakshmi Weaving Factory, P. B. No. 20

Gunasekaran Industrials

Gururajan Co.,

Jagadesh Textiles

Jayalaxmi and Co.

Kandasamy Weaving Factory,

Grams: 'Bungalow'

Krishnasami Chettiar, A. L., Subramania

Chettiar, T.

Murugesan, A.

Palanisami Chettiar, K. T.

Padmanabha Chettiar, L. K. P.

Palaniappa Mudaliar & Sons, M. A.

Palanisami Chettiar, A. P. K.

Perumalsami Chettiar, A. P. K.

Perumalsami Chettiar, M. P. R.

Rajan Industry

Rajanna Chettiar, S. R. V.

Rangasami Chettiar, N.

Rangasami Mudaliar, K. S.

Seeranga Chettiar, K.

Seeranga Chettiar, K. P.

Sidhappa Chettiar, N. E., Obilisami, P. A.

Soundappa Chettiar, J. M.

Sri Palaniandavar Co.

Sree Shanmugasundaram and Co.

Sri Ramalinga Industrials

Subramania Chettiar, R. V.,

Subramania Chettiar, S. R. A. R.

Vasan Industrials

Veeranaicker & Co., T.

Venkatrama Chettiar, R. T.,

Rangasami Chettiar, T. P.

Venkatesa Weaving Factory

Vekatesan & Co., K.

Vijaya Industry

Salem.

Airama Chettiar, Gugai

Ayodhyapatnam Wool & Carpet Weavers

Coop. Society Ltd., Ayodhiapatnam

Salem.

Dhandapani Chettiar, M. S., Kanakkar St.

Gopal Chettiar, K. A., Gugai

Govinda Venkatrama Chettiar, P. K. N.

Govindarajan, V. R. P. T., Gugai

Gopalakrishnan, G. Gugai

Hariram Chettiar, K. R. P. & Sons, Gugai

Janakarajan, T. M., Gugai

Krishnan, A. T. P., Gugai

Krishnanda Chetty, S. K. V., Gugai

Manicka Pandaram, P. A., Gugai

Muthialu Pandaram, K., Gugai

Nanjappa Chetty, V. S., Gugai

Nagaraju Chetty, R. K. K., Gugai

Obulisami Chettiar, P. K. N., Gugai

Padmanabhan, V. S., Gugai

Palanisamy Pandaram, V. A., Gugai

Perumal Chetty, V. P. M. Gugai

Raja Ramalingam & Co., R. V., Gugai

Rajan, P. T., Gugai

Subramanyam, K. A. S. & Co., Arunachala

Asari Street

Vanchinatha Iyer, V., Shevapet

Vellaravalli Carpet Weavers Coop.

Society, Vellaravalli

CEMENT & CEMENTWARE

Karuppusamy Chetty, S, Stockist, Asbestos

Cement Ltd., Shevapet

Komarapalayam Stores, Stockist: A. C. C.

Cement, Komarapalayam

Nanjappa Chettiar, R. S., Shevapet

Ramasamy Chettiar & Sons, Shevapet

Ranganathan Chetty, B. & Sons, Salem

Salem Cement pipe Works, Shevapet

Sha Poonji Pallanji & Co. Ltd., Shevapet

Thambiraj, A., Shevapet

Umapathy & Co., Salem

Venkatrama Chetty & Sons, S. M.,

Stockist: 'A. C. C. Cement' Kodumudi

(H. O. Pandamangalam)

Viswanathan & Co., T. V. N.,

Grams: 'Ammonium', Phone: 66 & 103,

76, Jambulingam Chetty St., Shevapet

CHEMICALS & PHARMACEUTICALS.

Associated Drug Co., Ltd.,
Grams: 'Milkan', Yercaud
Mettur Chemical & Industrial Corporation
Ltd., Grams: 'Chemicals', Mettur Dam
Minsarasam Co. Limited, Salem
Raja Chemical Industries, P. B. 43, Mfrs
of 'Sovereign' brand disinfectants,
Shevapet, Salem..

CHEMISTS AND DRUGGISTS.

Salem.

Chandra Medical Stores, Bazaar St.,
Central Medical Stores
City Medical Stores
City Medical Supplies & Pharmacy Ltd.
Gupta Agencies, 1st Agraharam Phone: 129
Gopal Medical concern, Shevapet
Medical & Surgical Hall
Malabar Pharmacy, Chinnakadai St.
Modern Ayurvedic Pharmacy & Stores
Modern Medical Stores, Authorised Dealers
for Brandy & Spirit, Bazar Street
Prabhat Medical Stores, Shevapet
Ramgopal & Co., 1st Agraharam
Rajendra Medical Stores, 1st Agraharam
Ratna Medical Stores, Shevapet
Ramanathan, V. S. Electric Doctor,
c/o Vysia Modern Hotel
Salem Medical Supplies Limited,
Phone: 184
South Indian Pharmaceuticals Ltd.
South Indian Medical & Mercantile
Syndicate
Subramaniam, A. V., Homeopathic Medical
practitioner, Salem Bank Building
Subramanyam, T. K. V., Sole Agent:
J. & J. Dechanes, Medicines,
1st Agraharam
The Drug House, Bazaar Street
Vijaya Medical Stores, Car Street
Attur. Attur Medical Supplies
Dharmapuri. Krishna Medical Hall

Namakkal.

Asoka Medical & General Supplies
Saraswathi Medical Stores
Town Medical Hall
Rasipuram Medical Supplies.
Tiruchengode.
Murugan Medical Stores
Thiagaraya Medical Stores
Vinayagar Medical Stores

CINEMA THEATRES.

Salem.

Ambika Talkies	- Phone 92
Bharat Talkies	- Phone 226
Central Talkies	- Phone 68
Central Victoria Talkies	- Phone 69
Imperial Talkies	- Phone 295
Jyothi Talkies	- Phone 39
Ammapet	
Lakshmi Talkies	- Phone 284
New Cinema	- Phone 178
Oriental Talkies	- Phone 97
Palace Theatre	- Phone 96
Prabhat Talkies	- Phone 78
Shanmugha Talkies	- Phone 95
Siddeswara Talkies	- Phone 141

COFFEE

Balasubramanya Coffee Works,
Prop: A. Pattabi Chettiar & Sons, Rasi-
puram
City Coffee Manufacturing Co., Salem
Gokul Coffee Works, Salem
Horse Brand Coffee Works,
Prop: M. Thyagaraja Chetty, Swarnambi-
kai Street, Salem
Jalaja Coffee Works, Bazaar St., Salem
(H. O. Kannakurichi, Br: Namakkal)
Master Coffee Works, Cherry Road, Salem
Narasus Manufacturing Co.,
Grams: 'Coffeemart', Phone: 27 Salem
Ramani Products Limited, Salem

Sadhur Trading Co.,
Kannankurichi-Phone: 234,
Longley Road, Shevapet-Phone 224
Sarathy Coffee Works, 283, Chinnakadai
Street, Salem
Shevaroy Planters Coffee Curing Works,
Mg. Partner: G. M. Chakrapani Chettiar,
Sivadapuram P. O. (Via) Suramangalam.
Soora Subbaraya Chettiar Sons, Cherry
Road, Salem
Sri Krishna Coffee Works, 143, Trichy
Road, Gugai, Salem
Srinivasa Stores, Salem
Vasantha Coffee Industries, Kannankurichi
Venkateswara and Co., Salem.

COIR & ROPE.

Abdul Rahim Rowther & Sons, Salem Jr.
Abdul Razack Sahib Sons, Shevapet
Md. Ismail and Co., K. M. A., Salem
Muthukrishna Chettiar & Sons, Coir rope
merchants & fire work dealers. Chinna-
kadai Street, Salem

CONTRACTORS:

Abdul Salaam A. C., Kariapatty
Annamalai R., Kannankurichi
Appavoo M. P., Komarapalayam
Bhagavathi Charan, Salem Jr.
Byroji Rao, K. N., Dowlatabad. Krishnagiri
Chandappa Iyer, S., Mettur Dam
Damodaram Pillai, A., Belur
Dawood Sahib, S. K. K., Komarasamipatti
Ethirajulu Chetty, S. R., Attur
Fakir Mohamed, A. E., Belur
General Engineering Co., Shevapet
Haneef, S. M., Tiruchengode
Khadar Ismail Sahib, A. S., Karipatti
Kolanda Gounder, S., Namakkal
Kuppusamy Iyer, Y. S., Idapady
Mahaveerappa, B. M., Salem
Muthu, M., Rasipuram
Muthukaruppa Chettiar, A. K., Gandhi-
puram, Attur
Namasivayam Chetti, T. J. S., Salem
Perumal Gounder, R., Kannankurichi
Rajagopal Naidu, S. M., Salem
Ramasamy Reddiar, Mallepalayam, Namakkal
Sellappa Gounder, Vettambady, Namakkal
Sengoda Gounder, S., Vettambady,
Namakkal
Subramania Chettiar, A. R., Kaveripatnam
Thulasingham, M. S., Macdonald's Choultry

United Commercial Syndicate, Salem
Vaidhi Padayachi, Tiruchengode
Varadaraja Pillai, M., Salem
Venkataraman, G., Salem

COTTON GINNING MILLS.

Arumugham Chettiar, S.,
Macdonald's Choultry
Jayalakshmi Ginning Factory, Tiruchengode
Lakshmana Ginning Factory, Shevapet
Raja Rice Mill & Ginning Factory,
Macdonald's Choultry
Sabapathi Mudaliar, M. S., Komarapalayam
V. K. Ginning Factory, Shevapet. Phone 12

CYCLES AND ACCESSORIES.

Bombay Cycle Stores, Salem
Madras Cycle Stores, Salem
Salem Cycle Mart, Salem. Phone: 236
Sundaram Cycle Mart, Salem
Khan, D. M., Salem
Iyanar Cycle Works, Shevapet

DYES & CHEMICALS.

Shevapet, Salem

Aniline Dyes & Chemical Co.,
Fort Main Road
Bagmull & Co., P., Appu Chetty Street
Balasami K. C., Appu Chetty Street
Balan's Agencies, Shevapet
Capco Ltd., Appu Chetty Street
Chidambaram & Bros., R. K., Appu Chetty St.
Chari & Ram, Shevapet
Colours Trading Co., Appu Chetty Street
Dadajee Dhackje & Co., Ltd.,
Fort Main Road
Gopalakrishna Chetty, T. C. A., Shevapet
Krishnaswami Chettiar, N. K. V., Salem
Lakshmi Colour & Co., Appu Chetty Street
Lakshmi Ratans Ltd., Shevapet
Mallaiya Chetty & Co., Shevapet
Marimuthu Mudaliar, R. K., Appu Chetty St.
Mohamedally Abdoolabhoy, Shevapet
Mohan & Co., Fort Main Road
Mohan Lal & Co., M., Appu Chetty Street
Mohan Venkatram, N., Appu Chetty Street
Periaswamy & Bros. G. K., Kannara Street
Perumal Chettiar & Co., V. R., Fort Main Road
Rajaj Colour Co., Appu Chetty Street
Rajagopalan, G., Shevapet
Ramaswami Iyer, K. C., Appu Chetty Street
Ramaswamy Chettiar & Co., K., Shevapet
Royal Trading Co., Appu Chetty Street

Phone: 129

GUPTA AGENCIES

(DISPENSING CHEMISTS & DRUGGISTS)

1ST AGRAHARAM.

SALEM.

SUPPLIERS OF DRUGS & CHEMICALS, PATENT MEDICINES ETC., AT COMPETITIVE RATES.
PRESCRIPTIONS DISPENSED UNDER EXPERT SUPERVISION AT ALL TIMES.
N.B: Shop is open on SUNDAYS

Salem Colour Co., Appu Chetty Street
 Saradha Colour Co., Appu Chetty Street
 Sarangapani, K. G., Shevapat
 Sha Gulab Chand Punam Chand,
 Appu Chetty Street
 Sha Hira Chand Indar Chand,
 Appu Chetty Street
 Shampur & Co., V. P., Appu Chetty Street
 Subbaramaier, L. S., Salem
 Subbiah Chettiar Sons, S., Fort Main Road
 Swarnambikai Colour Co., Salem
 Venkatadass & Bros., Phone 202
 Fort Main Road
 Varadarajulu Iyer, H. S.,
 Adi Venkatachalapathi Iyer Street

Gugai

Balasubramaniam, V.

Sahadevapuram

Muthu, A. M.

DYEING FACTORY OWNERS

Salem

Arthanarisami Chettiar & Sons, S., Gugai
 Arumuga Chettiar & Sons, K. P., Gugai
 Bangaru Chettiar, V. M., Gugai
 Basuvalinga Chettiar & Bros, A., Gugai
 Bommanna Chettiar & Sons, P. S. S. Gugai
 Chandrasekaran, P. K.
 Nallaiyan, N. K. V. K., Gugai
 Chennai Chettiar & Co., A. M., Gugai
 Chenniah Chetty & Sons, C. S. O. I., Gugai
 Dasappa Chettiar & Co., P. K., Gugai
 Dasappa Chettiar & Co., G. K., Gugai
 Dasappa Chettiar & Sons, M. S. Gugai
 Dharmalinga Chettiar, K. M., Gugai
 Ganapathy Chettiar, P. N. C., Gugai
 Gopal Chettiar, P. R.,
 Palanisami Chettiar, K. A. V., Gugai
 Gopalakrishna Chettiar, K. C., Gugai
 Govindaraja Chettiar, K. K. A.,
 Dasappa Chettiar, A., Gugai
 Jagadesan Chetty, K., Gugai
 Jayaramakrishna Dye House, Gugai
 Kawadiyandi Chettiar & Sons, K. S., Gugai
 Malliah Chettiar & Bros, K. A., Gugai
 Mani Dyeing Factory, Shevapat
 Mari Chettiar & Son, V. P. R., Gugai
 Nagalinga Chettiar, P. N. C., Gugai
 Nagaraju Chettiar, R. K. K.,
 Arthanarisami Chettiar, R. K. R., Gugai
 National Victory Dyeing Factory, Gugai

Palanisamy Chetty & Bro., S., Gugai
 Perumal Chettiar, R. T., Gugai
 Ragunath Dyeing Factory, Shevapat
 Rainbow Dyeing Factory, Shevapat
 Raja Dyeing Factory, Shevapat
 (B. V. G.) Rajan Dyeing Factory, Shevapat
 Ramalinga Chettiar & Bros, V. K. R., Gugai
 Ramasamy Chettiar, P. N. O.,
 Govindaraju Chettiar, Gugai
 Rangasamy Chettiar & Bros, R. C., Gugai
 Ranganatha Chetty, K. R. K., &
 Rangasami Chettiar, K. R. P., Gugai
 Sabapathy Chettiar & Co., S. P., Gugai
 Sambalinga Chetty,
 Palanisamy Chetty & Sons, Gugai
 Sambalingam Chettiar, S. M., Gugai
 Seetharama Chettiar, K. B., Gugai
 Senni Chettiar & Bros, K. R. C., Gugai
 Sidda Chettiar, V. R., Gugai
 Sidda Chetty, P. A., Perumal Chetty & Sons,
 Gugai

Siddappa Chettiar, T. V., Gugai
 Subramania Chettiar & Bros, G. S., Gugai
 Sundararajan, N. V., Ponnampet
 Swarnambikai Dyeing Factory, Gugai
 Thiagaraja Dyeing Factory, Gugai
 Varadaraja Chettiar, L. B., Gugai
 Varadaraja Chettiar, R. M. R., Gugai
 Varadaraja Chettiar, V. K. P., Gugai
 Venkatarama Chettiar, V. R. K., Gugai
 Vasantha Dyeing Factory, Ammapet
 Venkatesa Dye Factory, Gugai
 Venkatesan, R., Gugai
 Venkatarama Chettiar & Sons, V., Gugai

ELECTRICAL GOODS, MACHINERY & MILL STORES.

Balasubramania Chettiar, A. K., Salem
 Dhanabal, B., Shevapat
 Edison Electric Co.,
 1st Agraharam, Salem
 Ennesjee Engineering Co.,
 1st Agraharam, Salem
 Electrical Sales Corporation,
 1st Agraharam, Salem Phone 62
 Jay Engineering Works, Mfrs. of 'Usha'
 Sewing Machines & Fans,
 60 D, Cherry Road, Salem
 Jayogopal & Co., Arunachala Asari St.,
 Salem Phone 272
 Karuppusamy Chetty, S., Shevapat
 K. P. Velu Machinery Stores,
 Ranipet, Attur
 Krishna & Co., C. G., Salem
 Mohan Electric Stores, Salem
 Muthaiya & Co., Salem

The National Mill Stores,
 Rice Mill Stores & Machinery Merchants,
 Arunachala Asari Street, Salem
 New Raja Agencies,
 4, Venkat Rao Road, Salem
 Parry and Co., Salem Phone 134
 Pathy and Co., S. S., Salem
 Rajagopalan & Co., V. S.
 Salem Phone 205
 Rajendra and Co., (H. O. Coimbatore)
 Arunachala Asari Street, Salem
 Ratnam & Co., Salem
 Scientific and Industrial Foundry, Shevapat
 Sri Raman and Company,
 Arunachala Asari Street, Salem
 Subbiah Foundry, (H. O. Coimbatore)
 Arunachala Asari Street, Salem
 Textile Supplies, Gugai, Salem
 Velu and Co., S. M. T., Salem

EMBROIDERY AND RIBBONS.

Kadasami Weaving Factory Ltd., Silk
 Ribbon Manufacturers,
 Grams: 'Bungalow', Komarapalayam
 Manoharan Cottage Industrials, Silk Ribbon
 Manufacturers, Komarapalayam
 Perumal Chettiar, T. R., Salem
 The Pioneer Embroidery House,
 Stockists and Direct Importers of em-
 broidery & fancy goods, 1st Agraharam,
 Salem
 Sri Danalakshmi Weaving Factory,
 Silk Ribbon Manufacturers, P. B. No. 20,
 Komarapalayam
 Usha Embroidery & Tailoring School,
 Cherry Road, Salem

ENGINEERING WORKS.

Baby Electric Works, Salem
 Ethirajulu Chetty, S. R., Soil Sanitation
 Works, Attur
 General Engineering Co. Ltd, Salem
 Kumar Engineering Works, Suramangalam
 Main Road, Shevapat
 The Salem Electrical Works, Salem
 The Scientific & Industrial Foundry,
 Engineers, Brass & Iron Founders,
 Shevapat
 The Southern Electrical & Engineering
 Works, Gugai, Salem
 St. Mary's Engineering Works, Shevapat
 St. Theresa's Industrial School, Salem

FILM PRODUCERS & DISTRIBUTORS.

Salem.

Angel Films Ltd.
 Asoka Pictures Phone: 204
 Meenakshi Film Co. Phone: 181
 Modern Theatres Ltd., Grams: 'Modern'
 Phone: office 6, studio 5
 Ratna Studios
 Sakthi Films Ltd.
 Sanker Films
 Salem Films Limited
 Salem Shanmugha Films Ltd. Phone: 250.
 Sri Krishna Films Ltd.

FOOT-WEAR.

Balu Shoe Mart, Salem
 Bata, Salem
 Champion Shoe Mart, Salem
 Dharmalingam Pillai, Salem
 Mohamed Ibrahim, D., Salem
 Modern Shoe Mart, Main Bazaar, Salem
 Shana Shoe Mart, Salem

FURNITURE MAKERS.

Gopal Furniture Works, Salem
 Lakshmi Furniture Works Salem
 Modern Furniture Works, Salem
 St. Theresa's Industrial school, Maravaneri
 Extension, Salem
 The Timber & Produce Co., (India) Ltd.,
 Shevapat

GENERAL MERCHANTS & COMMISSION AGENTS.

Abboy Chettiar & Sons, K., Attur
 A. K. B. Shop, Salem
 Ambalathadi Chetty & Sons, K.,
 Grams: 'Manjal', Commission Agents,
 Leigh Bazaar, Shevapat
 Anni Chetty, K., Chilleys merchant,
 Leigh Bazaar, Shevapat Phone PP 18
 Anniah Chetty, J. R., Dharmapuri
 Anganna Chetty, Rasipuram
 Ardanari Chetty, T. S., Ammapet
 Arthanari Chetty, C. A. K., Shevapat
 Arumugam Chetty, A., Tiruchengode
 Attur Coop. Stores, Attur
 Arunachala Pandaram, N., Shevapat
 Aswathanarayana Chetty, A. T., Kaveri-
 patnam
 Ayodhirama Chetty, A., Hosur
 Ayyasamy Chetty, T. S., Tiruchengode

Babubai Gulab Bai & Co., Salem
Phone: 17
Balakrishna Chetty, C. K., Shevapat
Balagurunatha Chetty, O. P., Shevapat
Balasiddamanickam Chetty, P. M. R.,
Shevapat
Balamuniappa Chetty, A. K., Salem
Balarama Chetty & Sons, K. V., Phone: 287
Grams: 'Honest', Leigh Bazaar, Shevapat
Balakrishna Chetty, C. K., Shevapat
Balakrishna Chettiar Sons, S. K., Rasipuram
Balusamy Chettiar Sons, V. M., Idappadi
Balavenkatrama Chetty, T. P., Shevapat
Baluswami Iyer & Bros, S. V., Shevapat
Bangaru Chetty, J. R., Dharmapuri
Bangaru Chetty, V. S., Shevapat
Balavenkataseetharama Chetty, K. L. K.,
Shevapat
Balavenkatrama Chetty, C., Shevapat
Bhaskara Camphor Works, Shevapat
Phone: 288
Chandrasekaran, T. V. G. Shevapat
Chandrasekara Chetty, V. K., Shevapat
Chennakesava Chetty, N. S. V.,
Dhalls merchant & Agent: South Indian
Glass and Enamel Works Ltd., Shevapat
Chengiah Chetty, Kaveripatnam
Chinniah Naidu & Co., Shevapat
Chockanatham Chetty, P., Shevapat
City Provision Stores, Carview, Salem Town
Dharmapuri Coop. Stores, Dharmapuri
Diamond Soap Works, Shevapat
Duraisamy Pillai & Sons, M.,
Grams: 'Dheepam', Commission Mundy,
Leigh Bazaar, Shevapat.
Dandayutham Chetty, A. K. R., Salem
East Asiatic Co., Shevapat
Gopal, M., General Merchant,
1st Agraharam, Salem
Gopal Chetty, C., Shevapat
Gopal Chetty, K. N., Shevapat
Gopalakrishnan, M., Shevapat
Gopalakrishna Chetty, A. P. R., Shevapat
Govinda Chetty, T. S., Tiruchengode
Govinda Chetty, Soora, Dharmapuri
Govindarajulu, B. N., Shevapat
Govindarajulu Chetty, V., Namakkal
Govindasami Chetty, M., Shevapat
Jagannatha Guptha, Thammampatti
Hajee Jeeva Hajee Khamisa & Co.,
Shevapat
Kanjamalai Chetty, V. S., Dharmapuri
Kabini Chettiar, K. V. S., Commission
Agents, Leigh Bazaar, Shevapat
Kelamangalam Coop. Marketing Society
Ltd., Kelamangalam
Kannish Chetty, K. R., Shevapat

Kaveripatnam Coop. Stores Ltd.,
Kaveripatnam
Krishna Chetty, V. S., Shevapat
Krishna Pillai, Salem
Kaliannan R., Tiruchengode
Krishnan, A. R., General Merchants, Salem
Krishna Stores, Shevapat
Krishnamurthi Chetty, P., Shevapat
Krishnamurthy Chetty, N. V., Shevapat
Konganapuram Coop Stores Ltd., Kongana-
puram
Kolandavelu Chetty, K., Rasipuram
Krishna Chetty, S. T. V., Shevapat
Krishnamurthi, N. V., Shevapat-Phone 189
Krishna Chetty & Bro., V. M., Shevapat,
Phone: 4
Kuppusami Chetty, A. S. K., Shevapat
Kuppusami Chetty & Bros., S. C.,
Jaggery & Grain Merchants, & Com-
mission Agents, Grams: 'Cocoanut',
Phone: Office-229. Residence-229 A.,
Leigh Bazaar, Shevapat
Krishnagiri Coop. Sale Society Ltd.,
Krishnagiri
Lachantus Mercantile Agency,
Manufacturer's Representatives &
Commission Agents, Mettur Dam.
Lakshminarayana Chetty, V. N., Komara-
palayam
Lakshminarayana Chetty, V. R., Idappadi
Lakshmana Udayar, Ammapet
Manickam Chetty, V., Namakkal
Manickam Chetty, S. K. P., Rasipuram
Manicka Naicker, T., Shevapat
Manickam Chetty, V. K., Shevapat
Manickam Chetty, N. S. V., Shevapat
Manickam Chetty, L., Shevapat
Manickam Chetty, K., Shevapat
Manickam Chetty, S. P. M., Shevapat
Marimuthu Mudaliyar Sons, A.,
Grams: 'Groundnut', Commission Mundy,
Leigh Bazaar, Shevapat
Mariappa Mudaliar, Salem
Muniappa Chetty Sons, Salem
Muthusami Pillai, R., Export, Import &
Commission Agent, Grams: 'Pearl',
Leigh Bazaar, Shevapat
Muthukrishna Chettiar, T. V., Tobacco &
General Merchant, Thedavoor, via, Attur
Murthi Chetty, K. M., Shevapat,
Phone: 293
Muthusami Chetty, V. S., Shevapat
Meda Venkatrama Chetty & Sons,
Marandahalli, Salem Dist.
Murugappa Chetty, K. P., Kallavi
Muthukrishna Chettiar, R.,
Attur, Salem Dt.

Nathan, V. V., General Stores & Agent,
National Insurance Co., Harur, Salem Dt.
Nagamiah Chettiar, O. V.,
Wholesale & Retail Maligai, Salem
Nagamiah Chetty, P., Idappadi
Nagamiah Chetty, K. N., Shevapat
Nagamiah Chetty, B. G., Shevapat
Nagamanickam Chetty, S. K., Shevapat
Nagamanickam Chetty, O. S., Shevapat
Nagamanickam Chetty, T. K., Attur
Nagaratnam Chetty V. K., Shevapat
Namakkal Coop Stores, Namakkal
Nanjappa Chetty & Sons, S. V., Salem
Naniah Chetty & Bros, B. N.,
Palakode, Br Hosur
National Agencies, Salem
Narayana Chetty, N., Shevapat
Narasimha Chettiar Sons, K. L., Shevapat
Nataraja Chetty, V., Shevapat
N. V. M. & K. V. Chinnathambi Pillai,
Shevapat
Netaji General Stores, Trichi Road, Salem
Nirmala Stores, Attur
Pattabi Chetty, C. P., Shevapat
Pattabi Chettiar & Sons, A. Rasipuram
Pachamuthu Chetty, L., Shevapat
Panduranga Chetty, T. V. G., Shevapat
Pedda Bogiah Chetty, Hosur
Pethi Chetty, P.,
I. C. I. Distributor & Maligai, Attur
Peddanna Chettiar Son, O.,
General Merchants & Commission Agents,
Grams: 'Onapena',
Leigh Bazaar, Shevapat.
Prabhat Shop, Shevapat
Ponnusamy Chetty, A., Tiruchengode
Radhakrishna Chettiar & Bros, B. K., Attur
Radhakrishna Chetty, T. V., Shevapat
Radhakrishna Chetty, K., Shevapat
Radhakrishna Chetty, K. T. S., Shevapat
Radhakrishna Chetty, P. P.,
Commission Agent,
Leigh Bazaar, Shevapat
Rajagopal Chettiar Sons, M. V., Shevapat
Rajagopal Chetty & Sons, A. K., Salem
Rajagopal Chetty, P. S. M., Shevapat
Rajamanickam Chetty, D. N., Dharmapuri
Ralli Brothers, Shevapat
Raja Mohideen Sahib, Salem
Ragaviah Chetty, K., Denkanikota
Ram Co., M. V. K., Salem
Ramalingam, S. A. K. A., Salem. Phone 105
Ramasamy Mudaliar, N.,
Turmeric, Grains Merchant & Commis-
sion Agent, Leigh Bazaar, Shevapat
Rangasamy Chettiar and Sons, T. C.
Shevapat

Ratna General Stores,
Pro. N. K. S. Rajarathnam Chetty
Grams: 'Fairplay', Shevapat
Ramu Chettiar, K., Shevapat
Ramkum Stores, Shevapat
Ramanath Chetty, K. R. K., Shevapat
Ramanathan, V. B., Shevapat
Ramalinga General Stores, Shevapat
Ramalingam Chetty, T. V., Shevapat
Ramasamy Chetty, N. K. S., Shevapat
Ramasamy Chetty, K., Rasipuram
Ramasamy Gounder, S. S., Tiruchengode
Ramasamy Naidu Sons, M. V., Dharmapuri
Ramanujam, C. N., Shevapat
Salem City Coop Stores Ltd.,
Salem Phone 203
Salem Coop Wholesale Stores Ltd.,
Salem Phone 3
Salem Commercial Corporation Ltd., Salem
Salem Coop Marketing Society Ltd.,
Salem Phone 119
Salem Maligai Stores, Salem
Sampath Chetty, R., Ranipet, Attur.
Sanjeevi Naidu, L., Salem
Sarangapani Chetty, A. K., Shevapat
Sarangapani Chetty & Son, S. T. V.,
Grams: 'Redgram', Phone. 126
Commission Agents, Shevapat
Salem Trading Co., Namakkal
Seetharama Chetty, K. N., Shevapat
Sithan Chettiar Sons, R., Shevapat
Siddanna Chettiar Sons, S. T. V., Shevapat
Singaravelu Chetty, C., Shevapat
Shanmuga Chetty, T. K.,
Tannirpandalpalayam, Sankari
Srinivasa Chettiar, O. V.,
Wholesale and Retail,
Chinnakadai Street, Salem
Srinivasa General Trading Co., Salem
Srinivasan, T. M. S., Tomco Agent, Salem
Srinivasalu Chetty, S. P., Namakkal
Srinivasa Chetty, V., Idappadi
Sriramulu, L., Agent: South India
Glass & Enamel Works Ltd,
Komarapalayam
Subramaniam Chetty, M., Kallavi
Subramania Udayar, P. D.,
General Merchant & Commission Agent,
Leigh Bazaar, Shevapat
Subramania Chetty & Co., S. C.,
Turmeric and Grain Merchants,
Grams: 'Kamadenu', Phone: 229-P. P.
Leigh Bazaar, Shevapat
Subbu Chetty Sons, K. V.,
General Merchants & Commission Agents,
Grams: 'Welcome', Phone: 294
Leigh Bazaar, Shevapat

Saminatha Chetty, K. S., Salem
 Shanmugasundara Vathiyar, V. S., Shevapat
 Sivasami Chetty, Shevapat
Sundaram Chettiar, S., Onions and garlic merchant, Leigh Bazaar, Shevapat
T. M. S. V. Son, (Prop: S. V. Adinarayanan)
Phone: P. P. 18, Grams: 'Kesava', Leigh Bazaar, Shevapat
 Taj General Stores, Salem
 Tiruchengode Coop. Marketing Society, Tiruchengode
 Vadivelu Chettiar, S. A., Salem, Phone 145
 Varadarajulu Chetty, B., Salem
 Varadarajulu Chetty, M. B., Ammapet
 Varadarajulu Chetty, T. S., Ammapet
 Venkatrama Chetty, P. Namakkal
 Venkatrama Chetty, S. T. V., Shevapat
 Phone: 76
Vedagiri Chetty, R., Namakkal
Veeranna Chetty, K. K., Attur
 Veerabadra Chetty, R. Dharmapuri
 Venugopal Chetty, H. R. H., Krishnagiri
 Viswanatha Pandaram, R., Shevapat
 Venkatrama Chetty, M. S. A., Shevapat
Venkatrama Chetty & Sons, S. M., H. O. Pandamangalam. Branches: Velur, Mohanur, Namakkal and Kodumudi
Veerasamy Chettiar and Sons, N. S., Grains and dhall merchants, Grams: 'Bright', Shevapat

GHEE AND BUTTER

Chandra Ghee Store, 45 A Arunachala Asari St., Salem
Radhakrishna Chettiar, M. S., 1st Agraharam, Salem
 Ramasami Chetty, K. V., Shevapat
 Rasipuram Coop Ghee Society, Rasipuram
 Salem Coop. Milk Supply Union, Ltd., Salem
 Venkatachalam Chetty, K. K., Shevapat

GOLD THREAD AND SILK

Salem

Ambalal J. Vyas.
 Appu Chetty, A. V., Shevapat. Phone: 139
 Arthanary Chetty & Co., K. V. V., Shevapat
 Arumuga Mudaliar, P., Ammapet Main Road
 Babubhai Gulabai & Co., 1st Agraharam
 Hindulal, Salem
 Jeevanbhai Rambhai & Co., Ammapet
 Main Road
 Krishna Iyer, K. V., Ammapet Main Rd.
 Lal Chand & Co., Venkatappa Chetty St., Shevapat. Phone: 159

Madhanlal & Co., Kannara Street, Shevapat
 Nathubai Jagjeevandoss, Rudrappa Chetty St., Shevapat
 Nannier, V. K., Shevapat.
 Narasimha Iyer, K. R. T., Shevapat
 Radha Jari Stores, 1st Agraharam
 Rama & Co., M. V. K., Ammapet Main Rd.
 Ramachandra Iyer, D., Phone 152
 Rangasamy Chetty & Sons, R. V., Main Road, Shevapat
 Venilal Balubhai Jariwala, Ammapet
 Main Road
 Venkatadoss, V. V. P. & Danakoti Chetty, Moongapadi St., Gagai

HANDLOOM CLOTH MANUFACTURERS

1. Komarapalayam

Angappa Chettiar, J. K. K.,
 Ardhanarisami Chettiar, S. K. G.
 Arumugham Mudaliar, K. K.
 Ardhanarisami Pillai, A. K.
 Ardhanarisami Chettiar, P.
 Ardhanarisami Chettiar, S. K.
 Balakrishna Chettiar & Son, K. R.
 Balasubramania Chettiar & Sons, V. N.
 Balakrishna Textiles
 Balan Industrials
 Chikkayya Chettiar & Co., V. R.
 Danalakshmi & Co, Emperumal C.
 Danalakshmi Weaving Factory
 Ganapathi Subramaniam Co.
 Gangadaran & Co.
 Gopalsamy Chettiar, L. A. P.
 Govindasamy Chettiar, A. G. R.
 Gurusamy Chettiar, S. M. K.
 Harikesavan, K. K.
 Jagadish Textiles
 Kandasamy Mudaliar, L. K. S.
 Kandasamy Chettiar, S., Rajannan, K. V.
 Krishnasamy Chettiar, K. T.
 Krishnasamy Chettiar, R. K. A.
 Krishnasamy Chettiar, A. L.,
 Subramania Chettiar, T.
 Krishnasamy Chettiar, T. K. G.
 Krishnasamy Chettiar, K. A. K.,
 Kandasamy & Co.
 Krishnasamy Chettiar, T. K. V.
 Kondi Chettiar Son, R.
 Kumarasamy Mudaliar, N. K.
 Kuppusamy Chettiar, K. A.
 Kuppusamy Chettiar & Co., K. K.
 Kuppusamy Chettiar, M. M. G.
 Lakshmi Industrials
 Mari Chettiar & Sons, S. S.
 Mari Chettiar Sons, T. I.
 Murugesan, A.
 Nagayya Chettiar, G. A. N. S.
 Nanjappa Chettiar & Sons, P. S.
 Palaniappa Mudaliar & Sons, M. A.
 Palanisami Chettiar and Co., S.
 Padmanabha Chettiar, L. K. P.
 Palanisamy Chettiar, A. P. K.
 Palanisamy Chettiar, A. V.
 Palanisamy Chettiar, L. K. S.
 Palaniyappa Mudaliar & Sons, K.
 Perumalsami Chettiar, P. P. M.
 Perumal Chettiar & Sons, J. T.
 Perumalsamy Chettiar, S. P. K.
 Rajarathnam Chettiar, M.
 Rangasamy Chettiar Son, M. P.
 Ramasamy Mudaliar, K.
 Rangasamy Mudaliar, A. P.
 Rangasamy Chettiar, R. L.
 Seeranga Chettiar, T. R. A.
 Sengoda Mudaliar, S. K.
 Shanmugam, A. K. V.
 Siddappa Chettiar & Co., N. S.
 Sodhiappa Chettiar, J. M.
 Sri Palaniandavar and Co.,
 Subramania Chettiar, J. K. A.,
 Subramania Chettiar, J. R. S.
 Sundararajulu Chettiar, K. N.
 Sri Ramalinga Industrials
 Seeranga Chettiar, K.
 Siddha Chettiar & Sons, A. S.
 Subramaniam Chettiar, R. V.
 Subramania Chettiar, V. P.
 Sri Mukundan and Co.,
 Siddha Chettiar, P. R. K.
 Thammanna Chettiar, K.
 Veeri Chettiar, K. A. & Rangasamy Chettiar, P. R. V.
 Veera Naicker and Co., T.
 Venkatachalam Chettiar & Sons, K. A.
 Venkatrama Chettiar, T. N.
 Venkatrama Chettiar, T. K.
 Varadappa Chettiar, P.
 Varadappa Chettiar, M. D.
 Varadappa Chettiar, V. L.
 Vasan Industrials
 Venkatrama Chettiar, R. T.
 Venkatesa Weaving Factory
 Venkatrama Chettiar, J. T.
 Venkatesa Industrials
 Venkatesan and Co.,

2. Salem (Gagai)

Amirthalinga Chettiar, V. S. K. S.
 Arunagiri Chettiar & Co., S.
 Arumugam Chettiar, T. A.
 Balakrishna Chettiar, C. P., Mari Chettiar
 Balakrishna Chettiar, O. K. R.,
 Gopal Chettiar & Co., R. V.

Balakrishna Chettiar, T.
 Balarama Chettiar, T. A. K.
 Basuvalinga Chettiar & Sons
 Bommanna Chettiar & Sons, P. S. S.
 Chinnathambi Naicker, V., Raju Naicker, A.
 Dharmalinga Chettiar, K. M.,
 Veeri Chettiar, V.
 Dharmalinga Chettiar, K. P.,
 Soundappa Chettiar, C. K.
 Gopalakrishna Chettiar, K. C.
 Gopalsami Chettiar & Sons, D.
 Govindaraju Chettiar & Sons, S.
 Govindaraju Chettiar & Sons, S. R.
 Gunnappa Chettiar & Bros, K. C.
 Haridass Chettiar and Sons, R. S.
 Kandasamy Chettiar & Sons, K. A.
 Kandasamy Pandaram, A.
 Kandasamy Pandaram, V. A.
 Krishna Chettiar and Sons, O. C.
 Krishna Naicker, G., Perumal Naicker
 Krishnasami Chettiar & Sons, O.
 Krishnasamy Chettiar O. G. & Rangasamy Chettiar
 Krishnasami Chettiar, V. K. V.
 Krishnasamy Chettiar, V. N.,
 Palanisamy Chettiar M. O.,
 Madayya Chettiar & Co., S.
 Manickam Chettiar & Co., A. R.
 Mari Chettiar, A. T. K.
 Mari Chettiar & Bros, S.
 Marianna Chettiar, K. T.
 Muthugopal Chettiar & Co., A. K. M.
 Muthusami Chettiar & Co., R. P.
 Muthusami Pillai, A. K., Kuppusamy P.
 Namasivaya Chettiar, K. A. S.,
 Govindaraju Chettiar
 Obuli Chettiar, V. M. K. R.,
 Krishnaraju Chettiar
 Obuli Chettiar, S. V.,
 Obuli Chettiar & Sons, V. K. O.
 Palanisami Chettiar & Sons, K. A. V.
 Palanisami Chettiar & Sons, N. R.
 Palanisami Chettiar Bro., V. T. R.
 Perumal Chettiar & Sons, A. R. K.
 Perumal Chettiar & Sons, M. K.
 Perumal Chettiar & Co., K. R. T. R.
 Perumal Chettiar R. T.
 Perumal Chettiar, V.
 Ragunatha Chettiar & Sons, K.
 Rajagopal Chettiar, K. R. C.,
 Palanisami Chettiar & Co.,
 Ramachandra Chettiar, J. T.
 Ramadas Chettiar & Sons, N. V.
 Ramalinga Chettiar & Bros, V. K. R.
 Ramalinga Chettiar & Co., T. K.
 Ramanathan Chettiar & Co., V. K. O.

Rudrappa Chettiar, N.
 Sambalingam Chettiar, P. A.,
 Palanisami Chettiar
 Sami Chettiar & Co., A. M.
 Sami Chettiar & Bros, K. R. C.
 Sidda Chettiar, N. V., Varadaraja Chettiar
 Sidda Chettiar, V., Venkatrama Chettiar, V.
 Sidda Chettiar Sons, Basuva, S.
 Sidda Chettiar, P. A.,
 Perumal Chettiar & Sons.
 Sithuranga Chettiar & Bros, T. K. S.,
 Soundappa Chettiar, K. P. S.
 Soundappa Chettiar, S. M.
 Soundappa Chettiar, T.
 Soundappa Chettiar, S. K. N.,
 Varadaraju Chettiar, A. C.
 Sri Lakshmi Stores
 Srinivasa Stores
 Sri Venkatesa Stores
 Srinivasaperumal, G., Venkatappan, P & Co
 Subbaraya Mudaliar, S. P.
 Subramanya Chettiar, B. R. G.
 Subramanya Chettiar, K. A.,
 Veeri Chettiar, K. A. S.,
 Subramanya Chettiar, K. N. P.
 Subramanya Chettiar, P. N. V.
 Sundararaju Chettiar, V. K. B.
 Suryagopal Chettiar & Sons, V. T.
 Thammanna Chettiar and Sons, K. R.
 Tiruvenkita Chettiar & Co., V. K. V.
 Tiruvenkita Chettiar, V. K. V.,
 Nagi Chettiar, S.
 Varadaraju & Bros K.
 Varadaraju Chettiar, A. A.
 Varadaraju Chettiar, B.
 Venkatachala Naicker, K.
 Venkatadas Chettiar & Sons, V. V. P.
 Venkatappa Chettiar, K. R. T. R.
 Venkatrama Chettiar & Sons, V.
 Venkatrama Chettiar, K.
 (Sri) Venkatesa Weaving Factory

3. Weavers Cooperative Production & Sale Societies

Alavaipatti W. C. S.
 Ammapet Handloom Weavers Coop
 Production & Sale Society, Limited,
 S. 532, Cuddalore Main Road,
 Ammapet. Phone: 33

Aragalur W. C. S.
 Athanur "
 Attayampatti "
 B. Komarapalayam "
 Bellarepet Rapparpatti "
 Chennagiri "
 Chinnappampatti "

Chinnaseeragappadi W. C. S.
 Chittalandur "
 Devanankurichi "
 Dharmapuri "
 Edappadi "
 Elur "
 Ghandi Asramam, "
 Pudupalayam "
 Gurusamipalayam "
 Jalakantapuram "
 Kadayampatti "
 Kabilarmalai "
 G. O. Kondalampatti "
 Karichipalayam "
 K. Kolandapalayam "
 Koonavelampatti Pudur "
 Katchupally "
 Komarapalayam "
 Krishnagiri "
 Kumarasamipatti "
 Mallur "
 Minnakkal "
 M. Komarapalayam "
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 Laligum "
 Nadupatti "
 O. Jedarpalayam "
 Olaiipatti "
 Pachai "
 Pallipalayam "
 Palappalayam "
 Puduchatram "
 Pudur "
 Rajagoundampalayam "
 Ramapuram "
 Rasipuram "
 R. Komarapalayam "
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- 2 Salem to Zamin Elampalli.
- 3 Salem to Tolasampatti via Omalur - Taramangalam.
- 4 Salem to Andiyur via Mettur - Ammapattai.
- 5 Salem to Mettur via Omalur - Macheri.
- 6 Salem to Kolathur via Mettur.
- 7 Salem to Bhavani via Elampalli - Taramangalam - Nangavalli & Idappadi.
- 8 Salem to Mettur via Elampalli - Taramangalam - Jalakantapuram & Nangavalli.
- 9 Salem to Taramangalam via Salem junction.
- 10 Macheri to Salem via Nangavalli, Jalakantapuram - Taramangalam & Elampalli.
- 11 Nangavalli to Salem via Jalakantapuram, Taramangalam - Elampalli.
- 12 Nangavalli to Namakkal via Salem.
- 13 Nangavalli to Tiruchengode via Salem.
- 14 Mettur to Namakkal via Salem.
- 15 Mettur to Tiruchengode via Salem.
- 16 Tiruchengode to Omalur via Sankagiri-Idappadi-Chinnappampatti & Taramangalam.
- 17 Tiruchengode to Veeraganur via Salem - Attur.
- 18 Tiruchengode to Attur via Salem.
- 19 Velur to Idappady via Tiruchengode.
- 20 Velur to Rasipuram via Tiruchengode.
- 21 Rasipuram to Nangavalli via Attayampatti, Kakkapalayam, Elampalli, Chinnappampatti, Taramangalam, Jalakantapuram.
- 22 Tiruchengode to Salem via Sankagiri, Konganapuram, Idappady, Jalakantapuram, Taramangalam & Elampalli.

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Periyasamy Chetty, V. M.
Purushothamam Chettiar & Sons, E. N.
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Padma Vilas
Chandra Vilas
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Vasanthara Restaurant
Ambal Bhavan
Anandha Vilas
Lakshmi Restaurant

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Om Sakthi Vilas
Hindusthan Hotel
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Bharathi Lunch Home

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Salem Cafe

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Harimahadeva Vilas
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Ramakrishna Lunch Home
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Mangala Vilas
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Bharathamatha Hotel

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Opposite Post Office, Salem Town

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Gurubavana Vilas
Madeena Hotel

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New Krishna Vilas
Murugha Vilas
Sudambikai Vilas
Ramachandra Bhavan
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Shanmuga Vilas
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K. S. Subramania Chetty Coffee Club
A. Thamanna Chetty Coffee Club
S. Krishnaswamy Chetty Coffee Club
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S. Rangaswamy Chetty Coffee Club
T. Rangasamy Chetty Tea Club
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Mangala Vilas
R. Venkatesan Coffee Club
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Ammappettai

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Raju Hotel
P. K. Haniff Sahab Tea Club
Tharmayya Chetty Tea Club
N. Ranganatha Udayar Tea Club
Karunambikai Vilas
Soudeswari Vilas
V. Mari Chettiar Tea Club
Meenambika Cafe

Kichipalayam

K. Arumugham, Tea Club
K. M. Syed Yusuf Sahab, Tea Club
K. Mohideen Kutty Tea Club

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Sivasankara Vilas
Subramania Vilas
Palaniandavar Vilas
Narayanan Lunch Home
K. Narayanan Nair Tea Club
Pappathi Ammal, Meals and Tea Stall
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Soundammal Meals Hotel
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A. S. V. Lodge
Shanmuga Vilas
Durgaparameswari Vilas
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Ambal Cafe
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Velan Tea Club
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Ramachandra Bhavan
V. S. Kuppayya Coffee Club
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Shevapet

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Ananda Variety
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S. Munusamy Chetty Sweet Stall
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Bharath Bhavan
Srinivasa Lunch Home
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Gopal Tea Club
N. P. Ramakrishna Iyer Coffee Club
K. Ramamoorthy Coffee Club
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Gugai, Salem
Mari Chettiar, V. M. P., & Sons. Gugai
Palani Chettiar, S. P., Salem South
Rajeswary Knitting Company, Salem
Rangaswami Chettiar, O. P. K.,
Gugai, Salem
Rangasamy Chettiar, S. P.,
Dadagapatty, Salem
Salem Hosiery Works, Salem
Seetharama Chettiar & Chenroya Chettiar,
Salem South
Sidha Chettiar, V. K. K., & Gurunatha
Chettiar, Gugai
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Salem South
Sri Meenakshi Banian Factory,
Ammappet, Main Rd., Salem.
Textile & Hosiery Industries, Salem
Thanakoti, P., Hosiery Works, Dadagapatti
Tiruvengada Chettiar, T. V.,
Salem South
Velayudha Pandaram, S. R., Gugai, Salem
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Arumugham Chettiar, S.
Arumugham, C.
Arumugam Pillai, M.
Ayyasamy Iyer, M. R.
Balaramayya, K. K.

Balavenkatrama Chettiar, D. N.
Balusamy Iyer, N. S.
Bichandava Chettiar, S. S.
Chidambaram Chettiar, E. N.
Chockanatham Chettiar, C. M.
Devendrayya, K. R.
Dharmalingam Pathar, G.
Doraisamy Chettiar, M.
Gopal, S. R., Seetharam Sing, V.
Gopal Chettiar, M., Silver pattarai
Govindarajulu Iyer, N. N.
Govindasami Chettiar, S.
Govindarajulu Chettiar, S. V.
Hasthemal Mittalal
Jaya Rao, M. S.
Jayaram, P. V.
Kandasamy Chettiar, P. K.
Kanakasabapathy Chettiar, S. K.-Phone: 75
Krishnaiyer, K. V., Eswaraiyer, K. V.
Kuppaiyer, K. R.
Krishnamurthy, N. R., Muthuraman, V. A.
Kasthuri Ranga Iyer
Kumarasamy Chettiar, A. V.
Kuppusamy Chetty & Brother, M.
Lakshmana Chettiar, P. K.
Lingaiyer, K. V.
Mathurai Achari, V., Rathanam Chettiar, L. V.
Murugan Chettiar, S. V. S.
Nagasamy, V. K.,
Nagasamy, K. R.
Nagendraiyer, M. M.
Nagendraiyer, K. S.,
Venkatachalapathy Iyer, K. S.
Narayan Singh, J.
Natesan Chettiar, L.
Navakoti Chettiar, V.
Nagamayya Chettiar, N.
Nannayyar, K. V.
Padmanabhan Chettiar, L. V.
Petraya Chettiar, K. A.
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Radhakrishna Chettiar, D. N.
Rama Rao, A. V.
Ramalingam & Bros, S. N.
Ramasamy Iyer & Sons, K. V.
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Raja Chettiar, R.
Rama Rao, K. R.
Rajagopal Chettiar, S. M.
Ramachandran Chettiar, S. N.,
Ranganathan Chettiar, D. A.

Rama Rao, T. J.
 Subramania Chettiar, D. R. Phone: 168
 Srinivasan, K. N.
 Sundararajan, K. N.
 Sundararajan, K. N., Srinivasan, P. K.
 Sundarayya & Bro., Veerayer, P. R.
 Sundararajan, N. S.
 Sundaram, D., Balusamy, A.
 Shanmugham Chettiar & Bros, K. S.
 Subramaniam, P.
 Subramania Achari, M. A.,
 Venkatraman, K. P.
 Srinivasan, C.
 Samy & Sons, V. N.
 Subramania Chettiar Sons, V. P.
 Thangavelu Chettiar N. S.
 Thangavelu Achari & Bros, R.
 Venkatachalam Chettiar, S.
 Venugopal, M.
 Viswanathan & Bro, G.
 Varadarajulu Chettiar, S.
 Velayutham Pillai, S. P.
 Venkatraman Chetty & Sons, K.
 Venkatappa Chettiar, C.

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Abdul Rahim Sahib, B.
 Balasubramania Chettiar, K.
 Gokul Jewellery House
 Govindarajulu Iyer, A. V.
 Jayarama Chettiar, M. P.
 Kumbakonam Silver Shop,
 "SWARNAMALIGAI"
 Grams: Bullion, Phone: 146
 New Chandra Jewellery Mart
 Natesan Chettiar, M.
 Pattabi Chettiar & Son, B., Gold Pattarai
 Radhakrishna Chettiar, M., Gold Pattarai
 Sri Krishna Jewellery Mart,
 Salem Stores, Phone: 257

Gugai

Marimuthu Chettiar, S.
 Muthusamy Achari, C.
 Ramakrishna Jewellery Mart,
 Prop: K. Munisamy Achari
 Vasudevan, P.

Ammapet

Arumugham Chettiar, J. V.
 Subramania Chettiar, J. V.
 Vaidyalinga Achari, K. P.

KEROSENE AND PETROL

Abdul Rahman K. S. M., Salem
 Ahmed Hussain Saheb & Sons, S.,
 Salem Phone 259
 Appa Trading Company, Shevapat
 Appavu Pillai P., Dharmapuri
 Dawood, K. S. M., Salem
 Elayalwar, V. K., Attur
 Ethirajulu Naidu, T. R., Dharmapuri
 Gurusamy Naidu, C., Krishnagiri
 Lachantus Mercantile Agency,
 Mettur Dam
 Rajagopal Chetty, A. K., Salem
 Ramachandra Chetty, K. S. & Meda
 Narasimha Chetty, Hosur
 Rangaraju Naidu, S., Salem Jn. Phone: 153
 Soundararajulu Naidu R. K., Salem

MANURES

Komarapalayam Stores, Komarapalayam
 Parry & Co., Salem Phone 134
 Viswanathan and Co., T. V. N.,
 Shevapat. Grams: Ammonium.
 Phones: 66 & 103
 Yercaud Coffee Curing Works,
 Kannankurichi P. O.

METALS

Evershine Metals, Devendrapuram, Salem
 Indian Metal & Metallurgical Corporation,
 Mettur
 Louis Metal Works, Salem
 Salem District Metal Workers Cooperative
 Society Ltd., Shevapat
 Southern Metals and Alloys Ltd.,
 Salem Junction

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 Govt. Model Orchard Cum Nursery,
 Thimmapuram, Salem Dt.
 Khader Meera Sahib, S. K. I., Salem
 Salem Nursery Gardens & Modern
 Lubrication Service,
 (Prop: S. K. A. Abdul Razack Sahib)
 Grams: 'Nursery', Phone 210
 Cherry Road, Salem

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 Optical House, 1st Agraharam, Salem
 Radha Optical Co., 1st Agraharam, Salem

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 Ardhanari Chetty & Co., P. N., Rasipuram
 Asoka Oil Mills, Shevapat Phone 38
 Chinnathambi Chettiar & Sons, P. V.,
 Rasipuram
 Essential Oil & Chemico Industries Ltd.,
 Salem
 General Oil Industries Ltd., Salem
 Gopalakrishna Oil Mills, Krishnagiri
 Govindarajulu, S., Chinnasamy, S.,
 Grams: Santhi, Phone: 195, Shevapat.
 Govindasamy Chettiar, R., Shevapat
 Hoosen Kasam, Shevapat
 Jyothi Mills, Attur
 K V Oil Mills, Namakkal
 Kannikaparameswari Oil Mills, Attur
 Komarasamy Chetty, M. &
 Nagamalai Chetty, M., Rasipuram
 Lakshmi Oil Mills, Dharmapuri
 Lakshmi Oil and Rice Mills, Attur.
 Loga Shunmugaperumal Oil Mills,
 Grams: 'Solicit', P. B. 55, Phone: 72
 Shevapat
 Murugananda Mills, Namakkal
 Narayanasamy Chettiar & Bros., K. N. P. P.,
 Tiruchengode
 Palaniappa Chettiar & Co., M., Shevapat
 Peddanna Chettiar & Sons, A. G.,
 Namagiripet
 Purushotham & Co., Shevapat Phone 162
 Rajagopal Oil Mills, Shevapat Phone 127
 Raju, R., Shevapat. Phone 222
 Ramanathan, A. T., Shevapat. Phone: 79
 Rasipuram Mills Ltd., Rasipuram
 Salem Oil Mills and Products Ltd.,
 Shevapat. Phone: 117
 Santhanagopal Chetty, B. & Ramanathan
 Chetty, C. N., Shevapat
 Sri Danalakshmi Mills Rasipuram
 Sri Dandapani Oil Mills, Mallur
 Sri Murugan Oil Mills Co.,
 Mac Donald Choultry
 Sri Murugananda Mills, Namakkal
 Sri Salem Balasubramania Oil Mills, Attur
 Sri Shanmugananda Oil Mills, Attur
 Sri Rama Vilas Oil Mills, Idappady
 Sri Venkateswara Industrial Corporation,
 Grams: Lakshmi. P. B. No. 1, Kaveri-
 patnam
 Subbaraya Chetty, O. S. A., Rasipuram
 Subramanya Chetty, A. R. & Venugopal
 Naidu, P. N. & Co., Kaveripatnam
 Subramanya Iyer & Co., D. S.,
 Kaveripatnam

Sundaram Chettiar, M. A., Pallapatti
 Swarnambiga Oil Mills, Attur
 Tamil Nadu Mills & Farms Ltd., Rasipuram
 V. K. Ginning Factory & Oil Mills,
 Shevapat
 V. A. Oil Mills, Idappady
 Vellalar Mills, Namakkal
 Venkatachalam Chetty, K. V. A., Shevapat
 Venkatesalu Naidu, C. K., Krishnagiri
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 Shevapat
 Nanjappa, A. G.
 Nethaji General Mart, Trichy Road
 Paramasivam Pillai, T. V.
 Palaniappan, P.
 Rajagopal, M. S.
 Ranganathan, S., 1st Agraharam-Phone 156.
 Rayon Traders Limited, Shevapat,
 Phone: 253
 Sidderia Chetty, B. A., Shevapat
 Sithan Chetty & Sons, R., Shevapat
 Trade Services Limited, Shevapat
 Times Modern Mart

PERFUMERY

Bhaskara Camphor Works, Grams: 'Camphor'
 Phone: 288, Shevapat
 Murugan Trading Co., Shevapat
 P. S. R. & Co., Bazaar St., Salem
 S. K. R. & Co., Salem

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Empire Studio
 Fine Art Studio
 Kanthan Studio
 Krishna Photo Works, Gugai
 Mani and Bros, A. S.
 National Studio
 Photo Palace, Arunachala Asary Street
 Photo service, Salem Bank Buildings

Rathna Photo Studio, Gugai
 Ram Photo Studio
Samy Photo Studio, Cherry Road
 Salem City Photo Works
 Shantha Photo Studio
 Sri Danalakshmi Studio, Shevapat
 Sri Kannan Studio, Gugai
Vivekananda Photo Works, 1st Agraharam
Welcome Studio, 1st Agraharam

PRINTING PRESS

Agien Press, Bazaar Street, Salem
 Ambiga Press, Krishnagiri
 Ambiga Press, Trichy Road, Salem
 Anbu Press, Leigh Bazaar, Shevapat
 City Press, Main Road, Shevapat
 Central Press, 1st Agraharam, Salem
 City Press, Krishnagiri
 Court Press, (Job Branch),
 1st Agraharam, Salem
 Court Press, Sankaralayam view, Salem
Court Press, Cherry Road, Salem
 Danamagal Press, Mettur Dam
 Dhanalakshmi Press, Rasipuram
 Devanga Press, Trichy Road, Salem
 Gajalakshmi Power Press, Cherry Road,
 Salem
 General Printers, Longley Road, Salem
 Golden Press, Arunachala Asari Street,
 Salem
 Hajee Press, Attur
 Jayalakshmi Press, 1st Agraharam, Salem
 Jalal Press, Jalal Buildings, Salem
 Jayaragini Press, Sandypet, Shevapat
 Jayavelam Press, Dharmapuri
 Jupiter Press, Namakkal
 Krishna Printing Works, Krishnagiri
 Kalanidhi Printing Works,
 1st Agraharam, Salem
 Kamala Press, Bazaar Street, Salem
 Kanyakaparameswari Press, Main Road,
 Shevapat
 Karunanidhi Press, Velur (Salem Dt.)
 Kumaran Press, Velur (Salem Dt.)
 Kumaran Press, Dharmapuri
 Lakshmi Printing Works,
 2 Agraharam, Salem
 Literary Press, Bazaar St., Salem
 Maharaja Press, Bazaar St., Salem
 Murugan Press, Cherry Road, Salem
 Muslim Press, 1st Agraharam, Salem
 Manicka Vilas Press, Longley Road, Salem
 National Press, Main Road, Shevapat
 Narasus' Art Press, Cherry Road, Salem
 Prema Press, 2 Agraharam, Salem
 Oriental Press, Arunachala Asari Street,
 Salem

Popular Press, Tiruchengode
 Rajan Press, Krishnagiri
 Ramalinga Chowdeswari Press, Shevapat
 Ramachandra Printing Press, Hosur
 Rama & Bros, R.,
 Arunachala Asari Street, Salem
 Raju Press, Trichy Road, Salem
 Royal Printing Press, Attur
 Salem Cooperative Printing Press, Salem
 Sagar Press, Denkanikota
 Salem Achu Thozilalar Press Ltd.,
 Bazaar Street, Salem
 Sanjeevi Power Press, Dharmapuri
 Satguru Press, Tiruchengode
 Selvam Press, Trichy Road, Salem
 Sri Rama Printing Works, Dharmapuri
 Srinivasa Press, Krishnagiri
 Sri Lakshmi Printing Works, Salem
 Sri Danalakshmi Press, Rasipuram
 Star Press, 1st Agraharam, Salem
 S. S. V. Press, Krishnagiri
 Saraswathi Vilas Press, Shevapat
 Subramania Vilas Press, Krishnagiri
 Sanjeevi Press, Dharmapuri
 Senthamil Achchukudam, Jalakantapuram
 Shanmugha Press, 1st Agraharam, Salem
 Shanmugha Printing House, Trichengode
 St. Joseph's Press, Longley Road, Salem
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 Sri Murugan Press, Rasipuram
 Sri Kanyaka Parameswari Printing Works,
 Arunachala Asari Street, Salem
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 Thirumagal Press, Attur
 T. A. V. Press, Idappadi
 Thai Nadu Press, Tiruchengode
 Union Press, Namakkal
 Vani Vilas Press, Shevapat
 Vani Vilas Press, Krishnagiri
 Vasan Press, Namakkal
 Vasavi Power Press, Arunachala Asari
 Street, Salem

RADIO SALES AND SERVICE

Bharathi Sound System, Shevapat
 Chandra Radio House, Shevapat
City Sound System, 80, Bazaar St., Salem
 Gupta Corporation, Salem
 Lakshmi Radio Sales & Service,
 Sendamangalam
 Modern Radio Service, Namakkal
 Novelty Sound System, Salem
 Parsons & Poornan Salem
 Rajagopalan & Co., V. S., Salem
 Raja Sound System, Salem
 Rangaraju Naidu, K. M., Namakkal

READY-MADE DRESS

Balu Readymade Stores, Salem
Bharath Ready made Stores,
1st Agraharam, Salem
Bharath Ready made Stores, Dharmapuri
Eastern Emporium, Agents for 'Samsons'
Dresses, Cherry Road, Salem

RICE MILLS

Balamurugananda Rice & Oil Mill,
 Tiruchengode
 Ganesa Rice Mill, Dharmapuri
 Gopala Rice Mill, Namagripet
 Jagadambal Rice Mill, Shevapat
 Jananukula Rice Mill, Attur
 Jayaram Rice Mill, Belur
 Jyothi Mills, Attur
 Kannikaparameswari Rice Mill, Attur
 Lakshmi Rice and Groundnut oil Mills, Attur
 Lakshmi Rice and Oil Mills, Dharmapuri
 Murugananda Rice Mill, Mallur
 New Shanmuga Rice & Oil Mills, Namagripet
 Poomagal Vilas Rice Mill, Salem
 Radhakrishna Rice Mills, Tiruchengode
 Rama Rice Mill, Salem. Phone 277
 Ranganathar Rice Mill, Shevapat
 Ramasamy Chettiar, K. R. C., Rice Mill, Gugai
 Saraswathi Rice and Decorticating Mills,
 Tiruchengode
 Siddeswara Rice Mill, Shevapat
 Sri Chennakrishna Rice Mills, Shevapat
 Sri Kanaka Mills, Shevapat
 Sri Krishna Mills, Mallur
 Sri Krishna Rice Mills, Namagripet
Sri Ramachandra Rice Mill, Palakode
 Sri Radhakrishna Rice Mill, Shevapat
 Sri Sundareswara Rice Mills, Shevapat
 Sri Subramaniaswami Rice Mill, Dharmapuri
 Sri Tirumalai Rice Mill, Namagripet
 Sri Venugopal Rice Mill, Namagripet
 Swarnam Rice Mill, Attur
Venkatarama Chetty & Sons, M. V. K.,
Vankateswara Rice Mills, Pennakaram,
Salem Dt.

SPORTS-GOODS

Jothi Sports Co., Bazaar St., Salem
 Sethu Sports, 1st Agraharam, Salem
 Rajan Sports, Bazaar St., Salem

STEEL FURNITURE

A. K. B. Shop, Bazaar St., Salem.
 Amir Brand Steel Trunk works, Bazaar St.,
 Salem.

Fashionable House, Grams: 'Fashion',
Phone: 179, 346 Bazaar Street, Salem

Lingiah, K. V., Subbiah, R.,
 Kannara Street, Shevapat

Red Fort Brand Steel Trunk works,
 Bazaar Street, Salem

Ragaviah Chetty, B. K., Denkanikota
 Sivaram Traders, Salem

TEXTILES (HANDLOOM AND PIECEGOODS)

Adikesava Chetty Company, K. G. M.,
 Handloom Wholesale Merchants,
 'Grams: 'Kota' Phone: 196, Salem

Andhra Textiles, Salem

Annamalai Mudaliar, S. P., Salem

Ardhanarisamy Chetty, P. R. K., Gugai

Ardhanari Chettiar, G. K. K., Komarapalayam

Ardhanarisamy Chetty & Bros., P. S., Gugai

Arumugha Mudaliar, A. R., Salem

Arumugha Mudaliar, V. M., Ammapet

Arunachala Pillai & Co., R. M. V. S., Salem

Athikesavalu Chettiar, S. P., Bazaar St., Salem

Balaji & Co., Bazaar Street, Salem

Balakrishna Chettiar, K. R. C. R., Gugai

Balanagamiah Chettiar, A. R., Salem

Balaswamy Chettiar & Sons, R. T., Salem

Balavenkatraman Chettiar, Y. V., Idappady

Baliah Chettiar, K. K., Shevapat

Bangalore Sree Shanmugham Emporium, Salem

Banares Stores, Victoria Market, Salem

Balasundaram Chettiar, V. N., Komarapalayam

Bombay Mills Depot, Shevapat

Bombay Silk House, Shevapat

Bommanna Chettiar & Sons, P. S. S., Gugai

Budha Krishna Iyer Sons, Salem

C. S. Cloth Depot, Shevapat

Central Stores Attur

Chengalvoraya Chettiar, P. V., Shevapat

Chennakrishna Chettiar & Co., D. P.,
 Bazaar Street, Salem

Chinniah Chettiar, R., Harur

Chikkappayya Chettiar & Co., V. R., Salem

Chocklingam & Sons, M. V., Shevapat

Cooptex Emporium, Salem

Devarajan, K., Dasampatti

Dharmalingam Pillai, R. S., Salem

Eastern Emporium, Cherry Road, Salem

Ellayya Chetty, H. E., Bazaar St., Salem

Elli Chettiar Cloth Shop, Bazaar St., Salem

Eswaran and Co., Salem

Gandhi Ashramam, (Khadi), Pudupalayam,
 Tiruchengode, Namakkal & Salem

Ganiveera Chettiar, K. K., Shevapat

Gopal Chetty, T. N. & Adinarayana Chetty, G., Bazaar St., Salem
Gopala Padma Vilas, Grams: 'Padma', P. B. 21. Phone: 219, Bazaar St., Salem
 Govindaraju Chettiar, P. V., Gugai
 Govinda Chetty & Sons, P. S., Shevapat
Hajee Mohmed Hanif Saheb, C. K. E., Shevapat
 Haji Abdul Majid & Bros, Shevapat
 Hamsa Fancy Hall, Shevapat
 Jayaram & Co., R. V., Shevapat
 Kaliappa Chetty, N., Shevapat
 Kalidoss Chettiar, M. V.N., Gugai
 Kandasamy Chettiar, O. R. A., Salem
 Kandasamy Mudaliar, P., Shevapat
 Kandasamy Mudaliar, P. S., Salem
 Kanda Vilas and Sons, A. K., Bazaar Street, Salem
 Kannappan, S. R. V., Gugai
 Komarasami Mudaliar, P. A. R., Salem
Krishnamurthy Chetty, N. V., Shevapat
 Kuppasami Chettiar, N. S., Shevapat
Lakshmi Hall, Bazaar Street, Salem
Lakshminarayana Chetty & Sons, C. B., Arunachala Asari Street, Salem
Manickammal, K., Shevapat
 Manickam Chettiar, K. P., Imperial Emporium, Mettur
Manickam, A. S., Sundar Hall, Salem
Manickam Chettiar, P. A., Bazaar Street, Salem
 Manicka Mudaliar & Sons, N. Salem
Mari Chettiar, S. S., Komarapalayam
 Marimuthu Mudaliar, P., Salem
 Muniappa Chetty Sons, K. G., Salem
 Muthusamy Chetty & Co., R. P., Gugai
Muthusamy Mudaliar & Sons, A. S., Salem
 Nagaraja Chettiar, K. J., Komarapalayam
 Nagendram Chettiar, T. S., Gugai
 Namadeva Silk House, Shevapat
 Narayana Chettiar, Y. P., Salem
Natarajan Chettiar, P. V., Shevapat
Natesa Mudaliar, M. K. & Co., Arunachala Asari Street, Salem.
 Neela Maligai, Namakkal
 Obli Chettiar, P. K. N., Gugai
Panchanathan, A. K., Arunachala Asari St., Salem
 P. R. & Sons, Bazaar Street, Salem
 Pachayappa Mudaliar & Co, S., Salem
 Palanisami Chetty & Sons, Gugai
 Perumal Chetty, K. R. C. C. & Chenni Chetty, Gugai
Pethanna Chetty & Sons, P. R., Shevapat
 Pethanna Chettiar & Co., A. G., Salem

Rajagopalachari, Murari, N., Salem
Rama Vilas, Grams: 'Sivam', Phone 102 Bazaar Street, Salem
 Ramalakshmana and Co., Salem
 Ramasami Chetti, O. C., & Rajagopal Chettiar, K., Salem
Ramanatham Chettiar, V., Shevapat
 Ramakrishna & Co., Salem
 Ramakrishna Vilas, Salem
 Ramachandra Chettiar, G. P., Gugai
Rangasamy Sons, S. A., B & C Cloth Dealers, Salem
 N. Ramalingam, B. A., Shevapat, Salem
 Ramasamy, K., Komarapalayam
 Rajaratnam Chettiar, M., Komarapalayam
Ranganathan Chetty & Sons, T. B., Bazaar Street, Salem
 Rangavilas Cloth Shop, Salem
Rangasamy Mudaliar, A. P., Komarapalayam
 Ranganatham Chettiar, V. P. R. P., Gugai
 Rangasamy Chettiar, N. R., Kondalampatti
Satyanarayana Store, Handloom Cloth Merchants & Commission Agents, Grams: 'Saree', P. B. 34, Phone 233, Arunachala Asari Street, Salem
 Sadasivam Chettiar, S. N., Salem
Sampath Silk House, Bazaar St., Harur
 Sanjeevi Chettiar, K. R., Bazaar St., Salem
Seetharama Chettiar, P. R. R., Shevapat Phone 211
 Setti Sundaram Chetty, S. A., Venkatachala Chetty Sons, Salem
 Sha Kasthurchand Hirachand, Salem
 Shanmugham & Co., R. S. S., Idappady
 Shanmugha Mudaliar, P. S., & Velayutha Mudaliar Sons, P., Ammapet
 Shanmughasundaram Textiles, Salem. Phone 239
 Shanmughavelu Mudaliar, K. P., Komarapalayam
 Sidda Chetty, N. V., Varadaraju Chetty, Gugai
 Sidda Chetty, P. A., & Sambalinga Chetty Sons, Gugai
 Siddayya Pandaram & Sons, K. R., Gugai
Silk Palace, Phone: 124 Bazaar Street, Salem
 Siddai Chetty, N. K., Shevapat
 Sooryagopal Chettiar, Gugai
 Soundappa Chetty, S. M., Gugai
 Sri Venkatalakshmi & Co., Shevapat
 Sriranga Chettiar, J. K. K., Komarapalayam
 Subbaraya Chetty & Sons, S. N., Palakode
 Subramanya Chettiar, P. N. V., Gugai

Subramanya Chetty Sons, N., Shevapat

Sundaram Chettiar, T. P., Salem
 Subramania Chettiar, J. K. A., Komarapalayam
 Subramania Chettiar & Son., T. K., Komarapalayam
 Subramaniam & Co., C. C., Salem
 Tirumalai Iyer, M. N., Shevapat
 Tamilnad Textiles, Salem
 T. M. S. & Sons, Shevapat
 Tiruvankadam Chetty & Co., V. K. V. & Nagi Chetti, S., Gugai
 Thamanna Chettiar, K., Komarapalayam
 Varadiah Chettiar, P. K., Shevapat
 Varadier & Sons, P. V., Salem. Phone: 248
 Vaipuri Chettiar, P. S., Gugai
 Veeraraghava Chetty & Sons, K. P., Gugai
 Velayudham Chetty, A., Shevapat
 Venkatachalam Chettiar, K. K., Shevapat
 Venkatrama Chetty & Co., M. V. N., Gugai
 Venkatrama Chetty & Son, N. V., Gugai
 Venkatakrishna Chettiar, M. V. N. V., Gugai
Viswanathan Chetty, T. B., Salem

TIMBER, TILES AND BAMBOOS

Abdul Aziz Saheb, N., Salem
 Malabar Timber Depot, Salem
 Rajagopal Chettiar, S. S. & Govinda Chettiar, T. V., Harur
 Ramaswamy Chetty & Co, M., Shevapat. Phone 263
 South India Saw Mill (Br), Salem
 Thangaroya Naicker, P., Shevapat

TOYS AND NOVELTIES

Abdul Hamid, V., Junaidi Street, Salem
 Abdul Wahib Sahib, S. A., Enamelware & Plastic goods, Victoria Market, Salem
 Danasekaran, A., Ponnampet, Salem
 Krishnan, M., Kuppasamy Pillai Street, Shevapat
 Likrullah Noor Industries, Salem
 Muniyandam Pillai, Victoria Market, Salem
 Ramakrishna Stores, Fancy Plastic Goods, Chinnakadai Street, Salem
 Sri Sai General Stores, 1st Agraharam, Salem
 Subramaniam, K. V., Pudu Street, Salem
 Thangavelu, P., Shevapat
 Vaiyapuri Chettiar, V. Ponnampet, Salem
 Venkatachalam Chettiar, T. V., Thambukaliamman Street, Salem
 Vikrama Trading Company, Enamel Works & Rubber Goods, Salem Junction

TYPEWRITER-SALES AND SERVICE

Saradha Institute, Mettu Street, Salem
 Sri Ram Institute, Trichy, Namakkal & 2nd Agraharam Road, Salem

VERMICILLE MANUFACTURERS

Cormyne Industries, Salem
 Salem Indian Soap and Vermicille Works, Shevapat

VESSELS

Chandrasekharan, V., Bazaar Street, Salem
 Kamachi Vilas, Shevapat
 Kunchibaba, K. C. A., Chinnakadai Street, Salem
 Kandasamy Naidu, M., Narayanasamy Naidu, K., Shevapat
 Kuppasamy Chettiar, T. S., Shevapat
 Lingiah, K. V., & Subbiah, R., Shevapat
 Markanta Vilas, Shevapat
 Metal Palace, Shevapat
 Narayanasamy Naidu & Sons, Shevapat
 Pichai Chettiar, P. M., Shevapat
 Ratnam & Co., V. S., Salem
 Sadasiva Chetty, Salem
 Sabir Mian, Angalamman Koil Street, Salem
 Salem City Coop Stores Ltd., Salem
 Salem Dt. Metal Workers Coop. Production & Sale Society Ltd., Salem
 Wahab Sahib, P. A., Victoria Market, Salem

WASHING SOAPS

Bharathi Soap Works, Shevapat
 Diamond Soap Industries, Shevapat. Phone 208
 Indian Soap & Vermicille Works, Shevapat
 Kesari Soap & Candle Works Ltd., Salem
 Kannan Soap Works, Krishnaqiri
Mettur Chemical & Industrial Corporation, Mettur Dam
 Ramani Soap Company, Salem
Ranga Soap Works, Shevapat, Salem
 Sarathy Soap Oil Works, Shevapat
 Sri Murugan Soap Works, Shevapat. Phone 224-A
 Sugawaneshwara & Co., S., Salem

WOOLLEN DRUGGETS

Balaramiah and Co., K. S., Woollen Drugget Manufacturers, Kichipalayam, Salem. Grams: 'Balaram'
 Mys India Co., Salem Junction
 Perumal Chettiar, Gugai
 Raghavan Cumbly Stores, Gugai
 Sidhirajan & Bros, M. C., P. B. No. 43, Shevapat. Grams: 'Cheaplet'

Subramanya Ayyar, E. V.,
Modern India Co., Bazaar Street, Salem
Please see also page 72

YARN BROKERS**Ammapet, Salem**

Arumugam, K.
Kanakasabapathy Mudaliar, P. S.
Kandasamy, R. V.
Kondidas Mari Chettiar, K.
Krishnasamy Chettiar, N. C.
Mari Chettiar, N.
Murugesan, K. V.
Nagalinga Mudaliar, A.
Nagalingam, K. P. V.
Periyasami, K. V.,
Perumal, R. V.
Rajagopal, E. M.
Ramanathan, R.
Ramasamy Chettiar, R.
Rangasamy, B. A.
Rathinam, C. G.
Rathnavelu, M. M. P.
Sivasamy, V.
Srinivasan, R.
Subramaniam Chettiar, M. N.
Varadarajulu, P.
Veerabhadra Mudaliar, V. K.
Velayuthasamy, N.
Venugopal, T. O.

Shevapat, Salem

Annamalai, M. A.
Chellapooan, P. S.
Desam Perumal Chettiar, V.
Krishnasamy, S.
Kupendrayyer, S. K.
Muthusamy Chettiar, S.
Nagasamy Iyer, S. V.
Ramachandrayyer, K. T.
Rangayyar, K.
Rangaraju, V. S.
Sivaprakasam, G., Arisipalayam
Subramania Iyer, A., Arisipalayam

Gugai

Chidambaram, A.
Palanisami Chettiar, P.

YARN MERCHANTS**Salem**

Arunachalam Chettiar, A. L.
Perumal Chettiar, Main Road, Shevapat
Arumuga Mudaliar, T. K.
Main Road, Shevapat
Appu Chettiar, A. V., Main Road,
Shevapat. Phone 139
Arumuga Mudaliar, T. R., Main Road,
Shevapat

Arumuga Mudaliar, S.,
Appu Chetty Street, Shevapat
Arumuga Mudaliar, A.,
Appu Chetty Street, Shevapat
Annamalai Mudaliar, P.,
Appu Chetty Street, Shevapat
Arumugam Chettiar & Sons, K. P., Gugai
Arunachalam Chettiar, Basuva O, Gugai
Arumuga Mudaliar, A. R., Salem. Phone 193
Arumugam P., Ammapet Main Road, Salem
Balasubramania Iyer, R. A., Shevapat
Balu, V. V. C. R. K., Salem. Phone 199
Bangaru Chettiar, V. M., Gugai
Bommanna Chettiar & Sons, P. S. S.,
Gugai
Chidambaram & Bro, R. K.,
Appu Chetty Street, Shevapat
Chinnayyan, P. S.,
Chinnmuthu Street, Shevapat
Dasappa Chettiar & Co., O. K., Gugai
Duraismy Chettiar, V. N., Gugai
Gopalakrishna Chettiar, T. C. A.,
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Govindaraju Chettiar, T. N. K.,
Main Road, Shevapat
Gopal Rangiah Chettiar, V. R. P.,
Main Road, Shevapat
Govindarajulu Iyer, C. V.,
Main Road, Shevapat
Govindaraja Chettiar & Bro., T. V. T.,
Appu Chetty Street, Shevapat
Gengaramaiyer, B. N.,
Appu Chetty Street, Shevapat
Ganapathi Chettiar & Sons, P. N. C.,
Gugai
Haji Jiva Haji Kamisa & Co.,
Main Road, Shevapat Phone 8
Jagannathan Textiles,
Rudrappa Chetty Street, Shevapat
Krishnamurthy, M. S.,
Grams: 'Rajeswari', Phone: 100
Main Road, Shevapat
Kolandavel Chettiar Sons, K. S.,
Main Road, Shevapat
Kanakasabapathy Chettiar & Sons, S. K.,
Main Road, Shevapat
Kaliappa Chettiar, N., Main Road, Shevapat
Kalpoora Chettiar & Co., N. S.,
Appu Chetty Street, Shevapat
Komarasamy Pandaram, N. K. V., Gugai
Kandasamy Chetty & Sons, E. S., Gugai
Kotilinga Pandaram, R., Salem
Lakshmanaier, V. Pitta, Main Road, Shevapat
Lai Chand & Co., Venkatappa Chettiar
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Shevapat
Marimuthu Mudaliar, K. S., Main Road,
Shevapat
Murugesu Mudaliar, V. V. C. R.,
Kannara Street, Shevapat
Muthusamy Chettiar, R. S.,
Chinnamuthu Street, Shevapat
Mari Chettiar & Son, V. P. R., Gugai
Mallayya Chettiar & Brothers, K. A., Gugai
Nannier, V. K., Main Road, Shevapat
Narasimha Chettiar & Bros., C., Main Road,
Shevapat
Nagindas Poolchand Shenoy, Main Road,
Shevapat
Namasivayam Chettiar, K. A., Gugai
Nagaraja Chettiar, R. K. K., Gugai
Perumal Pillai, T. S., Main Road, Shevapat
Palaniappa Mudaliar, T. K., Main Road,
Shevapat
Palaniandi Mudaliar, S., Main Road, Shevapat
Palaniappa Mudaliar, K. V. A. S.,
Nagaier Street, Shevapat
Perumal Chettiar & Sons, P. K.
Chinnamuthu Street, Shevapat
Perumal Chettiar & Bros, S., Gugai
Perumal Chettiar, K. N., Gugai
Palanisami Chettiar, M. S., Gugai
Palanisami Chettiar, A. T., Gugai
Ramachandraier, D., Main Road, Shevapat
Rajulu Iyer, K. N., Main Road, Shevapat
Rajulu Iyer, V. K., Main Road, Shevapat
Rukmangadaier, A. N., Main Road, Shevapat
Rayon Traders Limited, Phone: 253
Main Road, Shevapat
Rangasamy Chettiar & Sons, R. V.,
Main Road, Shevapat
Rajagopalan, G., Appu Chetty Street,
Shevapat.
Rathinam, S., Kannara Street, Shevapat
Ramasamy Chettiar, S., Chinnamuthu Street,
Shevapat
Ranganatham Naidu & Sons, S.,
Talamalaiger Street, Shevapat
Rangasamy Chettiar, K. R., Gugai

Rangasamy Chettiar & Bros, R. C.,
Gugai
Ramasamy Chettiar, P. N. O., Gugai
Ramalingam Chettiar & Bros, V. K. R., Gugai
Ramasamy Iyer, M. N., Ammapet Main Road,
Salem.
Rajaramaier, N. K., Ammapet Main Road,
Salem
Ramasamy Iyer, K. V.,
Ammapet Main Road, Salem
Subramania Chettiar, P. K.,
Main Road, Shevapat
Sengottuvelu Mudaliar and Co., T. P.,
Main Road, Shevapat
Sha Rajmal Kimraj, Main Road, Shevapat
Shanmugasundaram Textiles,
Main Road, Shevapat
Sundaram, K. R., Main Road, Shevapat
Sha Moolchand Devichand,
Main Road, Shevapat
Subbaraya Chettiar, V. N.,
Mallikarjuna Chettiar, P.,
Main Road, Shevapat
Sha Sivaraj Manjalal, Main Road, Shevapat
Santhanakrishna Stores,
Appu Chetty Street, Shevapat
Syed Ibrahim Sahib and Sons, S. N. A.,
Nagier Street, Shevapat
Somasundara Corporation,
Kannara Street, Shevapat
Seetharama Chettiar, K. B., Gugai
Subramania Chettiar and Brothers, Gugai
Subramania Chettiar, P. N. V., Gugai
Sundaramaier, N. V.,
Ammapet Main Road, Salem
Sankara Mudaliar, M. S.,
Ammapet Main Road, Salem
Samy Chettiar, T. K.,
Ammapet Main Road, Salem
Seshaier, A. V., Ammapet, Main Road,
Salem
Thammanna Chettiar, K. R.,
Main Road, Shevapat
The Cotton Credit Corporation, Phone: 88
Appu Chetty Street, Shevapat
Thilakam Textiles, Chinnamuthu St.,
Shevapat
Thammanna Chettiar, A. K., Ammapet

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Varadarajulu Naidu, M., Kannara Street, Shevapat
Vandevan, P. R., Chinnamuthu Street, Shevapat
Vaidi Mudaliar, M. R., Venkatappa Chettiar Road, Shevapat
Varadaraja Chettiar, L. B., Gugai
Viswanathan, B. S. K., Gugai
Varadraja Chettiar, V. K. P., Gugai
Venkatrama Chettiar & Sons, V., Gugai
Venkatachalapathy Iyer, K. R., Ammapet Main Road, Salem
Varadier & Son, P. C. K., Ammapet Main Road, Salem
Veerabadra Mudaliar, A., Ammapet
Gurusamipalayam
Gurusamy Mudaliar, A. M.
Shanmugasundaram, V.
Rasipuram
Dharmalingam Chettiar, R. V.
Nanjappa Chettiar
Muthusamy Chettiar, D., Chinnasamy Chettiar, D.
Seniveeri Chettiar, K. V. C.
Taramangalam
Angappa Mudaliar, K. A., Shanmugha Mudaliar, K. A., Vaipuri Mudaliar, K. K.
Tiruchengode
Nagappan & Brothers, P.
Palaniappa Mudaliar & Sons, S. K.
Vennandur
Angamuthu Mudaliar Brothers, K.
Arumuga Mudaliar, R. C. R.
Annamalai Mudaliar, C.
Angamuthu Mudaliar, V. P.
Kuppusamy Mudaliar, C. A.
Muthupalani Mudaliar, M. P. K., Ramasamy Mudaliar, P. S. K.
Muthiah Mudaliar, P. V.
Munian Chettiar, K.
Subbaraya Mudaliar, M. K.
Velayutha Mudaliar, M. P. K.

Velanatham

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Kandasamy Mudaliar, K. P.
Kuppusamy Mudaliar, P. A.
Palanisamy Mudaliar, K. P.
Ramasamy Mudaliar, M.
Vaithilinga Mudaliar, A.
Velayutha Mudaliar, A. K.
Vinayaka Mudaliar, T.

Other places

Arunachala Mudaliar, Minakkal
Badrayya Chettiar, A., Hosur,
Govinda Chettiar, N., Macheri
Krishnasami Mudaliar, S. R. M. Savariyur
Krishnasami Chettiar, V. S. K., Jalakantapuram
Kailasa Mudaliar, M., Gunavelampattipudur
Narayana Mudaliar, K. K., Mallasamudram
Nataraja Mudaliar, M. K., Attanur
Palanisami Chettiar, K. M., Kondalampatti
Poornayyan, N. M., Ponnampattai
Ramasamy Mudaliar, K. N., Papparapatty
Soundappan, K. S., Karattandipatti
Thangavelu Mudaliar, S. V., Dharmapuri

MISCELLANEOUS

City Watch Company, Bazaar St., Salem
Govardhan, G., Agent, South India
Glass & Enamel Works Ltd., Extension, Salem
Krishnamoorthi Chettiar, K. V., Krishna Works, (Anthiyur via Erode)
1st Agraharam, Salem
Malayala Mandarika Salai, A. E. Back, Ammapet, Salem
Swarnambikai Stores, R. B. Viswanathan, 2nd Agraharam, Salem
C. P. G. System Tailoring House, Prop: Master V. N. Rajan, 1st Agraharam, Salem
Thulasiram, P. R., & Panchanatham, A. K., 'Sankar' Pat machine manufacturers, Arunachala Asari Street, Salem
Venkatarama Chettiar, T. A., Beeda Stall, Imperial Talkies, Shevapat, Salem

Chari & Chari Limited, Merchants & Engineers, Mine Owners (Kyanite & Magnesite)
2/6 Second line Beach, P. B. 1258, Madras-1, Grams: 'Falco' Madras, Phone: 2859.



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T. S. R.

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The advertisement features several product illustrations: a box of 'DASANGAM' soap, a box of 'GOKUL MALA BATHS', a tin of 'BRUMHANANDA Tooth Paste', a box of 'GOKUL HAIR OIL', a bottle of 'SANDANA' perfume, and a box of 'T.S.R. & Co. PERFUMES'. There are also two portraits: a woman at the top left and a woman at the bottom right.

டி.எஸ்.ஆர். & கோ
கும்பகோணம்

Agent for Coimbatore, Nilgiris Districts and Palghat Suburbs:—
B. Balapattabi (Estd. 1933) Vysyal Street, Coimbatore.
Madras agents:— **Suraj Agencies**, 18 Royapettah High Road, Madras.

"Who is Who" in Salem District.

Adikesava Chettiar, S. B. Businessman. Cloth Merchant. Secretary of the Harijan Welfare Association. Interested in Khadi and harijan upliftment movements. Address: Bazaar Street, Salem.

Adinarayana Chettiar, S., (B. A., B. L.) Advocate. Has a lucrative practice in the bar. Was Secretary of the Salem Theosophical Society when the Federation Conferences were held in 1945 and 1946. Was its President from 1951 to May 1955. Vice President: Vysya Graduates Association. Address: 1st Agraharam, Salem.

Aiyaswamy Chetty, S. A., (M. A. B. L.) Dt. and Sessions Judge, Tanjore. Born in Salem Feb 11, 1905. Educated in Salem and Madras. Graduated with Hons. in philosophy. Took his degree in law in 1929. Apprenticed under Sri P. Venkataramana Rao Naidu. Enrolled as advocate 1930. Married, has five sons and two daughters. Was Vice-President of the Salem Taluq Board 1932-34. Chairman, Salem Municipal Council 1934-35. Entered Madras Judicial Service in 1935 as Dt. Munsiff and served in various places. Served as Regional National Savings Officer for the whole of South India, under the Ministry of Finance, Government of India from 1948-53. Collected about 17 crores from people as National Savings during his tenure of office. In 1953, became District Magistrate, Tinnevely, and later at Kumbakonam. Rotarian. Clubs: Dt. Club, Salem and Cosmopolitan, Madras. Address: 'Arunachala Vilas,' Gugai, Salem.

Anantharama Dikshithar, Sengalipuram. A Scholar in Sanskrit literature. Deals with epics and puranas in lucid style. Writes articles to journals on religious topics. His lectures are largely attended. Address: Salem.

Angappa Chettiar, J. K. K. Textile businessman. Managing Director, Kandasamy Weaving Factory Limited, Komarapalayam. Born 1931. President, Komarapalayam Panchayat Board, Cooperative Stores Ltd and Milk Supply Society Limited. Member, Salem Dt. Chamber of Commerce and Erode Swadeshi Cloth Merchant's Association. Asst. Secretary, High School Building Committee. Address: Salem Road, Komarapalayam.

Appavu Pillai, P. Bus Transport Businessman. Born 1902. Started transport business in 1928. Now a fleet owner with 21 buses as proprietor of K. R. M. S. and 11 buses as Managing Director, S. D. U. M. S. Ltd. President, Dharmapuri Cooperative House Building Society. Built a colony of 50 houses known as 'Appavunagar' under the Coop. Scheme. Partner, Ratna Studios and Director, Modern Theatres, Salem. Interested in social service organisations like Guild of Service and education schemes. Contributed liberally to the Elementary School and Child maternity centre at Dharmapuri. Address: 'Lakshmi Nilayam,' Dharmapuri, Salem Dt.

Ardhanareswara Gounder, K. S. Member, Madras Legislative Assembly. (Edapadi Constituency) Address: Singampettai P. O., Bhavani taluk.

Ardhanari, T. S. Member of the Madras Legislative Assembly — Tiruchengode General Constituency. Address: Gandhinagar, Tiruchengode.

Arumugam Pillai, S. Member of the Madras Legislative Assembly, Tiruchengode — Reserved Constituency. Address: Care of Sri Rajamanickam Sarkar, Vettian Field, Komarapalayam, Tiruchengode taluk.

Arunachalam, M. N. Businessman. Manager, Narayanan Chettiar Industries, Narayanaganar, Salem. Born March 2, 1931. Vice President, Salem Dt. Tanners' Association. Partner, Chettiar's Tanning Corporation. Partner, Lakshmanan Chettiar and Co. Address: 19, Rajagopalachari Road, Extension, Salem.

Arunachala Mudaliar, R., (B. A., B. L.) Additional Public Prosecutor, Salem. Born 1906 at Puram village in North Arcot Dt. Educated at Voorhes College, Vellore and Pachaiyappas and Law Colleges in Madras. Enrolled as advocate in 1939 at Salem. Was Secretary, Salem Literary Society for two years. Rotarian. Address: Salem.

Babie Kandasami, S. K. Member of Parliament (Lok Sabha). Address: Omalur, P. O., Salem Dt.

Bhasker, C. S., (M. A.) Barrister-at-law Was Public Prosecutor for a long period. Vice President of Rotary club 1951-52. President 1953-54. A leading criminal lawyer. Address: Extension, Salem.

Chakrapani, G. M. Businessman. Born 1910. Managing Partner, Shevaroy Planters Coffee Curing Works, Salem. Director, Rotary Club.

Chakrapani, V. M., Proprietor, Evershine Metals. Born May 12, 1916. Started business in 1937. Now a pioneer in the industry, desirous of finding export markets. Rotarian. Interested in Arts and crafts. Address: Devendrapuram, Salem.

Chandappa Iyer, S., Partner, Mettur Sandalwood Oil Co., Mettur and Ganesa Trading Company, Andiyur. Born 1891. Was forest contractor and Engineering Contractor for long. Executed major civil works in Cauvery Mettur Project and Mettur and Papanasam power stations. Was made 'Rao Sahib' in 1935. Started Sandal Oil Factory in 1938. Was Vice-President, South Indian Sandal Oil Distiller's Association 1947-49. Non official member in the Interstate Joint Sandalwood Advisory Board from 1951. Member of advisory Committee of the Government training and Secondary School, Mettur. Address: Mettur Dam.

Chennakrishna Chetty, D. P. Cloth Merchant. Born August 1, 1871. Was President, Theosophical Society for some time. President, R. V. S. Charities. Was Municipal Councillor for 20 years 1914 to 34. Title of 'Rao Sahib' conferred on 1-1-32. Has given liberal donations to temples & charitable institutions. Residence: 'Chennakrishnapuram,' Extension, Salem.

Chidambaram Chettiar, P. Insurance Businessman. Born Feb. 10, 1905. Distributor, Rayon Traders Limited. Address: Main Road, Shevapet. Phone: 253.

Chinniah Pillai, T. M. Advocate. Born April 15, 1895. Educated in Salem Municipal College, Presidency and Law Colleges, Madras. Started practice in Salem Courts in 1922. Was additional public prosecutor for three years and public prosecutor for seven years at Salem. Municipal Chairman, 1932-35. Member of District Board for

one term. President, Hindu Religious Endowment Board 1944-51. Commissioner, Hindu Religious and Charitable Endowments Administration Department October 1951 to March 1953. Connected with Cooperative Movement in Madras State since 1928. Now, President, Coop. Fire and General Insurance Society and Treasurer, Coop. Central Land Mortgage Bank, Madras. Director, Triplicane Urban Coop. Society Jt. Secretary, All India Coop. Union, Delhi. Director, State Bank of India (Madras Region). Address: 39, Usman Road, T' Nagar, Madras.

Chockalingam, M. S. (B. A.) Secretary, Sree Rajendra Mills Ltd, Salem. Born 1910. Graduated from the Madras University, Son-in-law of Sri Karimuthu Thiagarajan Chettiar. Textile Industrialist. Address: Suramangalam Main Road, Salem.

Chockalingam, M. V. Textile Businessman. Municipal Councillor and President, Salem Dravida Kazhagam. Rotarian since 1951. Interested in social service activities.

Doraiswamy Gounder, A. Member, Madras Legislative Assembly, Harur General Constituency. Address: Kallavi Post, Dasampatti R. S.

Doraisami Pillai, S. Was in Madras Police Service. Retired. Connected with several cooperative institutions. President, City Cooperative Stores Ltd. City Coop Milk Supply Union Limited and Cooperative Printing Works Limited, Salem. Vice President of Coop. Central Bank Limited. Rotarian. Address: Salem.

Ganapathy S. General Manager, Narasus Manufacturing Co. Director, Narasus Studios and Presidency Talkies Ltd., Madras. Member Literary Society and Rotarian. Address: Cherry Road, Salem.

Ganesa Sankaran, A., (B. A. B. L.) Advocate. Born Nov. 13, 1900. Studied in Presidency and Law Colleges, Madras. Vice President, Salem City Coop. Stores Limited, and the Vigilance Association, Salem; President the Literary Society and the Rotary Club. Legal Adviser, Salem Dt. Soldiers, Sailors and Airmen's Board. Address: Salem.

Girdharilal, V. Bathija Banker. Hails from Shikarpur Sind. Donated liberal sums for several charitable causes, tradition having been set up by his father Late Vishindas Narayandas who was a great philanthropist. In Charge of the banking firm "Seth Gangaram Narayandas". Rotarian. Address: 1st Agraharam, Salem.

Gopal, M. V. Hon. Secretary, Dt. Chamber of Commerce, Salem. Born 1892 at Coimbatore. Started life on the staff of the Imperial Bank of India. Resigned due to political reasons, joining the non-cooperation movement. Later took to business. Has enthusiastically served the cause of the mercantile community of the district. Founder of the Salem Dt. Chamber of Commerce in 1937 and has been its Secretary since then. Director, Ex Service men's Coop. Motor Transport Society. Connected with several merchants associations and social service organisations. Takes lively interest in promotion of main cottage industries of handlooms and sago. Interested in cow protection movement and social reforms like virgin widow remarriage and in amelioration of poor students. Sponsor of the Salem District Directory. Rotarian. Hobby: Reading. Address: 4 Venkat Rao Road, Salem.

Goshtewara Iyer, N. P. Hotelier. Proprietor, The Coimbatore Lodge and Santhiniketan. Born Sep 26, 1899. President, Hotel Proprietor's Association; Treasurer, Rotary Club; Jt. Secretary, Madras Provincial Hotels Association. On the Committee of the Dt. Chamber of Commerce, Discharged Prisoners' Aid Society and several cultural associations. Was Hon. Magistrate for a term of 3 years. Address: Mettu St., Agraharam, Salem. Phone: 41.

Govindasami Naidu, R. Businessman. Born March 5, 1909. Served as Hon. Bench Magistrate for some time. Trustee in many temples. Married, has one son and one daughter. Interested in sports and shikar. Rotarian. Address: Salem.

Gurupatham, Dr. S. Eye Surgeon. Born July 10, 1893. Educated American College, Madura and Medical School, Tanjore. Served in World War I. Built up the Moses Gnanabaranam Eye Hospital, Coimbatore

and eye department of Vellore Medical College. In 1935 visited all important eye clinics in Europe. Was on the Board of Directors Y. M. C. A. in India, Medical Board of Kasturbha Gandhi Fund, Member of Madras Senate for two terms. Prohibition Minister 1947-48. On the Advisory Committee of post basic education. On the Khadi and Cottage Industries Board of Andhra. Visiting lecturer to the training centres of extension service and community projects of Madras State. Non official visitor to Central Jail, Salem. President, Y's Men's Club. Address: 41, Subramanianagar, Salem.

Gurudasmal Harikishindas. Banker. Born June 29, 1896. Member, Sindhi School Committee, Discharged Prisoner's Aid Society and Dt. Chamber of Commerce. Address: 121/624 Chinnakadai Street, Salem.

Gurusamy Naidu, C. Transport Businessman. Managing Director, S. B. Sri Rangavilas Motors Ltd., Krishnagiri. President, Anjaneya Subramanyaswami Deva-layam. Address: Krishnagiri.

Hanumantha Rao, C. (B. A. B. L.) Partner, Mettur Sandalwood Oil Co. Born Sep. 2, 1928. Educated, Salem College and Law College, Madras. Proprietor, Lachantus Mercantile Agency. Partner, Ganesar Trading Co., Andiyur. Member of the Export Sub Committee for the Southern India Chamber of Commerce, Madras. Member, Y's Men's Club and Mettur Recreation Club. Theosophist and Rotarian. Now studying in Europe. Address: Mettur Dam

Harlow, E. A. Director, Associated Drug Co., Yercaud. Educated, Bedford School and London Polytechnic. Fellow of the Chemical Society, London. Member, Society of Radiographers, London. Director, Salem Rotary Club. Hobby: Interested in painting and photography. Address: 'Wyncroft', Main Road, Yercaud.

Harlow Mrs. E. A. Retired Missionary. Born Dec. 22, 1893. Educated, Sunbury School, London. Hobby: Interested in needlework and domestic economy. Address: 'Wyncroft', Main Road, Yercaud.

Jayagopala Chettiar, P. R. Businessman. Partner, Gopala Padma Vilas. Born 1894. Address: 36 Swarnambigai Agraharam, Salem.

Jayaraman, R. V. Businessman. Born 1908. Dealer in piecegoods. Secretary, Salem piecegoods Merchants Association and City Coop. Milk Supply Union; Joint Secretary, Salem Dt. Chamber of Commerce and Secretary, Salem Dt. Nagaram Sangam. Vice President, Shevapet Coop. Urban Bank Limited. Treasurer, Thiruvalluvar Kazhagam. Hon Magistrate for some time. Married, has five sons and three daughters. Rotarian. Address: Rasipuram.

Jayavelu Mudaliar, K. Foundry Businessman. Born 1896. Saw service in the first world war in Persia. Served in Badravathi Iron Works, Kolar Gold Fields etc. Started the Scientific and Industrial Foundry at Shevapet, Salem, of which he is now proprietor. Rotarian. Address: Salem.

Kaliappan, M. Automobile Businessman. Proprietor, Modern Automobiles, Salem. Born June 15, 1925. Apprenticed under Simpson & Co., Madras 1948-49. Director, Modern Theatres Limited. Rotarian. Address: Arunachala Asari Street, Salem.

Kaliyannan, T.M. (M. A., B. Com), M.L.A. President, Dt. Board, Salem. Born 1921. Educated at Layola and Pachiappa's Colleges. Elected to the Dt. Board, Salem 1949, to the parliament in 1950 and to the Madras Legislative Assembly in 1952. Member, Senate of the Madras University. Address: 'Tiruchengode', Salem.

Kamakshi Kumarasami, A. Mrs. (M. A. Tamil) Lecturer, Municipal College, Salem. Born Feb. 5, 1920. Graduated from the Women's Christian College, Madras. Hon. Matron, the Government Harijan Girls Hostel. Committee member, the Central Welfare Board, Salem. Member, Guild of service and Government Hospital Advisory Committee. Hobbies: Interested in music, painting and sewing. Address: 'Tamilagam', Maravaneri, Salem.

Kandasamy Gounder, P. Member, Madras Legislative Assembly, Velapady Constituency. Address: Ayothiapatnam, Salem.

Kandasami Gounder, S. Member, Madras Legislative Assembly, Pennagaram Constituency. Address: Papparapatti post, Dharmapuri Taluk.

Kandaswami Kander, M. Member, Madras Legislative Assembly, Mecheri Constituency. Address: Palayampudur, Palayam P.O., Dharmapuri Taluk.

Kannan, T. K. Banker. Born July 15, 1921. Presently Manager, Canara Bank, Salem. Interested in cricket. Rotarian. Address: Canara Bank, Salem. Phone:

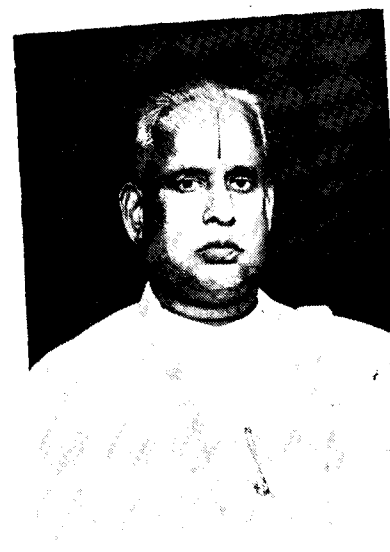
Karuppusamy, S. Businessman. Dealer in Iron. Hardware, paints and electrical goods, Born Oct 7, 1916. Theosophist. Member of the Local Advisory Committee of the Indian Bank Limited. Married, has two boys and one girl. Rotarian. Address: Main Road, Shevapet.

Kasthuri Pillai, P. Transport Businessman. Proprietor, Kanthan Motor Service. Born Oct 7, 1896. Secretary, Society for prevention of cruelty to animals. Treasurer, Guild of service. Secretary, Motor Vehicles Owners Association. Vice President: South India Coop Insurance Society Ltd, Madras. Rotarian. Hobbies and Games: Tennis and hunting. Address: 5, Vidyalaya Road, Entension, Salem.

Kasthuri Chettiar, V. S. Born March 3, 1913. Managing Trustee, Alagirinathaperumal Devasthanam & Trustee, Salem Sri Kannikaparameswari temple: Residence: 287, Bazaar Street, Salem.

Kotharee, Bapalal C. Sago Businessman. Born August 27, 1910 at Limdi, Sowrashtia. Partner, Indo Malayan Trading Co., Shevapet. Has been in business in Burma before coming to Salem. Deals in Sago and groundnut oil. President, Sago Exporters Association. Secretary, Gujarathi Mandal. Director, Salem Rotary Club and Y's Men's Club. Interested in Social service activities. Address: 62 B Peria Eluthukara Street, Shevapet, Salem. Phone: 227.

Krishnamoorthy, M. S. Yarn dealer. Born 1908. President, Yarn Merchants Association. Theosophist. Member, Dt. Chamber of Commerce, & Local Handloom Committee. Address: 5 Gandhi Road, Salem.



Sri P. R. Jayagopala Chettiar



Sri T. A. M. Subramania Chettiar



Sri M. N. Parthasarathy



Sri M. V. R. Naidu



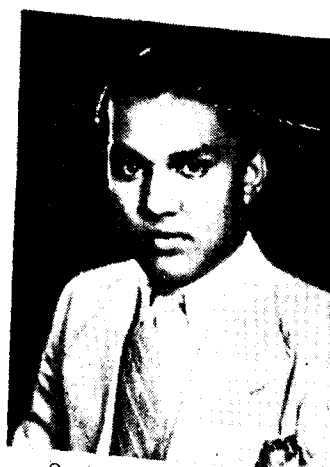
Sri. R. Muthusamy Pillai



Sri K. S. Subramania Chettiar



Sri S. Karuppusami



Sri M. N. Arunachalam

Kesavalu Naidu, V. Proprietor, Sridaran Motor Service, Attur. Address: Attur, Salem Dt.

Krishnamurthi Gounder, D. Member, Madras Legislative Assembly, Krishnagiri Constituency. Address: Thogarapalle (Via) Jolarpet, R. M. S., Salem.

Krishnaswami, C. R. News Editor, the Hindu, Madras. Son of Sri Rajagopalacharya. Address: 61, Bazlullah Road, T'Nagar, Madras 17

Kumaramangalam, Brigadier P. P. son of Dr. P. Subbarayan. Born July 1, 1913. Educated at Eton College and Royal Military Academy, Woolwich. Commissioned into the Indian Artillery, 1933. Served in the Near East. Awarded DSO. Prisoner of War in Germany. Presently Director of Artillery, Army Head Quarters and Commander of the Para Brigade, Agra. Address: Army Head Quarters, New Delhi.

Kumaramangalam, J. G., son of Dr. P. Subbarayan. Educated at Eton College and Christ Church College, Oxford. Started working with Tatas before going over to Government of India. Now Deputy Director of Supplies, New Delhi. Address: Care of Ministry of Industries and Supplies, Government of India, New Delhi.

Kumaramangalam, S. M. Barrister at law. Educated at Eton College and King's College, Cambridge. Called to Bar by the Inner Temple. Now an advocate of the Madras High Court and Supreme Court, New Delhi. Communist politician. Address: 'Panchavadi', Egmore, Madras.

Kumaran, T. C. Director-in-charge, the Yercaud Coffee Curing Works Ltd. Born June 13, 1905. Trained in Sericulture at Coonoor. Manager, The Shevaroy Estates Limited. Member, UPASI. Director, the Salem Cooperative Motor Transport Society for Ex-servicemen Ltd. and Swarnapuri Coop Stores. Member, A. I. M. O., Salem Council, Village Vigilance Committee. Rotarian and Theosophist. Hobby and Games: Interested in gardening and sports. Address: B/4 Swarnapuri, Salem. Phone: 201.

Kuppusamy Chettiar, M. M. G. Proprietor, Rajan Industry. Born 1911. President, Carpet and Carpet Bags Manufacturers' Association, Komarapalayam. Address: Komarapalayam.

Kuppusami Naidu, P. N. Partner, Sri Venkateswara Industrial Corporation, Kaveripatnam. Born May 5, 1894. Director, Jawahar Mills Ltd, Salem Cooperative Wholesale Stores Limited, Salem, Coop Central Bank Limited, Salem. Vice President, Krishnagiri Coop Land Mortgage Bank Ltd. Helps education of poor candidates. Address: Kaveripatnam.

Lakshmana Gounder, S. Member, Madras Legislative Assembly, Salem Rural Constituency. Address: Jari Veeranam, Salem taluk.

Manickam Chetty, K. Cloth merchant. Managing Trustee of Kannikaparameswari temple for long. Address: Bazaar Street, Salem.

Manickam Chetty, P. Proprietor, Starch Manufacturing Co., Salem. Born 1902. President, Sago Manufacturer's Association, 1945-48. Address: Siddharkoil Road, Shevapet. Phone: 183.

Manickam Chettiar, N. S. V. Camphor Businessman. Proprietor, Bhaskara Camphor Works, Was dealer in grains for some time. Later took to camphor tableting business in 1940. Address: Main Road, Shevapet, Salem. Phone 288.

Manickam Pillai, P. (B. A. L. T.) Headmaster, Municipal High School, Salem. Was Secretary, City Coop Milk Supply Union for some time. Rotarian, Chairman of the Club Bulletin Committee. Address: Salem.

Mariappan, A. Businessman. Cloth merchant and President, Ammapet Handloom Weavers Cooperative Production and Sale Society, Ammapet. Born 1920. President, Salem Town Congress Committee and member of the State Handloom Committee. Address: Thangasengoda Mudali St, Ammapet, Salem. Phone: 296.

Mehta, J. R. Director, Salem Magnesite Ltd, Travancore Investment Co. Ltd, and Sir Chinnubhai and Sons Ltd. Born August 16, 1913. Travelled extensively outside India. Rotarian. Was its President 1953-54. President, All India Manufacturer's Association, Salem Council. Director, Salem Cooperative Motor Transport Society for Ex-servicemen Ltd, Salem. Hobby: Sports, Photography and shikar. Address: Salem.

Mohan Venkatram, N. Businessman. Born 1920. Stockist, Ciba Dyes since 1944. Was Secretary, Dyes and Chemicals Merchants' Association. Member, Discharged Prisoner's Aid Society. Director, Salem Rotary Club. Hobby: Palmistry, Photography and hunting. Address: Shevapet, Salem.

Muni Reddi, M. Member, Madras Legislative Assembly. Address: Hosur.

Munuswami Gounder, P. M. Member, Madras Legislative Assembly, Uddanapelli Constituency. Address: Krishnagiri.

Muthiah, R. (B. A.) Textile businessman. Exporter of textiles through their concern R. D. Dharmalingam and Co. Secretary, Handloom Wholesale Cloth Merchants Association. Rotarian. Address: Salem.

Muthusami Pillai, R. Exporter, Importer & Commission Agent. Was Secretary, Shevapet Merchants' Association Ltd 1944-51. President since 1953. Address: Leigh Bazaar, Shevapet, Salem.

Muthusamy, A. R. Proprietor, Sivasakthi Coffee Works. Staunch Congressman, Tamil scholar and writer. Director, Salem Rotary Club. Address: Salem.

Nagaraja Maniyagar, S. (M. A.) President, District Congress Committee, Salem. Born 1903. Graduated in philosophy honours Pachayappa's College, Madras. Took part in non-cooperation and khilafat movements and salt satyagraha and was jailed. Was President, Panchayat Board and member, Dist. Board. Was elected to the Madras Legislative Assembly for one term. Address: Kaveripattinam P. O. (Salem Dt.).

Naidu, M. V. R. Director, Associated Drug Co., Ltd., Yercaud. Born Aug. 20, 1915. Started his career with a British concern in Ceylon and remained there for 14 years till 1947. Interested in sports. Address: 'Silver Oaks,' Main Road, Yercaud.

Nandlal Chatandas Wadhvani Banker. Concerns Seth Khoobchand Chatandas and Nandlal Co. Born Aug 4, 1926. Correspondent, Sindhi Hindi Elementary School. Theosophist. Governing Body member,

Dr. Vijayaragavachariar Memorial Hall. Married, has one son and two daughters. Rotarian. Hobby: Boating. Address: 1st Agraharam, Salem.

Naniah Chetty, B. N. Businessman. Concerns B. N. Naniah Chetty & Bros., Sri Ramachandra Rice Mill and Sri Ramachandra Lorry Transport. Born Feb 14, 1901. President, Kanyakaparameswari temple and High School Building Committee, Palakode. Was Vice President of Panchayat Board for 12 years. Address: Palakode.

Nanjappa O. A. Member, Madras Legislative Assembly, Harur-reserved constituency. Address: Omalur.

Narasimhan, C. R., M. P. Member, Lok Sabha, New Delhi. Son of Sri C. Raja gopalacharya. Address: 60, Bazlullah Road, T'Nagar, Madras 17.

Narasu, V. L. Businessman. Founder Proprietor, Narasus Manufacturing Co. Now Managing Director. The Presidency Talkies Limited, Narasus Pictures Circuit Ltd., Narasu Studios Limited and Narasus' Manufacturing Co. Ltd., which has a net work of more than 20 branches. Address: Paragon Talkies, Madras.

Netto, C. G. (M. A. B. L.) Advocate. Born in Travancore in 1900. Educated St. Joseph's Trichy and Presidency, Madras also Law College, Madras. Set up practice in Salem, 1923. Specialises on the criminal side. Married a daughter of the late K. T. Paul, has two sons and two daughters. Takes interest in religious and educational problems. Hobby and games reading and lecturing. Prefers long walk to games. Address: 47/48 Subramanyapuram, Extension, Salem.

Odayappa Chettiar, M. S. Textile Industrialist. Managing Agent, Jawahar Mills Ltd., Salem. Rotarian. Address: Salem.

Padmanabha Chettiar, S. N. Textile Businessman. Partner, Gopala Padma Vilas, Salem. Born 1894. Director, Salem Sri Kanyaka Parameswari Bank Limited, South India Glass and Enamel Works Ltd. Trustee Kottai Mariamman koil and Treasurer, Annadana Samajam. Address: 285, Bazaar Street, Salem. Phone: 219.

Padmanabhan, K. V. Took to automobile business in 1947 as Managing Partner of Bangalore Automobiles. Address: Swarnapuri, Salem.

Padmanabhan, S., (B. Sc.) Banker. Born Aug 5, 1923. Graduated in Pachayappa's College. Partner, Sangameswara Company and Komarapalayam Stores, Komarapalayam. Hon. Secretary, the Coimbatore Bagvalakshmi Bank Ltd., Coimbatore, since 1954. Address: 13/17, Venkatramana Iyengar Road, R. S. Puram, Coimbatore.

Parthasarathy, M. N., (B. A. B. L.) Advocate. Born 1908. Educated Madras xian College and Madras Law College. Set up practice 1934. Legal advisor, the Salem Dt. Chamber of Commerce. President, the Venkatesapuram Club, Salem. Vice President, Salem Cricket Club. Jt. Secretary, the Salem Sangeetha Sabha and member of the Dramatic Association, Salem. Film critic and short story writer under the pen name of "urbi" in Anandavikatan and other journals. Edited the 8th State Lawyers Conference Souvenir and souvenir regarding the City Vs Districts Annual Cricket fixture at Salem. Hobby: Reading. Address: Venkatesapuram, Salem.

Parvathikrishnan, Mrs. Member of the Rajya Sabha. Daughter of Dr P. Subbarayan. Educated at Badminton School, Bristol and St. Hughes College, Oxford. Member, Parliamentary Delegation to U. S. S. R. and Yugoslavia in the summer of 1955. Wellknown Communist leader. Address: R. S. Puram, Coimbatore.

Pattabiraman, S. Director, Vijayalakshmi Mills Ltd., Coimbatore. Advisory member, Karur Vysya Bank Ltd., Erode. Partner, Sangameswara Co and Komarapalayam Stores. Address: Post Box 19, Komarapalayam.

Pattabhiraman, T. S., (M. A. B. L., M. P.) Advocate. Born Nov. 25, 1918. Took his M. A. and B. L. in Madras. Enrolled as advocate of the Madras High Court, 1944. Member of the Madras Legislative Assembly 1946-52. Member, Senate of Annamalai University 1947-52. Member, Madras State Handloom Board from 1949. Member, Madras State Library Board 1950-52. Member, AICI and Tamilnad Provincial Congress Committee. Member of Parliament (Rajya Sabha).

1952. Member, National Railway Users' Consultative Council, Delhi. Indian Railways Accidents Enquiry Review Committee, 1954. President, Mahadeva Vidyalayam High School Committee, Tiruchengode. President, Pulicar Mills Textile Labour Union, Tiruchengode. President, Carnatic Sangeetha Sabha, New Delhi. Clubs: Salem Rotary and Cosmopolitan, Madras.

Hobby: Political literature, Photography and stamp collecting. Address: Post Box No. 11, Tiruchengode (Salem Dt.).

Periyaswami, M. P., M. L. A. Born July 25, 1909. Took part in Civil Disobedience Movement and was imprisoned. Interested in harijan uplift, elementary education and agriculture. Address: Mohanur, Nannakal taluk.

Ponnusamy Naidu, V. Proprietor, Devaki Bus Service. Address: Hosur.

Radhakrishna Chettiar, R. Land Lord & Barker. Managing Trustee of many temples in Sendamangalam. Address: Sendamangalam, Namakkal.

Rajan, M. P. G. Dentist. Born 1911. Educated in Madras and Rangoon. Started practice at Burma. Settled at Salem in 1942. Was member, Dental Council, Madras. Secretary, All India Dental Association, Salem branch. Asst. Secretary, State Branch, Rotarian. Address: Salem.

Rajaram, S. R. (M. B. B. S.) Born 1908. Divisional Surgeon. St. John's Ambulance Brigade. A good speaker. Has also written articles in Medical journals. Rotarian. Address: Salem.

Rajagopalachari, C. (R. A. B. L.) India's first and last Indian Governor-General, 1948-50. Born Hosur, 1879. Studied in Bangalore Central Hindu College, Presidency College, Madras and Madras Law College. Started practice in Salem. Married, has two daughters and two sons. Was Municipal Chairman, Salem. Joined non-cooperation movement and went to prison. Edited Gandhiji's 'Young India' for a time. Was Premier of Madras, 1937-39. Was Industries and Civil Supplies Member, Interim Government in New Delhi, 1946. Was Governor of West

Bengal, 1947. Was Governor-General 1948-50. Premier of Madras, 1952-54. Address: 60, Bazlullah Road, T'Nagar, Madras 17.

Rajagopala Gounder, P. R. Member, Madras Legislative Assembly. Dharmapuri Constituency. Address: Landlord, Dharmapuri.

Rajes, M. S. P. Planter. Born June 27, 1923 at Virudunagar. Educated at Montfort School, Yercaud. Took to coffee and cardamom planting owing several estates in the Shevaroyas and Nellampatty Hills. Exports coffee and cardamom to foreign countries through their firm Hill Tiller and Co., Mangalore. Visited U. K. and Europe in 1950. In April 1954, visited Siam, Hongkong, Japan and Singapore. Married, has two sons. President, Shevaroyas Panchayat Board. Rotarian. Hobby: Shikar. Address: 'Spring Haven', Yercaud. Phone: 1.

Ramakrishnan, B. Managing Partner, Vasavi Press. Born 1906. Hon. Secretary, Vasavi Corporation, Printers' Association and Vysya Culture. Address: Bretts' Road, Salem.

Ramalingam, N. (B. A.) Piecegoods merchant. Born June 15, 1922. Secretary, Dt. Industrial Museum Committee. Correspondent, Veeralakshmi Vidyalaya at Sengipatti, Gugai. President, Sri Veerabhadraswamy Devasthanam Managing Committee. Secretary, Salem Rotary Club. Member, Dt. Chamber of Commerce. Y's Men's club and the Y. M. C. A. Address: 'Linga Villa', Cherry Road, Salem.

Ramalingam Pillai, V. Poet and Artist. Studied in S. P. G. College, Trichy. Started life as clerk in Taluq office, Namakkal. Developing taste for painting, became a professional artist. In the Delhi Durbar of King George V, one of his pictures won a prize. Joined Gandhiji's noncooperation movement. Chosen the Madras State's prize-poet in 1949. Has written a few volumes of poetry and his autobiography. Address: Namakkal.

Ramalinga Mudaliar, V. Landlord. Born Aug 16, 1906. Chairman, Salem Municipal Council since 1952. Secretary, Chamber of

Municipal Chairmen. Trustee, Sugavanēswara Devasthanam. President, College Governing Body. Interested in sports. Address: Ramasundara Mudaliar Street, Salem. Phone: 182.

Ramanujam, A. K. R. Proprietor, A. K. Rajagopal Chetty & Sons. Director, Y's men club till 1954. Address: Small Bazaar St., Salem. Phone: 90.

Ramasami, K. V. Member, Madras Legislative Assembly, Namakkal-General Constituency. Address: Communist Party Office, Namakkal.

Ramaswamy, N. S. (B. A. B. L.) Public Prosecutor, Salem. Born July 1916. Address: Extension, Salem.

Ramaswami, S. V. M. P. (Lok Sabha). Interested in the establishment of heavy industries in the district. Recently visited Japan. Address: Extension, Salem.

Rangaraju Naidu, S. Agent, Burmah Shell Co. Rotarian. Address: Salem Jn.

Rangasami Gounder, R. Member, Madras Legislative Assembly, Paramathi Constituency. Address: Irtuttanai, Pudur (South), Paramathi Post, Salem.

Rathnasami Pillai, P. Transport Businessman. Proprietor, Swarnambigai Motor Service. Was Chairman of the Salem Municipal Council. Was chiefly responsible in raising the status of the Salem College to a first grade College. Independent Member of the Madras Legislative Assembly. Partner, Ratna Studio. Rotarian. Address: Salem.

Sadagopa Mudaliar, S. K. Born Nov 24, 1884. Sportsman, visited Colombo as Manager of the M. U. C. Cricket team. Took part in noncooperation movement. Was Municipal councillor for 22 years, Vice Chairman and Chairman for some time. Interested in cooperative movement. Was twice M. L. C. Address: Second Agraharam, Salem.

Sambasivam, A. Member, Madras Legislative Assembly, Talavasal Constituency. Address: Attur.



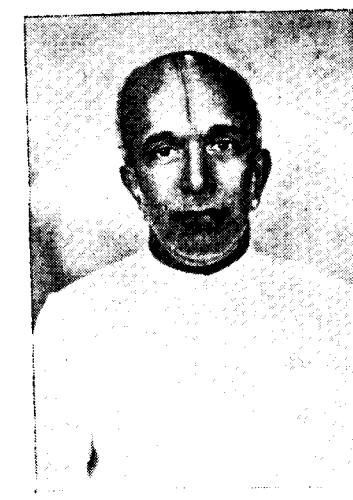
Sri P. Ratnasami Pillai



Sri T. K. S. Venkatarama Chettiar



Sri P. Appavu Pillai



Sri S. M. Venkatarama Chettiar

to Indonesia 1949. Presently member of the Rajya Sabha.
Address: A. T. T. Colony, Coimbatore.

Subramaniam, A. M. L. A. Born October 25, 1906. Was Secretary, Madras Tramway Workers Union for some time. Started Swathantra Youth League in 1930. Address: 5/4, Syed Khader Sahib Street, Arisipalayam, Salem.

Subramaniam, M. P. Member, Madras Legislative Assembly, Attur constituency. Address: Pethanaickenpalayam Post, Attur.

Subramaniam, S. S. M. Handloom Cloth Exporter. Born 1921. Connected with the Komarapalayam High School Building Committee and Cooperative Milk Society. Address: Post Box No. 2, Komarapalayam.

Subramaniam, S. V. (B. A.) Theatre Owner. Proprietor, Oriental Talkies and Lessee, New Cinema. Born Aug 26, 1928. Graduated from the Madras University. Entered business 1950. Member, Billiards Cricket Association and Secretary, Billiards Branch, Literary Society. Rotarian. Interested in Sports, especially Tennis, Billiards & Cricket. Address: 'Komagal Nilayam', Extension, Salem. Phone: 243.

Subramani Chettiar, K. S. Textile Expert. Born 1905. Developed industrial aptitude from boyhood. Succeeded in setting up wooden machine for making tape and lamp wicks in 1931-33. Now manufactures round burner wicks used for Ditmar lamps in his factory. Supplier of tapes and lamp wicks to Central Government. Worked on a jacquard plush loom for three months in the Calico Mills, Ahmedabad in 1954. Certified by the Mills for having exhibited "fine understanding of loom mechanisms and jacquards. He has very good grasp of the art of weaving and can manipulate fancy and special weaves with confidence." His ideas need implementation with state support. Address: Komarapalayam

Subramaniam Chettiar, T. A. M. Businessman. Distributor, Imperial Tobacco Company of India Ltd., Caltex (India) Ltd and Parry and Co Ltd. President Coop Town Bank Ltd., Taluk Merchant's Association. Vice President, Lorry Owner's Association, Taluk Agricultural Seeds

Producing Association. Treasurer, Co-operative Land Mortgage Bank Ltd. Committee member, Cooperative Union. Member, Taluk Scouts Association. Member, Salem Dt. Board. Address: Dharmapuri.

Sundaram, T. R. (B. A., B. Sc. Leeds) Film Director. Managing Director, Modern Theatres Limited, Salem. Address: Ramalingavilas, Extension, Salem. Phone: 6.

Thangavelu Chettiar, T. G. Oil and Cotton businessman. Proprietor, Velu Oil Mills, Salem and distributor, Mettur mulls and long cloth. Widely travelled in U. K. and the continent. Rotarian. President, Salem Dt. Chamber of Commerce. Takes part in all social service activities. Address: Shevapet, Salem.

Thiagaraja Reddiar, P. B. K., Member, Madras Legislative Council. Address: Muthugapatti post, Namakkal Tk.

Valiswaran, S. (M. B. B. S., L. O.) Eye surgeon. Born June 12, 1912 Was Hon. Asst Surgeon, Govt. Headquarters Hospital for 12 years. Joint Secretary, Salem Dt. Medical Association. Rotarian, Address: Salem.

Varadaraja Pillai, M. Theatre Owner. Proprietor, Central Talkies, and Central Victoria Talkies, Salem and the New Globe Theatre, Madras. Also a film distributor. Married, has five daughters and one son. Rotarian. Address: Salem.

Varadarajulu Naidu, P. M. L. A. Born 1887. Educated, Burma Medical School, Madras and National Medical School, Calcutta. Was Doctor at Tirupur in his younger days. Took part in national movement with great zeal. A staunch college in Salem Dt. Address: Subramanianagar, Salem Jn.

Vasudeva Chettiar, A. N. Partner, Venugopalakrishna Cigar Factory. Secretary, Kannikaparameswari Corporation, Limited, Attur. Address: 104, Bazaar Street, Attur. Phone: 10.

Veerasami Chettiar, N. S. Businessman. Dhall, Karkana and Grains Wholesale merchant. Firm "N. S. Veerasami Chettiar & Sons". Trustee, Kannikaparameswari Devasthanam for some time. Address: Main Road, Shevapet, Salem.

Venkataraman, G. (B. A. B. L.) Engineering Contractor. Practised as advocate for some time at Salem. Later took to business. Correspondent and Secretary, Gugai High School. Rotarian. Address: Salem.

Venkatarama Chettiar, S. M. Born March 28, 1898. Distributor, Imperial chemical Industries Ltd. President, Merchants Association and Vasavi Corporation. Director, Sarada Mills Ltd., Coimbatore. Address: Bazaar Street, Pandamangalam.

Venkatarama Chettiar, T. K. S. Proprietor, Sri Dhanalakshmi Weaving Factory, Komarapalayam. President, Powerloom, Owners' Association. Member in several associations. Address: Komarapalayam (Bhavani)

Venkatadas, N. K. (B. E., A. M. I. E.) Businessman. Partner, Venkatadas and Bros, Salem. Rotarian. Address: Fort Main Road, Salem Phone 202.

Vijayaraghavachariar, S. (B. A. B. L.) Advocate. Born April 10, 1893. Government Pleader, Salem 1936 to beginning of 1945. Additional Public Prosecutor, 1945. Public Prosecutor, Oct 1944 to Oct 1947. Was made 'Rao Saheb' in 1937 and 'Rao Bahadur' in 1942. President, Dr. C. Vijayaraghavachariar Memorial Library and Salem Cricket Club. Vice

President, Salem Red Cross Society. Non official member of the Jail Advisory Board for revision of sentences. Committee member, Ramakrishna Mission, and Discharged Prisoner's Aid Society. Address: 5/241 Rajagopalachari Road, Sivaswamipuram, Salem.

Vimalan, A. Director, Salem Dharmapuri Motor Service. Born 1931. Left for London for higher education in Aeronautical and Automobile Engineering College, London in December 1954. Address: Lakshmi Nilayam, Dharmapuri.

(KASI) Viswanatha Mudaliar. President Tiruchengode Weavers Cooperative society. Mainly responsible for the construction of a Weavers Cooperative Colony. Treasurer, Madras State Handloom Weavers Cooperative Society Ltd. Address: Tiruchengode.

Viswanathan, T. V. N. Textile Industrialist. Managing Agent, Sri Natesar Spinning and Weaving Mills Ltd., Erode. Son of Rao Saheb V. V. C. V. Natesa Mudaliar. Born Feb 11, 1923. Was President, Bench Court, Tiruchengode 1947-48. President, Bench Court, Salem 1952-54. Was Secretary, Salem Dt. State Nominees Association, Shevapet, 1951-53. Interested in sports and shikar. Address: 14, Gandhi Road, Extension, Salem. Phone 66.

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Sampathkumaran, D. N. Printer and Publisher. Proprietor, The Court Press, Born June 15, 1916. Was publisher, a tamil magazine called 'Kalai Arangu'. Secretary, Y'S Men's Club. Editor, 'Salem Rotarian' and Joint Secretary, Salem Rotary Club. Address: Cherry Road, Salem.

Sangameswara Chettiar, P. Landlord and Banker. Born 1880. Banking business carried on by the firm 'Sangameswara and Co., Recently started another business firm 'Komarapalayam Stores'. Address: Komarapalayam.

Sanjeevi Chettiar, K. A. Banker and Handloom Cloth businessman. Managing partner, K. G. M. Adikesava Chetty & Co, Partner, Maruthi Bank, Salem. Son in law of Late Dewan Bahadur Justice K. Sundaram Chetty. Director, Sri Dwarakanathar Bank Limited, Sri Ramavilas Co. Ltd. Trustee, Kannikaparameswari Devasthanam, and Gokulanatha Hindu Mahajana High School. President, Theosophical Society. Member, Salem Dt. Chamber of Commerce. Rotarian. Address: 1st Agraharam, Salem.

Sathianathan, N Member of Parliament (House of People). Address: Ramakrishna Road, Extension, Salem.

Sathyanarayanan, S. (B. Sc., B. Sc. Tech., M. S. G. T.) Glass Industrialist. Managing Director, South India Glass and Enamel Works Limited, Salem. Born Feb. 10, 1921. Graduated in Loyola College. Passed Glass Technology (B. Sc. Tech) Benares Hindu University. Treasurer, Red Cross Society. Secretary, and Treasurer, All India Manufacturer's Association Salem. Secretary, Dt. Planning Association, Automobile Association of India, Salem Branch. Writes articles to the press on industrial questions. Interested in research study on mineral resources. Was Secretary, Salem Rotary Club. Now its Vice President. Member, Salem Dt Chamber of Commerce. Plays an active role in social activities of the town. Address: Extension, Salem.

Seethalaxmi Ramaswami Smt. Wife of Sri. S. V. Ramasamy, M. P. Interested in the advancement of Social Service Institutions. Address: Extension, Salem.

Sitammal Smt. Mother of Sri. R. T. Parthasarathy, M. A. B. L. who is an advocate and

municipal councillor. Interested in social activities and religious institutions. Address: Salem.

Somasundaram Chetty, K. Proprietor, L. S. P. Oil Mills. Born 1903. Member, Madras Oil and Seeds Association and Salem Dt, Chamber of Commerce. Address: Sooramangalam Road, Salem. Phone 72.

Srinivasan, S. (B. A.) Proprietor, Fashionable House. Residence: Extension, Salem.

Sreenivasan, S., B. A. (L. T. M.) Bombay. Acting Head of Textile Department, P. S. G. College of Technology. Born July 15, 1918. Educated, Loyola College, Madras and Victoria Jubilee Institute, Bombay. Asst. Manager, Pankaja Mills, 1944 to 1952. Asst. Manager, Kathayee Cotton Mills Limited, Alwaye, 1952-53. Address: 9/24, Arogyasami Pillai Road, R. S. Puram, Coimbatore.

Srinivasa Guptha, A. N. Businessman, President, Salem Sri. Vasavi Corporation Ltd. Partner, Kumbakonam silver shop. Guptha's Jewellery, Guptha Agencies, Vasavi Press, Address: 1st Agraharam, Salem.

Sreenivasaraghavan, K. Advocate. Born Oct 25, 1893. Educated. S. P. G. College, Trichy and Madras Law College Government Pleader. Salem 1944-53. Counsel for State Bank of India, Salem, Madura Bank Ltd. and Sri Ramaswami Bank Limited, Salem, Rajendra Mills Ltd. and Jawahar Mills Ltd. President, Subramanianagar aided elementary school. Vice President, Bharathi Vidyalaya Sangam. Director, Cooperative Building Society. Governing Body Member, Dr. C. Vijayaragavachariar Memorial Hall. Address: 11/35, Rajagopalachari Road, Sivawampuram Extension, Salem.

Sriramulu Naidu, P. V. Partner, Sri Venkateswara Industrial Corporation. Interested in all sports. Address: "Kaveripatnam"

Subbaroyan, Dr. P. M. A., B. C. L. (Oxon), LL. D. (Dublin). Born 1889 at Tiruchengode. Zamindar of Komaramangalam. Educated at the Presidency College, Madras and Wadham College, Oxford. LL. D. from Trinity College, Dublin. Was elected to the Madras Legislative Council 1920. Independent Chief Minister, Government of Madras, 1926-30. Minister for Education & Law, Madras 1937-39. Appointed Ambassador

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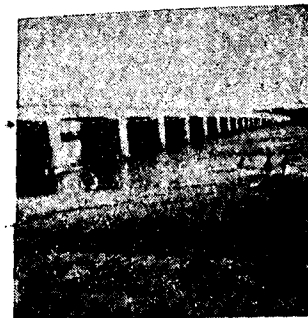
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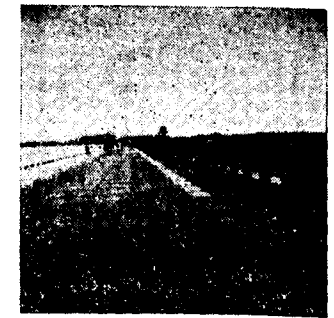
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Viswanathan, T. V. N. Textile Industrialist. Managing Agent, Sri Natesar Spinning and Weaving Mills Ltd., Erode. Son of Rao Saheb V. V. C. V. Natesa Mudaliar. Born Feb 11, 1923. Was President, Bench Court, Tiruchengode 1947-48. President, Bench Court, Salem 1952-54. Was Secretary, Salem Dt. State Nominees Association, Shevapet, 1951-53. Interested in sports and shikar. Address: 14, Gandhi Road, Extension, Salem. Phone 66.

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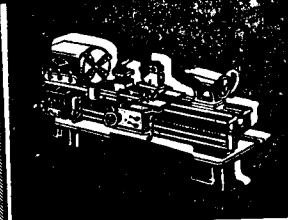
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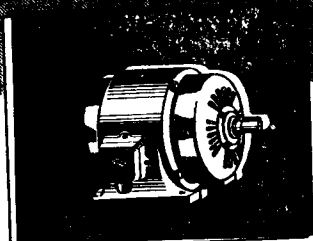
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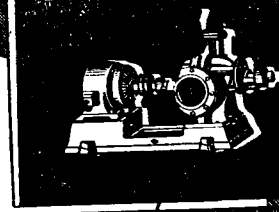
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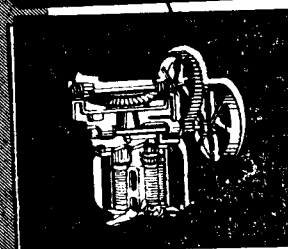
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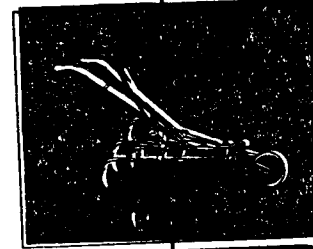
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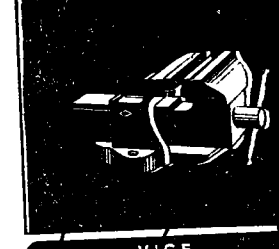
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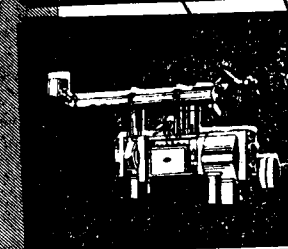
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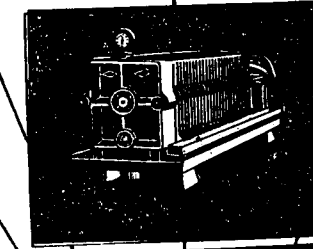
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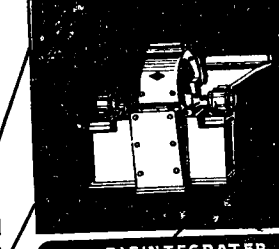
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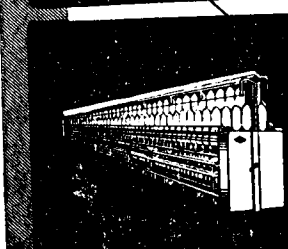
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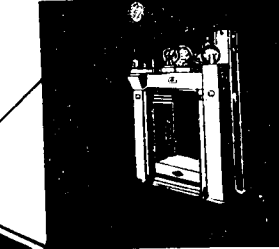
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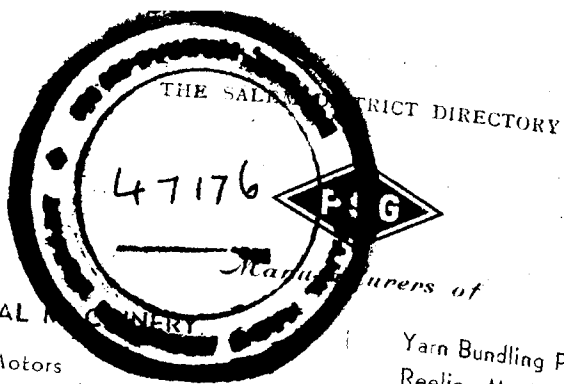
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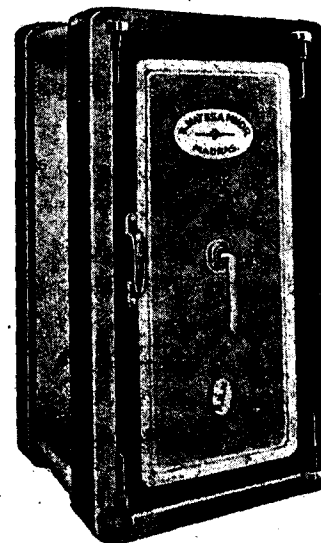
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A. N. Vasudeva Chetty

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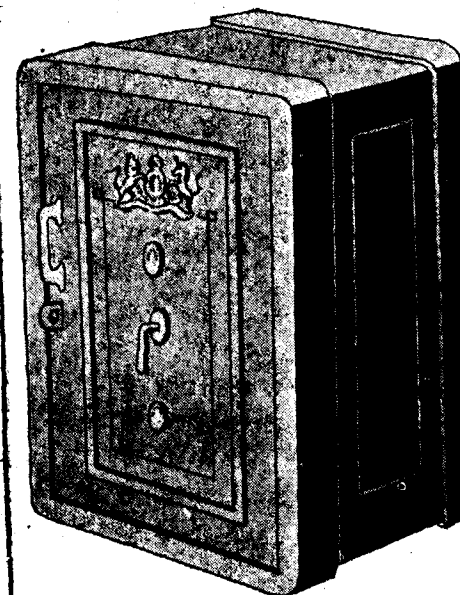
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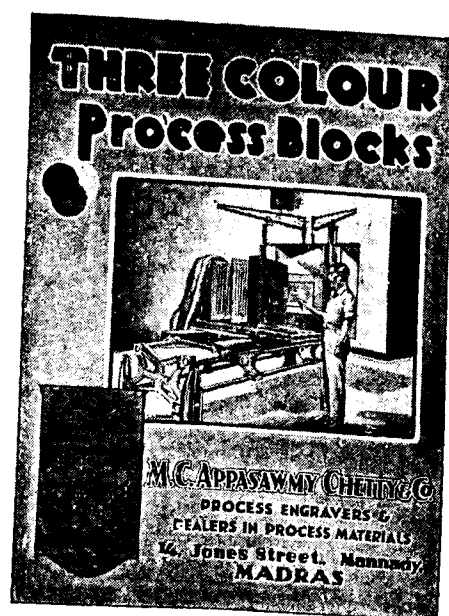
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CENTRAL OFFICE: MADRAS.



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Ellore	Salem Town	Trichinopoly
Erode	Shevapet-Salem	Tuticorin
Karaikudi	Shiyali	Virudhunagar
	and Vizianagaram	

Authorised Capital			Rs. 25 Lakhs
Paid up Capital (30-6-'36) over			Rs. 11 Lakhs
Total Resources over			Rs. 90 Lakhs

Directors:

RAO BAHADUR C. S. SUBRAHMANYAM PANTULU GARU,
(Chairman.)
T. R. VENKATARAMA SASTRI, Esq., C.I.E.
N. V. RAGHAVAN, Esq.
V. VENKATARAMA IYER, Esq.
R. VISWANATHA IYER, Esq.
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The banker was generally speaking exclusive and dignified. But in us you will find cordiality instead of stiffness, and comradeship instead of exclusiveness.

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Local Offices:—ESPLANADE, (Popham's Broadway), TRIPPLICANE, (Big Street).
MYLAPORE (Brodies Road), THEAGARAYANAGAR, Prakasam Road.
PURASAWALKAM, Purasawalkam High Road.

Sub Offices:—TENALI and GUDIVADA.

AUTHORISED CAPITAL	Rs. 60,00,000-0-0
Divided into 60,000 Shares of Rs. 100 each.	
ISSUED AND SUBSCRIBED CAPITAL	Rs. 47,92,800-0-0
PAID-UP CAPITAL as on 30-6-1936.	
20,000 Shares of Rs. 100 each, Rs. 50 paid	Rs. 10,00,000-0-0
27,928 Shares of Rs. 100 each, Rs. 10 paid	Rs. 2,79,280-0-0
RESERVE FUND	Rs. 13,00,000-0-0
CONTINGENT FUND	Rs. 1,92,956-4-11
DIVIDEND EQUALIZATION FUND	Rs. 1,80,000-0-0
PROVISION FOR INCOME-TAX & SUPER-TAX FOR 1935-36	Rs. 50,000-0-0

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Narayandas Girdhardas, Merchant & Banker, Madras.
Rm. Alagappa Chettiar, Bar-at-Law, Krishna Vilas, Vepery, Madras.
K. Chidambaramatha Mudaliar, Landlord, Shiyali, Tanjore District.
Rao Bahadur O. A. P. Rm. Arunachalam Chettiar, Banker, Pallattur, Ramnad District.
C. V. C. T. V. Venkatachalam Chettiar.
Diwan Bahadur S. Rm. Ct. S. Sabarathnam Chettiar, Banker, Kannadukathan, Ramnad Dt.
M. Ct. M. Chidambaram Chettiar, Banker, Madras.
S. Parthasarathy, Advocate, Mylapore, Madras.
C. V. Venkataratnam Iyengar, Retd. Advocate, Coimbatore.
K. Balasubramania Iyer, Advocate, Madras.

Secretary,
S. GURUSWAMI PILLAI, B.A.

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FIXED DEPOSITS received at rates of interest which may be ascertained on application.
LOANS, OVERDRAFTS AND CASH CREDITS:—The Bank grants accommodation against approved securities on terms which may be arranged.
All general banking business transacted. For Rules of Business and other particulars, please apply to any Office.

BANKING HOURS.

Week days (except Saturdays) .. 10 A.M. to 3 P.M.
Saturdays .. 10 A.M. to 1 P.M.

Phone:—Head Office 3131; Esplanade Branch 2121.
Triplicane Branch 8051; Mylapore Branch 8052.
Theagarayanagar 8130; Purasawalkam 3233.

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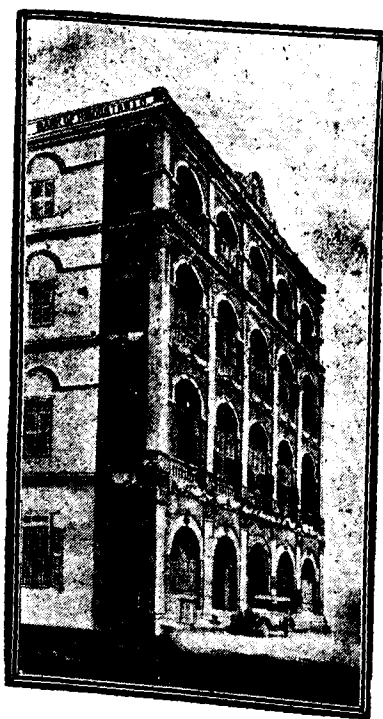
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Paid-up Capital Rs. 10,00,000.

Current Accounts.—opened at all Branches and interest allowed on daily balances.

Savings Bank Accounts.—opened at all Branches.

Fixed Deposits.—received for amounts above Rs. 100/- for one and two years at all Branches at attractive rates.

Loans, Overdrafts and Cash Credits are granted by the Bank against approved securities.

For terms, etc., please apply to the Head Office or any Branch of the Bank.

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Head Office: Puthenchanthai, TRIVANDRUM.

Branches: Cape Road, NAGERCOIL; 51, East Car Street, TINNEVELLY; Victoria Road, TUTICORIN & Main Road, NEDUMANGAD.

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3. V. Narayana Iyer, Land Lord and Banker, Vellayambalam, Trivandrum.
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5. T. M. Chidambaram Pillai, Vakil, Ramavaramapuram, Nagercoil.
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7. S. Chattanata Karayalar, M.A., B.L., High Court Vakil, Mittadar and Banker, Member, Travancore Legislative Assembly and Director, The Trivandrum Permanent Fund Ltd. Shencottah.
8. Rao Sahib P. Avoodiappa Pillai, B.A., B.L., Government Pleader and Public Prosecutor, Vannarpet, Tinnevely.
9. S. V. Nallaperumal Pillai, Mittadar and Banker, Director, The South India Bank Ltd. President, The Tinnevely District Permanent Fund Ltd. and Lately, Chairman, Municipal Council, Tuticorin.
10. A. S. Veerabahu Pillai, Honorary Secretary, The South Travancore Chamber of Commerce, Nagercoil, Lately Honorary Magistrate and Judge, Municipal Councillor, Director, The Trivandrum Permanent Fund Ltd., and Member, Travancore Srinulam Popular Assembly, Trivandrum. (Managing Director.)
11. M. Ramiah Pillai, F.B.I. Diplomat in Accountancy and Municipal Councillor, Trivandrum. (Director-Secretary.)

Auditor:—Mr. K. Venkitachalam Iyer, B.A., G.D.A., Government Public Auditor, Trivandrum.

For further particulars please apply to:—The Head Office or The Branch Offices.

The Premier Bank of India, Limited.

(Incorporated under the Indian Companies Act.)

Registered Office: Thambu Chetty St., G.T., Madras.

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- Dr. U. L. Narayana Rao, 'Bujang Nivas', Mambalam, Madras.
T. Ranganatha Mehta, Partner, T. B. Mehta & Sons, Diamond Merchants, Madras.
B. D. V. Ramaswamy, Dubash, Binny & Co., Ltd., Madras.
Dr. H. L. Narayana Rao, Thambu Chetty St., Madras.
S. V. Rao, D. com. (Managing Director), 46, Linga Chetty St., G. T., Madras.

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received. Rates of interest may be ascertained on application. Loans

and overdrafts granted on approved securities.

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(Incorporated in British India in 1906)

Head Office:—UD I P I, S. K.

Branches:—1. Udipi, 2. Coondapoor, 3. Car-St., Mangalore, 4. Shimoga, 5. Madras, 6. Bunder, Mangalore, 7. Mercara, 8. Virarajendrapet.

CAPITAL : Authorised, Issued and Subscribed .. Rs. 3,50,000
Paid-up as on 29-4-1936 .. , 2,87,585
Reserves , 3,70,106

Fixed Deposits are accepted up to 5% p. a.

Current & Savings Bank accounts are opened *free of charges* and interest allowed. Operations by cheques.

Cumulative Deposits: Most paying and beneficial to the rich and poor. Loans, overdrafts granted on approved securities on easy terms.

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Phone : 3351.

Telegram : BANKING.

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(Incorporated in India)

Head Office:—234, China Bazaar Road, MADRAS.

Branches:—Chintadripet, Bangalore & Bombay.

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„ P. Martanda Pillay, L.M. & S.
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$5\frac{1}{2}\%$ for Deposits of 6 Months
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 7% „ „ 24 „ & above.

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INTEREST WILL BE PAID MONTHLY.

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Sub-Office :—

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373, Esplanade, MADRAS.

President :— YUVARAJAH OF PITHAPURAM.

FIXED DEPOSITS : 5 % p. a. for 6 months.

6 % p. a. for 12 months.

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P. O. Box: 111.

D. Runganatham Chetty.

(Hony. Presidency Magistrate, Madras),

Manager.

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(INCORPORATED IN INDIA)

Head Office :—Khaleel Buildings, Godown Street, G.T., Madras.

Branch :—Chinna Bazaar, Quilon.

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K. R. KRISHNASWAMI IYER, C.E., EXECUTIVE ENGINEER (RTD.)

C. P. GOPALA PANICKER, B.A., B.L.

JOSE A. KALLIVAYALIL.

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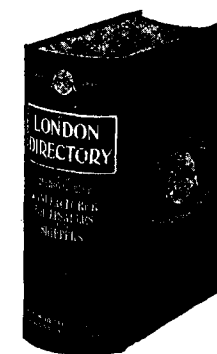
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Principal Passenger Office :—

14, Cockspur Street, London, S.W. 1.

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Messrs. BINNY & Co., (Madras), Ltd.

AGENTS IN CALCUTTA, BOMBAY AND COLOMBO :—

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Information regarding freight and passage,
dates of arrival and departure can be
obtained from any of the
Company's Agents.

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To Marseilles and London, every Saturday from Bombay.
„ Australia, China and Japan, fortnightly from Colombo.
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All sailings are liable to cancellation or
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All passengers leaving for ports outside
British India must hold passports.

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(Oldest Indian Shipping Company on the West Coast of India)

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For particulars as to timings, fares, etc., please apply to the Head Office of the Company.

AGENTS:

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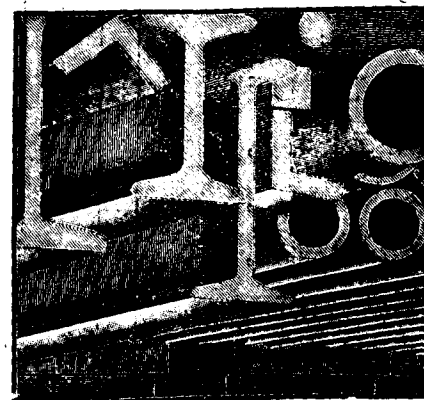
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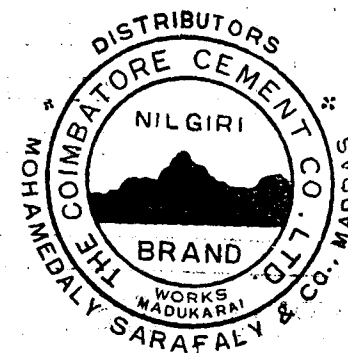
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