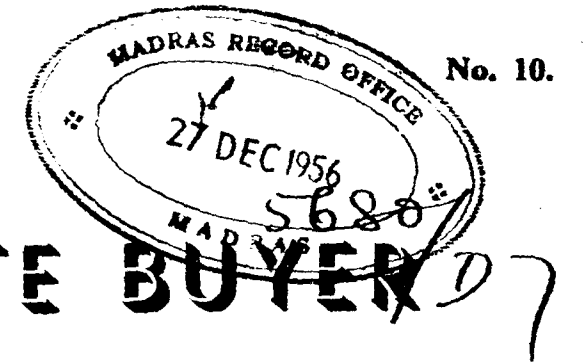
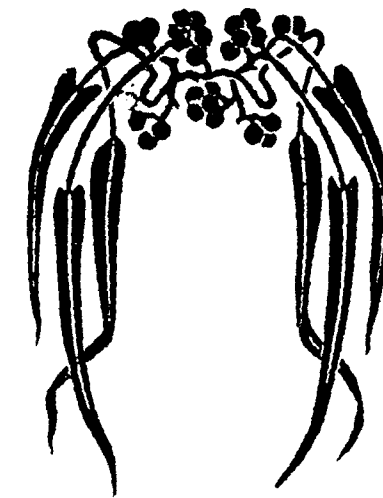


P. 419



THE ESTATE BUYER 17

THE ADVERTISERS' MONTHLY
OF SOUTH INDIA



DECEMBER
1956

Price 8 Anna.

P. 417



THE ESTATE BUYER

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Inside	...	...	...	30 - 0 - 0
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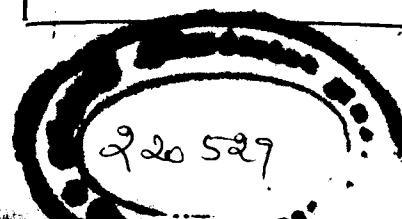
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- d) Where blocks are to be used, the said blocks should be supplied by the customer.
- e) While every care will be taken, the Management can take no responsibility for any damage caused to the blocks while in use, custody, or transit.

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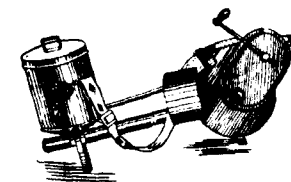
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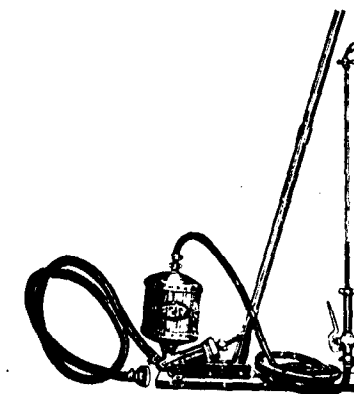
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PROTECTION OF TEA & COFFEE PLANTATIONS
AGAINST INSECT PESTS & BLISTER BLIGHTS
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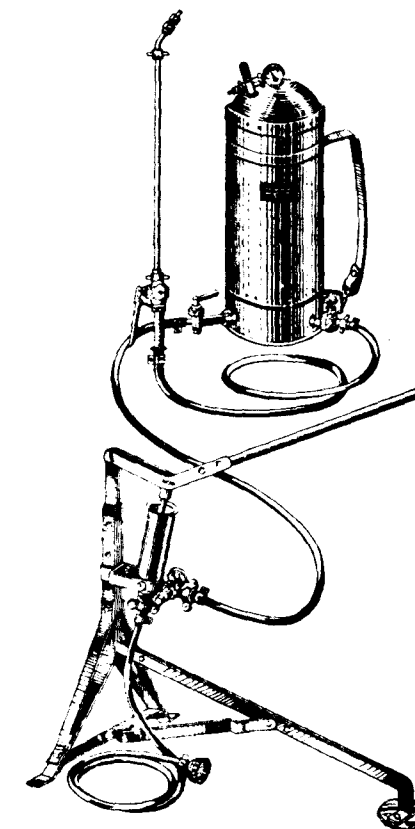
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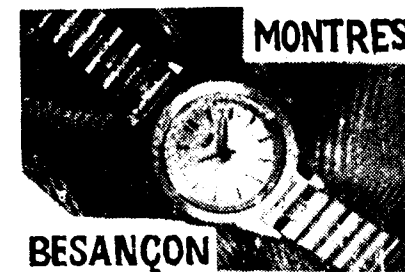
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38 .. HERCULES CYCLES 22" MADE IN ENGLAND

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154 Bharathi Street, PONDICHERRY.

GARDEN TIPS

(Reprinted with permission from the Journal of the Agri-Horticultural Society,
Madras Vol. I N. 5)

More bloom from climbing roses:

Climbing roses that give most of their bloom at the ends of the canes can be encouraged to produce bloom along most of their length. Bend them down and fasten the tips to a point below a horizontal position. This treatment separates the canes and provides plenty of growing room for the side branches which carry the flowers.

Dahlias as cut flowers:

When Dahlias are used as cut flowers, submerge about 1 inch of the stem into boiling water for 20 seconds. Remove and plunge in fresh, cold water, leaving overnight.

Compost from the kitchen:

Keep an extra garbage bin under the kitchen sink for such valuable compost material as carrot and radish tops, orange rinds, coffee grounds, and egg shells, which are often tossed into the regular garbage bin. Place on the compost pile, in a pit, or bury in the garden two or three times a week. A little lime sprinkled on the decomposing material will prevent odour and keep away flies. The addition of mixed fertiliser in small quantities, at regular intervals speeds up decomposition.

Secure markers for garden rows:

Using empty seed packets to mark garden rows is a simple way to identify plantings. But the paper packet will blow off or will wilt in the rain if it is merely speared on a stake. If you tack it on the stake with a thumb tack, your identifying mark will remain until the crop is up.

Fragrant Mint in Flower Arrangements :

By adding mint to flower arrangements, you get both the fresh green of the leaves and a very pleasant fragrance. If you drop a few crushed leaves in the vase, too, you'll find that the aroma will permeate the room.

How to Mark Dahlia Bulbs :

The surest way to mark Dahlia bulbs is to write the name of the variety on each bulb with an indelible pencil.

To Colour Cut Flowers :

Delicate shadings of colour can be added to white flowers by this natural method :—
In a glass full of water, drop from 1 to 1 1/2 teaspoons of artificial food colouring and mix thoroughly. Place the cut end of the flower stem in the solution. The stem absorbs the substance as food, and petals will show evidence of a colour change within two hours. However, it will take about two days for the flower to colour up completely. All tones of colour come out slightly lighter.



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NYLONS—CHIFFONS—GEORGETTES—BROCADES—

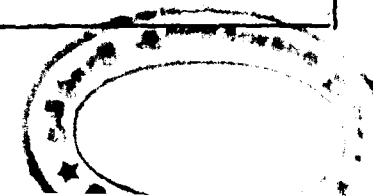
SILKS—SHARKSKINS—NYLON SUITINGS

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THE AGRICULTURAL INDUSTRY

(Its origin, growth and present state in India)

(Continued from previous Issue)

The article published below is a contribution from one of our readers. It gives the PERSONAL views of a "Tiller of the Soil", which might be of interest to other "Tillers of the Soil". The latter may or may not endorse the author's suggestions in the matter.

If a stock of the actual conditions prevailing in the industry of Agriculture is taken, it does not reveal a pleasant state of affairs. It is in a deplorable state, and remains worse organised. There is a colour of inferiority complex attached to the industry, as an avocation of those who cannot find a place in trade, industry, commerce or other professions and liberal arts. As a matter of fact, many of the farmers are those who have stuck to the land as an alternative to employment elsewhere, and starvation, and the rest are left without the requisite education and means to carry on the business advantageously. The entire outlook about the industry should change before any real attempt can be made to re-organise the same. Still more, the cultivators are dragged down by the weight of the rentiers, the money-lenders, and a host of middlemen from the start when the seeds are sown, till the end of marketing the produce.

A thorough re-organisation of the industry is absolutely essential through a practical and realistic approach. Mere doctrinaire principles will not help in the matter. The plans should be based on the provision of adequate Capital, and the use of modern implements and scientific technique. It will not be easy to achieve such a change from the traditional structure of the agricultural industry in India, but it has to be accomplished somehow or other. The main set-back rests with the existing system of individual petty land-holdings, which will not admit of operations on a large scale with modern implements and advanced methods. Perhaps an incentive to learn and use scientific methods of farming can be induced in the minds of farmers through propaganda and education; but the question of consolidation of holdings will certainly present a more difficult problem. It would entail the amalgamation of the different number of small holdings in each village into a single, compact unit. To gain this end, a type of compulsion and regimentation becomes imperative, and no planning will succeed without them. The country will have to choose between a form of Socialism and aggressive Capitalism.

In a system of planned economy worth the name, much reliance cannot be placed on voluntary effort. Things will not change so long as the peasants are left with their petty holdings, and to pursue time-old methods in their own way. They will have to be organised on a co-operative or collective basis through the force of a Central Authority, which would produce the National Plans, and carry them out through an organisation covering the entire country with a network of extension-workers. In each village there should be an authority, who would be entrusted with the execution of the plans and held responsible for the proper working of the same, maintaining direct liaison with the farmers on the spot. The authority could with advantage take care of the distribution of chemical fertilizers, farm implements

and agricultural accessories which the farmers need. With regard to the required heavy equipment, a machinery-pool may be necessary for each convenient block : the pool would lend the equipment to the farmers of its sector, drawing upon an advance made in respect of each block by the State-Government.

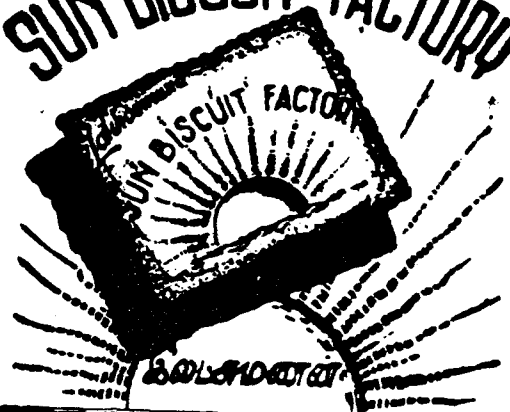
A common trust for each unit, made up of villages in relation to Capital requirements, could be formed to finance the new organised agricultural farms. Private money-lenders could very well contribute their funds into the Trust. Such a Trust would in fact form the nucleus of a Rural-banking practice, of which the industry is much in need. Prices should be stabilised and parity between agricultural and industrial prices maintained with the provision of a ready market for the produce. The introduction of improved methods in cattle upkeep and animal husbandry has to be expedited. Good scope for the development of cottage industries and small-scale industries, like soap-making, weaving, basket, coir and rope-making, and other indigenous arts exists in rural parts, and, if the possibilities are properly exploited, the standard of living of the cultivators would very much go up. There is still another problem to be tackled with care, namely the control of epidemics and Malaria. These lower the efficiency of man-power in country parts to a great extent.

The industry is well secured in the matter of raw products; there are large amounts of fresh land to be reclaimed and brought under the plough; there is an unlimited supply of water to be tapped through well-designed irrigation works.

—THE END—

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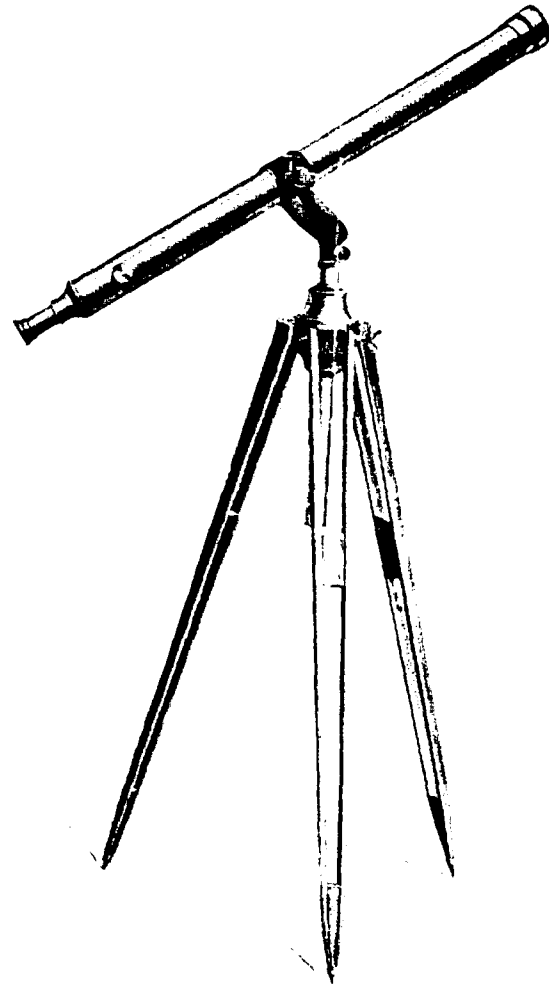
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The house is fully furnished and has curtains, carpets etc. The bedrooms contain 3 beds with good mattresses, and cupboards—both shelf and hanging.

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A solidly built and fully furnished bungalow with modern amenities overlooking Ooty lake with an extent of over 5 acres of land.

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Drawing room, 2 Dining rooms, 6 Bedrooms with attached bathrooms—pantry, kitchen, out-houses—Beautiful garden and Tennis court.

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A large well built and well furnished 3 suite bungalow with modern sanitation situated off the Coonoor Road and a few minutes walk from Charing Cross.

ACCOMMODATION: Each suite containing sitting room, 2 bedrooms with dressing and bathrooms attached—kitchen, pantry and outhouses.

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Attractive garden and very nice view.

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A nice furnished bungalow with garden situated in Upper Coonor, a few minutes' walk from Sim's Park, Coonor Library and Coonor Club.

ACCOMMODATION:

Side open Verandah, 4 Bedrooms with bathrooms, 1 Single bedroom with bathroom (two bathrooms with modern sanitation and with hot water boiler) Drawing room, Dining room, Glazed room, Pantry, Kitchen with godowns attached, store-room, Garage, Firewood godowns.

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There are 2 rooms with small verandahs 1 Bathroom (could be converted into a small cottage).

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Four at the back.

PRICE

Rs. 26,000/- or near offer.

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Elevation 7500 feet above mean sea level.

The bungalow is actually on the Downs and on a naturally level site.

Golf Club 400 yards - English Club 2½ miles - Excellent centre for hunting, shooting, fishing and golf.

Two storeyed bungalow with twelve rooms fully furnished - bath rooms with modern sanitation.

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Electrified with running water and modern sanitation.

Four roomed cottage, two large garages, big cattle sheds, six servants' godowns, poultry houses and a block of four rooms.

For particulars apply to:

M/s KING & PARTRIDGE,
Solicitors, OOTACAMUND. S. I.

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PUBLIC (GENERAL-B) DEPARTMENT

G. O. Ms. No. 2798 dated 22nd August 1956

THE PRIVATE DIARY OF ANANDA RANGA PILLAI,

DUBASH TO

JOSEPH FRANÇOIS DUPLÉIX,

Knight of the Order of St. Michael,

AND

GOVERNOR OF PONDICHERRY

A RECORD OF MATTERS POLITICAL, HISTORICAL, SOCIAL,
AND PERSONAL, FROM 1736 TO 1761.

TRANSLATED FROM THE TAMIL BY ORDER OF THE GOVERNMENT OF MADRAS,
AND EDITED BY

SIR J. FREDERICK PRICE, K. C. S. I.,

Late of the Indian Civil Service.

ASSISTED BY

K. RANGACHARI, B. A.,

Superintendent of Records, Government Secretariat, Fort St. George.

Volume 1.

ANANDA RANGA PILLAI'S DIARY

Chapter II

FROM JUNE 20th, 1737, TO JUNE 11th, 1738

(Continued)

Wednesday, 7th May 1738, or 28th Chittirai of Kalayukti.—The ship “St. Joseph”, which had been to Perak and Tenasserim, returned at 8 this morning. Her cargo is said to consist of rice and Mergui wood.

This evening at about 7, learning that Father Lolière¹ of the church² in front of my house had come to my residence, and was standing at the entrance, I hastened to him, and paid my respects. He then informed me that he had come to impart a piece of news that would pleasantly surprise me. So saying, he took me to the church, conducted me into his dining room, and ordering a wax candle standing on the table there to be lighted, requested me to be seated on a chair placed by the side of it, whilst he sat on another hard by. He then told me that he had received, by the ship which had recently arrived, a letter from M. Lenoir, in which he was bidden to visit and give me certain information. Showing the portion of the communication which concerned me, he permitted me to read it. It ran as follows : “Rangappan, your neighbour in the house opposite to you, has written a letter to me. I am in receipt of it, and am very pleased. Assure him that I will never forget him. I am on the watch for an opportunity to assist him in what he wants, and when one offers, I will see to his interests; I have not written to him direct, because he may have to use the help of another to acquaint himself with the contents of the letter. You had better visit him, and explain all this to the satisfaction of his heart.” After reading what was shown to me, I remarked to Father Lolière that M. Lenoir was so good that his liking for me had not declined. He observed : “He is very favourably disposed towards you. The way in which he has written shows that he has constantly in his mind a desire to oblige you in any matter of importance the successful issue of which depends on the pleasure of the authorities at home. As a rule, it is very hard to extract promises from him. He would not have written as he has, unless he was most cordially bent upon doing you a favour. He is not one who will forget promises, as some do.” He told me several other things regarding the character and abilities of M. Lenoir, which created in my heart unspeakable raptures. I then asked him how the business of M. Vincens fared. He replied that the brother of M. Duplex had done his very best on his behalf, but that it was all in vain, and that M. Vincens was wandering about the streets of Paris much dispirited. I then took leave of the priest, and came away, having been escorted by him as far as the church gate.

(1) The full name was Lolière Puycontat
(2) This was the church of the Missions Etrangères.

Sunday, 11th May 1738, or 1st Vaigasi of Kalayukti :—The “St. Benoît”, bound for China, and laden with pepper, cardamoms, etc. touched here. Of the cargo, only 100 candies of pepper were landed; the balance has been retained on board, as the ship is on her way to China. The captain is M. Desjardins.

Friday, 16th May 1738, or 6th Vaigasi of Kalayukti :—The merchants of the old Company executed a contract this morning at 9, undertaking to supply 3,000 bales of piece-goods for the year. Broad-cloth and a chain apiece were presented to them, and thirteen guns were fired. The gift of broad-cloth, and the salute, followed precedent. As regards the chains, they were not in reality presents made by the Company. Each man supplied himself with one at his own cost, and wearing it had for its origin nothing but a desire for ostentatious display. The motive which actuated the merchants to do this was that they wished it to be understood by the public that they were treated with greater marks of honour than Sunguvâr, who had only broad-cloth, and a salute of guns. About five years ago, during the days when M. Lenoir was Governor, they preferred a request to be granted the present of a chain each, but he stoutly refused to comply with their petition, on the ground that in such matters time-honoured practice could not be deviated from. They then said that they would supply these at their own cost, but prayed that they might be presented to them by the Governor in public as, ostensibly, the gifts of the Company. He replied that if it was required, he had no objection to announce, ten thousand times, that the chains were given by the Company, provided that they were placed in his custody. The merchants thereupon each handed a chain to Kanakarâya Mudali, to be made over to the Governor, who eventually presented it to its particular owner. Similarly, on the present occasion, the merchants caused their own chains, which had been kept in their houses, to be presented by the Governor for the sake of appearances. A novel feature in the proceedings this year was that after signing the contract and taking leave they were accompanied from the Government House as far as the warehouse by dancing girls and tom-tom beaters of the left-hand caste.³ In other respects, each received the honour usually accorded to him.

An event which took place to-night in this town is recorded below. Subbaiyan and Rangappa Chetti, who are the agents of Imâm Sâhib, arrived here with 50,000 pagodas; and in accordance with the agreement entered into by the French at the time when they were given authority to coin rupees, they asked to be supplied with silver for the money which they had brought. The terms of the agreement required that for every trading ship which reached the French, they should furnish to Imâm Sâhib ingots of silver worth 50,000 pagodas, he paying the value of these in the form of pagodas, at the rate of 7 pagodas and 2 fanams per seer of silver. The Governor promised to comply with their request, and also told them that as he expected another ship in five or six days he was prepared to give ingots for a lakh of pagodas. They replied : “We hear that you have condemned the current pagodas of Alambarai as base. Those now available there are only of about eight touches; some being slightly above and some slightly below that fineness. It is therefore impossible to procure another 50,000, of the standard touch.” The Governor had this matter under consideration for two or three days. Owing to the large outlay required for investment amongst the merchants of the Company, and the smallness of the funds in hand, he bade the agents of Imâm Sâhib obtain the additional amount. They accordingly wrote to Alambarai, and re-

(1) The terms “right hand” and “left hand”, as applied to castes in the Tamil country, mark the distinction of the agricultural classes on the one hand from the artisan on the other. The words themselves are literal translations of the Tamil.

ceived a further sum of 50,000 pagodas. The Governor then summoned the officers of the mint, and directed them to melt some of the coins, and ascertain their fineness. They accordingly took ten of them at random and melted them....¹

*Tuesday, 10th June 1733, or 31st Vaigasi of Kalayukti:—*This evening at a little before 6, the "St. Geran" arrived from France. The captain's name is M. Aubin. When she anchored, seventeen guns were fired by her, and a similar number was returned from the ramparts of the fort. When the captain disembarked, a further salute of nine guns was fired. The intelligence which arrived by this ship was to the effect that, by the command of the King of France, M. Dumas, the Governor, was appointed, by the Comptroller-General, to the Order of St. Michael. The letter written by the Company to the Governor further stated that the insignia of the Order might be expected by the next ship.

*Wednesday, 11th June 1733, or 1st Ani of Kalayukti:—*A Council was held this morning at 8 to read the Company's letter. The proceedings opened with the firing of twenty one guns from the fort battery. The Deputy Governor and the other Councillors congratulated M. Dumas on the honour bestowed on him by the French monarch. The merchants and the principal inhabitants of the town also went to the Council to congratulate him. The Order of St. Michael was conferred on M. Dumas for the following reasons. The endeavours of the various Governors of Pondicherry, during the last thirty years, to obtain a charter from the Nawâb of Arcot authorizing them to issue a rupee coinage had previously been of no avail, and were crowned with success only during the time of the present Governor. The Directors of the Company were exceedingly pleased to receive the news of this, especially as they had expended large sums of money to procure the charter—by which they would be considerably profited—and the negotiations had been carried on through a long series of years. They thereupon communicated the glad tidings to the Comptroller-General, and through him, to the King of France, who desired to know what return should be made to M. Dumas for his signal services. The Directors, having reason to believe that M. Dumas who had written to his agent to that effect, would not be adverse to being invested with the Order of St. Michael, informed the Comptroller-General accordingly. He, in his turn, made it known to the King, who agreed to bestow the insignia of the Order on M. Dumas, and directed the Comptroller-General to prepare the necessary Letters Patent. That official communicated to the Company the orders passed, as well as the intelligence that the decoration would be despatched by the next ship. It thereupon made these things known in the letter to M. Dumas and his Council. The honour conferred upon him will give the following privileges to his descendants. His sons will take ranks as nobles, and may marry into noble families, and his daughters may be married to members of the nobility. As for M. Dumas himself, he will be greeted with honour wherever Frenchmen are; he being a Chevalier of the Order of St. Michael. When he goes to the capital of France, he will be exempt from the royal taxes, to which all other Frenchmen are liable. The Order of St. Michael was formerly conferred by the King on Guruva Pillai. He having left no descendants, the title of Chevalier, and his knighthood, became extinct with him. If M. Dumas dies without issue, there will be no heir to his title. It will not descend to his brothers or other relations. He is indeed lucky in having secured the honour of the knighthood. It is one not commonly granted. I will show how he was more fortunate than his predecessors in office. It is well known that former Governors, however astutely they laboured, successively

(1) Blank in the original.

failed in their endeavours to secure from the Nawâb of Arcot the charter authorizing the coinage of rupees. They expended immense sums of money. The negotiations were very prolonged. M. Lenoir, however, who was Governor before M. Dumas, wrote to the Governor of Bandar, and prevailed upon him to mediate with Chin Qulich Khân¹ to obtain for the French leave to enlarge the fort there, and to circulate the pagoda coins of Pondicherry in that town on the same footing as those of Madras. In the course of these negotiations, a sum of between 2,000 and 3,000 pagodas was expended, and permits were obtained from the Nizâm in regard to these matters. Further, M. Lenoir sent for Imâm Sâhib, and conferred with him as to the means of obtaining from the Nawâb of Arcot a permit to issue a rupee coinage in Pondicherry. Imâm Sâhib promised to send the required license, and returned to his home. But before the charter of the Nawâb could be despatched by Imâm Sâhib, M. Lenoir returned to France, and M. Dumas was appointed in his stead. This change occurred within the short space of two months. The document at last came, and M. Dumas was the recipient of it. All the credit attending the successful issue of the negotiations attached itself to him. He, in this transaction, did nothing, whilst M. Lenoir did everything; but all the honour and glory go to the former! Who shall now say that M. Dumas is not a lucky individual?

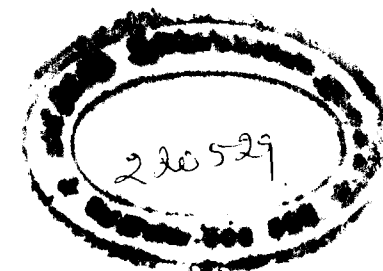
The Company, it appears, had, through M. Dumas, sent a letter and forwarded a reward to M. Elias for his share in the negotiations to obtain the charter. He however was the recipient of neither. The Company's letter to the Council at Pondicherry mentioned that a medal would be transmitted to Kanakarâya Mudali, as a recognition of his assistance in procuring the concession. This will not confer much honour on the person receiving it, because it is not granted by the King. A similar medal was, on the recommendation of M. Dupleix, granted three years ago to Indula Nârâyana Savuttri, who is now the chief dubâsh at Chandernagore. The Tamilians, who do not know much about these distinctions, will naturally think highly of the recipient of a medal. But the French hold such decorations in but little esteem, and indeed it was entirely different from that accorded to Guruva Pillai. Kanakarâya Mudali is however a lucky man. There has been before him no dubâsh who held office so long, or who amassed so much money; and there has been no predecessor of his whose name has travelled so far as France, and who has obtained so much distinction. Who shall say that this man is not fortunate?

The silver brought by the recently arrived ship amounted to...² marcs, and the number of bales of broad-cloth, was a hundred.

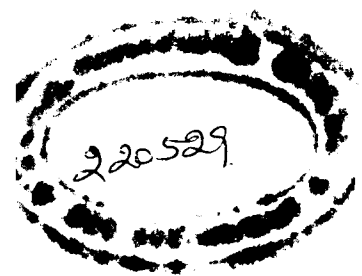
Some new³ factors have also arrived for the fort. There was a remarkable occurrence this day. A soldier who had deserted and been captured; and who had remained in confinement for the last fifteen days, was made an example of, as a warning to others. He was removed to the south of the fort, near the ditch, and ordered to kneel. He was then blindfolded, and shot through the heart by three soldiers who stood opposite to him with their muskets aimed at his¹ breast.

(To be continued)

(1) Former name of Nizâm-ul-mulk. Asaf Jah.
(2) Blank in the original.
(3) European mercantile servants of the Company.



Published by
ARMAND GALLOIS-MONTBRUN
PONDICHERRY



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1944 12 66 1000

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