

Appropriate Technology Services

121, POINT-PELFO ROAD

NALLUR, JAFFNA

No.

REPORT
OF THE WORK OF THE
CEYLON COCONUT BOARD

1940



THE CEYLON COCONUT BOARD, COLOMBO.

Appropriate Technology Services

121, POINT-PELLEO ROAD

NALLUR, JAFFNA

No.

REPORT
OF THE WORK OF THE
CEYLON COCONUT BOARD
1940



Printed at the
Ceylon Examiner Press,
— Colombo, —

COCONUT PRODUCERS

EXECUTIVE COMMITTEE
OF
LABOUR-INDUSTRY-COMMERCE

CEYLON COCONUT BOARD

STANDING COMMITTEE

PROPAGANDA

SALES

CO-OPERATIVES

RESEARCH

GENERAL

INDIA

PRESS

HOARDINGS

CINEMA

MAGAZINES

SIGNS

EXHIBITIONS

SAMPLES

ORDERS

COMPETITIONS

UP-COUNTRY

HATION DEPOT

CARAVAN

COOKING COMPETITIONS

LEAFLETS

CANVAS

PUBLICITY

LEAFLETS

COCONUT PRODUCTS JOURNAL

MARKET PRICES WEEKLY LISTS

LIBRARY

EXHIBITIONS

RADIO TALKS

INSTRUCTIONS ON CURING COPRA

MISCELLANEOUS

D.C. COMPETITIONS

ESSAY COMPETITION

POSTER COMPETITION

KIOSK AT JETTY

POONAC

HOARDINGS

DAIRIES VISITED

LEAFLETS ON RATIONS

TEST FEEDINGS

CENTRAL SALES ROOM

SERVICES OF CONCILIATION

DAILY MARKET PRICES PUBLISHED

WHITE COPRA PRODUCTION INCREASE

REGISTRAR OF CO-OPERATIVE SOCIETY

CO-OPERATIVE INSPECTOR

MARAWILA CREDIT SOCIETY

MARAWILA SALE SOCIETY

DUMAGARA SALE SOCIETY

SANDALANKHAMA SALE SOCIETY

MR. S. R. K. MEMON

PAPER

PAPER - BOARD

MENONITE

REPRESENTATIVE OF COCONUT PRODUCERS

CONFERENCES

FREIGHT ASSISTANCE

LEGISLATION

TRADE INQUIRIES

DIAGRAM OF THE WORK OF THE CEYLON COCONUT BOARD

The Ceylon Coconut Board

(Established under the Coconut Products Ordinance
No. 13 of 1935.)

ADMINISTRATION REPORT FOR 1940

MEMBERSHIP

The personnel of the Board on 1st January, 1940, was :—

Mr. C. H. Z. Fernando, (Chairman)
Mr. R. H. De Mel,
Mr. S. R. De Silva,
Sir Wilfred De Soysa,
Mr. W. P. H. Dias,
Mr. R. Doresamy,
Mr. W. M. Fernando,
Mr. R. J. Hartley,
Mr. G. Pandittesekere,
Mr. S. Pararajasingham,
Mr. R. Sri Pathmanathan,
Mr. J. Tyagaraja,

MEETINGS OF THE BOARD

During the year 22 meetings of the Board were held and the average attendance at these meetings was 11.

STANDING COMMITTEE

The Standing Committee consisted of the following members :—

Mr. C. H. Z. Fernando, (Chairman)
Mr. R. H. De Mel,
Mr. S. R. De Silva,
Sir Wilfred De Soysa,
Mr. R. Doresamy,
Mr. W. M. Fernando,
Mr. S. Pararajasingham.

Seventeen meetings were held during the year and the average attendance at these meetings was 4.

AUDIT

The yearly accounts of the Board have been, as usual audited by the Auditor-General. His report thereon and the statement of accounts appear in Appendix I.

FINANCE

The total income accruing to the Board for the year amounted to Rs. 94,119/08. The expenditure was Rs. 129,654/98, or 562 per cent. of the total value of coconut products exported during the year. There was a drop in income of Rs. 23,214/- compared with that of the previous year due to the fall in exports. Expenditure by the Board for the year under review exceeded income by a sum of Rs. 35,535/90. The deficit was met from the Board's reserve funds.

EXPORT DUTY

The export duties payable under Section 23 (1) of the Ordinance at two and half cents per hundredweight on copra, four cents per hundredweight on coconut oil and three and half cents per hundredweight on desiccated coconut, were recovered through the Principal Collector of Customs. The total sum collected amounted to Rs. 72,838/13, as compared with Rs. 100,363/86 for the previous year.

REGISTRATION OF SHIPPERS, MILLERS, DEALERS, AUCTIONEERS AND BROKERS

During the year the number registered was as follows :—

	Registered in 1940.			
Shippers	104
Millers	47
Dealers	744
Auctioneers	79
Brokers	35

CENTRAL SALES ROOM

The usual agitation by interested parties for the closure of the Central Sales Room was continued during the year. Statements were made from time to time in the press and at public meetings about alleged loss of orders consequent on the Board's regulations which were said to interfere unnecessarily with sales for future delivery. Prior to the establishment of the Central Sales Room large quantities of copra were sold to prospective buyers by producers and dealers for future delivery. At that time buyers had the opportunity of obtaining by private sale their requirements at the cheapest possible price. There is nothing to prevent the same producers and dealers offering copra for future delivery at the Central Sales Room. A certain shipper testified to the loss of orders from Egypt and Palestine for 3,000 tons for delivery up till November. If only he had made it known that he was in the market for forward purchases over this period, producers would certainly have offered copra for delivery over this period. The reason why buyers are unable to get cover is due to the fact that sellers for future delivery are not always

satisfied with the prices which foreign shippers offer to sellers, thus resulting in the withdrawal from the Sales Room of a large quantity offered for future delivery. Obviously the forward prices should be sufficiently attractive to interest producers.

Copra formerly shipped to Egypt and Palestine and other foreign countries is now taken by India. At the Sales Room every lot offered obtains a bid which shows the keenness evinced by buyers to secure what they could in the market. Indian buyers pay the highest price for copra. The real reason why other foreign business is not substantial may be attributed to the fact that higher prices are paid invariably by the Indians. Every ounce of copra and oil that is produced is exported or sold locally. This contradicts the impression created by opponents of the Board that quantities of these products fail to find markets abroad.

The regulations in regard to sales for future delivery are by no means a hindrance. If a buyer is in need of copra, he has but to avail himself of the opportunity of purchasing his requirements for either spot or forward delivery, at the Central Sales Room in open competition.

The Central Sales Room has continued to help buyers to purchase their requirements in the open market. During the year, three new buyers entered the market and this stimulated further competition. As a result of such competition prices for copra, particularly for white, improved.

The Central Sales Room has now functioned for five years and the Board is convinced that this method of sales is in the best interests of the producers.

The total quantity of copra sold at the Central Sales Room during 1940 was 501,786 candies of the value of Rs. 16,398,366/- as compared with 527,568 candies of the value of Rs. 18,354,090/- for the previous year.

1,438 Licences were issued during the year in respect of 29,988 tons of coconut oil and 1,532 Licences in respect of 77,883 tons of copra exported from the port of Colombo as compared with 2,504 Licences covering 61,897 tons of coconut oil and 753 Licences in respect of 43,007 tons of copra for the previous year. (See appendices 2 and 3.)

The monthly average prices of copra as declared by the Board and sold at the Central Sales Room, the total number of lots offered, the total quantity of copra sold monthly, the total quantity and the number of sales certificates issued monthly and the total quantities and values of all the coconut products exported during the years 1937 to 1940 appear in Appendices 4, 5, 6, 7, and 8.

TRADE TENDENCIES

During the year under review the average price of copra per candy fluctuated between Rs. 24/81, the lowest in August, and

Rs. 47/80 the highest in January, as compared with Rs.28/81 in April and Rs. 51/43 in December of the previous year. The average price per candy for the year was Rs.32/68, the price for 1939 being Rs. 34/79.

In regard to coconut oil the average price per ton for white oil f.o.b. fluctuated between Rs. 181/02, in August, and Rs. 305/31 in January, as compared with Rs. 182/03 in February and Rs. 343/12 in December of the previous year. The average price per ton for the year was Rs. 225/- the price for 1939 being Rs. 218/90.

The following are the average prices of copra and coconut oil during the years 1936-1940 :—

	1936	1937	1938	1939	1940
	Rs. c.	Rs. c.	Rs. c.	Rs. c.	Rs. c.
Copra No. 1 per candy	48·15	47·59	27·89	34·79	32·68
Coconut Oil (White) per ton. ...	288·55*	302·72	184·22	218·90	225·00

*(For ordinary oil prices as per Ceylon Chamber of Commerce Annual Report for 1940.)

The year 1940 has been an extremely difficult one for the Ceylon Coconut Industry consequent upon the loss of many foreign markets and the considerable dislocation in freight accommodation available. Even the exports to the United Kingdom of coconut products such as copra and coconut oil have been affected by the purchase of commodities from cheaper sources by the Ministry of Supplies. The demands of expanding Indian industries resulted in large and steady orders for Ceylon copra. Almost the whole of Ceylon's copra exports were taken by India; other consumers were Mauritius, Switzerland and Iraq. The United Kingdom did not take any copra as its supplies were secured at considerably lower prices from Singapore and the Malay States.

Coconut Oil and Desiccated Coconut exports met with a serious setback; the quantities exported during the year under review being the lowest during the period 1931-1940,—the quantities exported in oil being 596,504 cwt. as compared with 1,507,935 cwt. the highest and desiccated coconut 284,879 cwt. as against 789,850 cwt.

WHITE COPRA

The Propaganda Officer in Bombay reported that there was a steady demand for Ceylon White Copra. The Board arranged to ship one ton of this quality for sale through the Ceylon Trade Commissioner for India at Bombay with a view to obtaining first-hand experience on the subject. This shipment was reported

upon very favourably and the attention of producers was drawn by a circular to take more interest in the preparation of White Copra.

It was also reported by the Propaganda Officer that inferior copra was shipped by certain parties as White Copra with the result that the market had suffered.

AMENDMENTS TO THE ORDINANCE

In the previous report reference was made to the proposed amendments to the regulations being prepared by a special Committee of the Board in the year under review. These amendments were finally approved by the Board, and on 25th June, 1940 forwarded to the Hon'ble the Minister for Labour, Industry and Commerce for submission to his Committee. These amendments have subsequently been referred by the Hon'ble the Minister to leading Associations for their consideration and to the Director of Commerce and Industries for his comments. We understand that the comments of these various bodies on the proposed amendments to the regulations submitted by the Board are now before the Executive Committee and will no doubt be again referred to the Board for its observations thereon prior to their final consideration by the Executive Committee and submission to the State Council for sanction.

Reference must be made in passing to a motion moved in the State Council by Mr. R. S. S. Gunawardene on behalf of Mr. A. R. A. Razik and referred to the Executive Committee recommending that the Coconut Board be abolished. The prior consideration of this motion has necessitated some delay in any discussion on amendments to the regulations now before the Executive Committee.

It is hoped that a final decision will be arrived at early on these two important issues to facilitate necessary action being taken by the Board in the interests of the Industry.

IMPROVEMENT OF COPRA

During the year under review special attention was paid by the Board to the improvement of copra, particularly dealers' offerings. Two officers of the Board were detailed to visit dealers' kilns. 119 kilns were visited in Gampaha, Veyangoda, Alawwa, Polgahawela, Pothuhera, Kurunegala, Minuwangoda, Nattandiya Madampe, Chilaw, Mellampitiya, Kuliypitiya and Puttalam. Instructions were given to some dealers to make necessary improvements in their kilns in order to ensure better methods of curing. Particular care was taken to demonstrate to manufacturers correct methods of sampling and grading of copra. As a result of such instructions certain dealers have forwarded improved grades of copra including White Copra, which obtained higher prices. A noteworthy factor in this connection was that 38 dealers in this area obtained premiums on their copra.

Similar visits were also made in Panadura, Bentota, Ambalangoda, Galle, Matara, Beliatta, Hanwella and Ruwanwella. 240 kilns were thus visited and necessary instructions given in regard to better methods of curing, grading and sampling copra. The quality of copra in the Southern Province, particularly those of dealers is generally poor. For economic reasons there is the tendency for villagers to pluck nuts and husk them green for the sake of the coir. This practice has an adverse effect on the quality of copra turned out in that Province. However, attempts are being made to improve the quality by giving necessary instructions on better methods of curing. A special officer is detailed to do this work. Booklets in Singhalese regarding better methods of copra curing and grading were distributed to dealers.

Representations continue to be made to the Board by the principal buyers that copra offered as No. 1 is not up to standard. All samples offered as No. 1 copra are daily scrutinized by an officer of the Board. It was found that of 20,725 lots offered for sale as No. 1 Estate Copra 2,945 were not up to the standard as compared with 17,704 lots offered last year when the number of lots not up to standard was 5,297. It is noteworthy that there was a decided improvement during the year 1940 in the copra offered as Estate No. 1. The Board desires to emphasise to producers the importance of offering samples fully up to the standard. Representations have also been made that in most cases the bulk delivered was not up to the sale sample. The Board invites the co-operation of all sellers in seeing that the bulk delivered corresponds fully to the sale sample. Satisfactory sampling would eliminate the cuts which cause so much dissatisfaction to sellers, who do not realise the extent to which buyers too are inconvenienced by this.

THE SERVICES OF THE CONCILIATION OFFICER

During the year under review 154 inspections were made by the Conciliation Officer in respect of disputes between buyers and sellers on account of differences in quality. Disputes of this nature have been referred to the Board in the case of 254 lots of copra out of a total of 49,134 lots sold at the Central Sales Room.

DESICCATED COCONUT CONFECTIONERY COMPETITION IN COLOMBO

The Annual Desiccated Coconut Confectionery Competition was held for the second time on the 28th of September, 1940, at the office of the Board, under the same rules as those of 1939, and competition was confined to three sections as follows:—

Class (A) : Pupils of Schools and Colleges,

Class (B) : Bakers and Confectioners,

Class (C) : Others not qualified under (A) and (B).

163 varieties of cakes, sweetmeats, biscuits, sponges, cakes, etc., etc., were submitted. Apart from the use of desiccated coco-

nut in its simple form, there were many successful efforts at making bread and rolls from coconut flour. The following ladies very kindly acted as judges of exhibits in the three classes :—

Class (A) : Mrs. C. H. Z. Fernando, Mrs. Justin Kotalawala and Mrs. E. Hunsworth.

Class (B) : Dr. (Mrs.) Mary Rutnam, Mrs. F. J. Soertsz and Mrs. R. H. Bassett.

Class (C) : Mrs. J. Tyagaraja, Mrs. S. Pararajasingham and Mrs. W. A. De Silva.

The Prize Winners were as follows :—

Class (A), First Prize : St. Paul's Mixed School, Kelaniya :
Second Prize : Southlands College, Galle.

Class (B), First Prize : Salgado Bakery, Colombo
Second Prize : Ceylon Bakery, Colombo.

Class (C), First Prize : Miss I. Jacotine, Galle.
Second Prize : Miss E. Duckworth, Colombo.

The First Prize in each class was Rs. 50, and the Second Prize was Rs. 10.

A Special Prize of a Silver Cup offered for the best exhibit in all classes was won by Miss E. Duckworth.

The Exhibition was declared open by Mrs. G. C. S. Corca, who on arrival was received by the Chairman and the Manager.

Packets of desiccated coconut with leaflets giving recipes of various dishes in which desiccated coconut was used were distributed free among all exhibitors and visitors.

LOCAL PROPAGANDA FOR DESICCATED COCONUT

The following work was done :—

- (1) 2 oz. sample packets were given to certain estates in the Hatton area.
- (2) Local residents in Hatton, Dikoya, Kotagala and Wata-goda were also given free samples. Leaflets containing recipes were distributed from time to time.
- (3) At the Kiosk at the Passenger Jetty, Colombo, 8,035 2-oz. sample packets were distributed to passengers and local residents along with booklets and recipes.
- (4) The Board communicated with leading Girls' Schools and Colleges having domestic science classes and forwarded supplies of 2-oz. sample packets from time to time.
- (5) 1,800 booklets and 5,950 leaflets containing recipes were distributed at the following Carnivals participated by the Board, viz. : Jaffna, Anuradhapura, Madhu, St. Peter's, Ananda College, Madhu (August), Kotte, Badulla, Nuwara Eliya, Ananda Sastralaya, Railway Carnival and Swedeshi Exhibition.

- (6) 25,000 coloured stickers dealing with desiccated coconut were printed, and these were distributed to firms, clubs, restaurants, requesting them to use these to good advantage. These stickers are also used on Board correspondence.
- (7) Illustrated desiccated coconut advertisements were placed during the months of August to December, 1940, in six motor launches plying between the jetty and steamers. Booklets and recipes were placed in boxes at the entrance to the launches.
- (8) Advertisements were inserted in the Observer Pictorial, Ceylon Coconut Journal and the publication, " Britain's Effort ".
- (9) Recipes and booklets were forwarded to several ladies in Colombo and outstations.

DESICCATED COCONUT PROPAGANDA IN INDIA

The campaign initiated by the Board in 1938 to popularise the sale and consumption of desiccated coconut in various parts of India is being vigorously pursued, in co-operation with the Ceylon Trade Commissioner for India. A more detailed scheme of advertising was organised last year. Such advertising was to be carried on in a more systematic manner, and in order to accomplish this the firm of Messrs. D. J. Keymer & Co., Ltd., of Bombay, a well-known advertising agency, was consulted with a view to drawing up a detailed plan covering newspaper and magazine publicity. Specimen copies of the advertisements are published. A sum of Rs. 27,934/24 was spent on propaganda and advertising during the year as compared with Rs. 4,876/31 for the previous year. The Board's Propaganda Officer reported that there was a definite increase in the imports of desiccated coconut to India. The shipments during the year under review amounted to 9,907 cwt. as compared with 4,687 cwt. for the previous year. A full report of the work done is given below.

- (1) By an arrangement with Messrs. D. J. Keymer & Co., Ltd., 1,958 inches of advertising were inserted in the following newspapers :—

Bombay : Beghadi Mouj, Bombay Chronicle, Bombay Samachar, Dhanurdhari, Jam-E-Jamshed, Kaiser-I-Hind, Lokamanya, Momin Gazette, Sanj Vartaman, and Vividha Vritta.

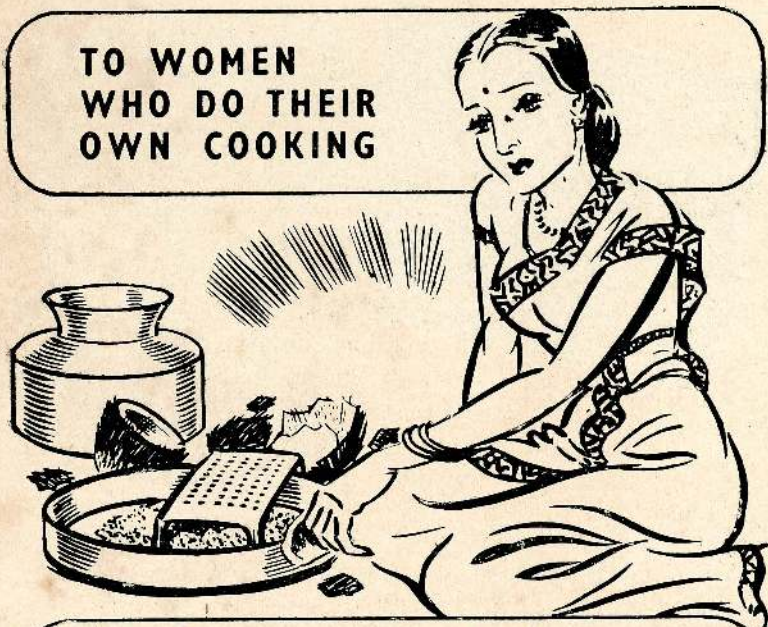
Cawnpore : Pratap, Sadaquat, Vertaman.

Poona : Nav Yug.

- (2) 786" of advertising were inserted by the Board's Propaganda Officer :—

Ahmedabad : Gujarat Samachar, Praja Bhandu and Sandesh.

**TO WOMEN
WHO DO THEIR
OWN COOKING**

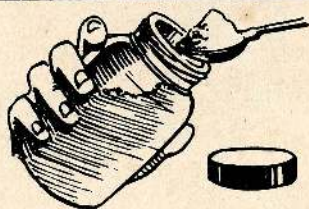


*Why hurt your back & cut your
fingers when*
DESICCATED COCONUT
offers you —



**COMPLETE FREEDOM
FROM DRUDGERY . . .**

There is no need to spend hours bending over a scraper, cutting your hands and straining your back. Desiccated Coconut comes to you ready for instant use.



**CLEANLINESS AND
TIME-SAVING . . .**

Because Desiccated Coconut is sold already grated, it is cleaner to use and quicker. Think of the washing and cleaning you will save yourself.

**1lb. DESICCATED
COCONUT**



**BEST QUALITY AT
NO EXTRA COST . . .**

This coconut is of the best quality because it is allowed to ripen on the tree and mature on the ground for 30 days before it is grated. Each pound contains 3-4 fullgrown nuts, and you can't waste it. Think of the saving you can make over a year!

AVAILABLE

Digitized by Noolaham Foundation
noolaham.org | noolaham.org

EVERYWHERE



*Make your
dishes more
delicious*

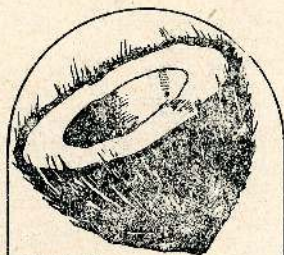


This easy way: When your family gets tired of the same old routine-meal—it's time you go and buy a pound or two of Desiccated Coconut. It will put new zest and aroma into your favourite dishes. No cooking ingredient can compare with Desiccated Coconut in flavour, handiness and price.

DESICCATED COCONUT IS GOOD FOR ALL

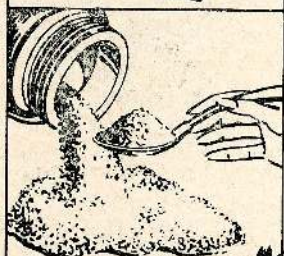
BETTER FLAVOUR

Unlike most nuts, the nut used for Desiccated Coconut is allowed to ripen on the palm. It matures on the ground for thirty days. During that time the kernel absorbs all extra sap, i.e., the most important vitamins in a coconut.



READY FOR USE

It is then grated and packed straightaway. It comes to you ready for use. You don't have to drudge over it, slave and sweat until your back hurts.



COSTS NO MORE

Every pound of Desiccated Coconut contains 3-4 full-grown and ripe nuts and you can't waste it. That means you actually save money while using it. Think what that amounts to over a period of one year!



DESICCATED COCONUT



Second Annual Desiccated Coconut Confectionery Competition—1940

Baroda : Navagujarat and Sayaji Vijaya.

Belgaum : Belgaum Samachar.

Bombay : Bombay Samachar, Chitra, Gujarati, Jan-mabhoomi, Jam-E-Jamshed, Jaya Bharat, Lokamanya, Morning Standard, Nava Kal, Pratode, Ravivar, Sunday Standard, Sanj Vartaman and Times of India.

Broach : Broach Mitra and Broach Samachar.

Karachi : Hitaichhu and Mahagujarat.

Lucknow : Pioneer.

Nasik : Lokasatta.

Poona : Dnyan Prakash, Daily Kal, Daily Prabhat, Kesari, Nav Yug, Prabhat and Sakal.

Rajkot : Kathiawar Times.

Ranpur : Phhulchhab.

Sholapur : Divyashakti.

Surat : Dandio and Pratap.

- (3) *Magazine Advertising* : Under this item, full page, half page and quarter page advertisements appeared in the following :—

Full Page : Bombay Presidency Women's Association "Nrittya Utsau", Bombay Entertainment Committee Red Cross Programme, Bombay Samachar Divali Number, Be Ghadi Mouj Divali Number, Chitra Divali Number, Indian Reader's Digest, Jaya Bharat Divali Number, Gujarat Samachar Divali Number, Ismaili Aga Khan's Birthday Special Number, Parsi Scouting Association Souvenir Number and Sanj Vartaman Annual.

Half Page : Ananda Bazar Patrikar Puja Number, Ananda Vikatan Divali Number, Buljiwan, Surat (3 insertions), Daily Kal Hindu Mahasabha Number, Petit Annual, Pratode Divali Number, Prajmitra Kesai, Ravivar Divali Number and Subh-sub-Ummid-ed Number.

Quarter Page : Caterer, Calcutta (4 insertions), Acater, Calcutta, Asha-Premode Divali Number, All-India Film Programme, Commerce December Number, Goan World Christmas Number, Gujarati Hindu Stree Mandal Patrika Divali Number, Indian Home, Kaiser-I-Hind Nowrose Number, Rathastar Christmas Number, Riyasat, and Social Welfare (2 insertions).

- (4) *Booklets and Leaflets* : 96,000 booklets and leaflets printed in the following languages were distributed :—
Bengali, English, English/Gujarati/Marathi, Gujarati, Gujarati/Marathi, Hindi, Hindi/Urdu, Oriya, Pushtu, Sindi and Urdu.
- (5) *Posters* : Enamel signs containing the words "USE DESICCATED COCONUT" to the extent of 500 were ordered in the following languages :—
English, Gujarati and Marathi. Of these 325 were put up in the following places :—
Bombay, Cawnpore, Calcutta, Karachi, Junagad, Shahade and Sholapur.
- (6) *Advertising in Buses* : 12 enamel plates, four each English, Gujarati and Marathi were displayed in the buses of the Bombay Electric Service & Tramways Co., Ltd., plying in that city. 25 enamel plates in English were also displayed in buses belonging to the Bandra Bus Co., Ltd., and plying in that suburb.
- (7) *Railway Advertising* : 66 enamel plates were displayed in the following stations on the Bombay, Baroda and Central Indian Railways :—
Andheri, Ankleshwar, Anand Junc, Ahmedabad, Abu Road, Bombay Central, Bandra, Borivilee, Bassein, Bulsar, Bilimoria, Broach, Church Gate, Charni Road, Dadar, Daman Road, Dohad, Elphinstone Road, Grant Road, Goegaum, Gholwad, Godhra, Jogeshwari, Khar, Lower Parel, Marine Lines, Mahalaxmi, Matunga, Mahim, Malad, Mehmadaabad, Mehsana, Navsari, Nadiad, Pargarh, Palanpur, Ratlam, Kalol, Sabarmati, Surat, Sachin State, Santa Cruz, Udwarda, Vileparle, Virar, Vishwamitri, Vasad, Virangam and Wadhwan Junc. These were in the following languages :—
English/Gujarati/Marathi, English/Gujarati, Gujarati, Gujarati/Marathi, Marathi.
- (8) *Showcards* : 100 English, 150 Gujarati and 150 Marathi showcards with the words "DESICCATED COCONUT SOLD HERE" were distributed among wholesalers and retailers of desiccated coconut for display at their establishments.
- (9) *Hoardings* : Hoardings are divided into two classes :
(a) Temporary and (b) permanent. Under (a) six hoardings were erected at Brabourne Stadium during the Indian Olympic Games, the Bombay Red Cross Pageant, the Brabourne Stadium during the Pentangular Cricket Tournament, Crawford Market, Dadar Tram Junc., Dhobi Talao, Parel. Under (b) two permanent hoardings

were erected at Null Bazar at the junction of five roads and facing the market, and at Girgaum at the junction of Charni Road, Girgaum Road and Vithalbai Patel Road, facing Prathana Samaj.

- (10) *Cinema Slides* : Eight slides were shown on the screen of the Metro Theatre in Bombay, the premier picture house in that city. Slides were also shown at the Minerva Theatre, Poona (Marathi), Krishna Theatres, Ahmedabad (Gujarathi/Marathi), Prabhat Theatre, Baroda (Gujarati) and Luxmi Theatre, Surat (Gujarati).

Slides in Hindi were shown in the following theatres :—

Krishna, Minerva, Roxy, Central Cinema and West End Theatre.

- (11) *Fairs and Festivals* : The Board participated in the following fairs and festivals :—

Broach Exhibition, Rae Bareli District Council Exhibition, Lahore All-India Industries Fair, Olympic Village Exhibition, Cawnpore Swadeshi League Exhibition, Allahabad Swadeshi Exhibition and Patna All-Indian Industrial Exhibition.

Broach Exhibition : At the Broach Exhibition, which was connected with a Food and Health campaign organised by the Broach Sanitary Association, desiccated coconut was not generally known prior to the Board's participation in that show. As a first step, in order to make D. C. well-known, the widest publicity was given to the product by printing a number of recipe booklets and recipes in the Broach Samachar which were issued on the opening date. In addition, town criers and posters were made use of as a further media of propaganda, and the exhibition was a great success. As a result of advertising, a trader purchased his requirements direct from Bombay importers. It is stated that more dealers are now making their purchases direct from Bombay importers.

Rae Bareli : This exhibition lasted for three days and desiccated coconut was a novelty. Two short talks on the coconut palm in general and on desiccated coconut in particular were given by the Propaganda Officer.

Lahore All-India Fair : The Desiccated Coconut Stall at this Fair, run by the Kashmir Fruit Mart of Lahore, was subsidised by the Board. An opportunity was given through this medium to make desiccated coconut known to the Province.

Olympic Village Exhibition : A very novel form of decoration was used in this stall. A relief map of Ceylon, outlined with rope, was built up with coloured desiccated coconut, which made it the outstanding stall in the show.

Cawnpore Swadeshi League Exhibition : Desiccated coconut was sold at this exhibition for the first time. Stocks were placed at the disposal of the Exhibition by the Board. As a result of

advertising, Cawnpore is now developing into a ready-market for desiccated coconut. Purchases are now being made through the medium of the Ceylon Trade Commissioner.

Allahabad Swadeshi Exhibition : As it was found that the free distribution of samples coupled with retail sales of desiccated coconut was a surer indication of the market possibilities, a point useful in convincing likely stockists of the local demand, six cases were retailed at this Exhibition. The stock was completely sold out, and as a result a dealer ordered two cases from one of the Bombay importers. There are now two dealers established in this City.

Patna All-India Industrial Exhibition : Desiccated coconut was being introduced into this City for the first time. Local press advertising and shop canvassing were extensively carried out. Several enquiries were attended to, and one dealer has since drawn his stock through the Ceylon House, while another obtains his requirements from an importer in Calcutta. Five cases of desiccated coconut were sold in packets at this Exhibition.

The total number of visitors to these Exhibitions was in the vicinity of one million.

(12) *Samples* : The Board despatched monthly consignments of 2-oz. and $\frac{1}{2}$ -lb. sample packets of desiccated coconut. These have been discriminately distributed at every possible occasion. At the exhibitions and fairs indicated above, samples were available to every interested person on the show grounds. Samples were also distributed among persons calling for them personally at Ceylon House, or by letter, some of the latter coming from Bengal, Dandeli, Calcutta, Patna, Peshawar, Madras, Bangalore, Zaidpur, Rangoon, Berar, Coimbatore and Lucknow.

(13) *Other Advertising* :—

- (a) *Match Box Labels* : In the Rangoon and Calcutta Districts desiccated coconut advertisements were affixed to 345,600 boxes of matches.
- (b) *Stickers* : 10,000 coloured stickers were printed and distributed to dealers and importers.
- (c) *Calendars* : 1,000 Calendars were distributed among stockists, dealers, hotels and restaurants.

(14) *Personal Column Advertisements* : Three insertions appeared in the "Statesman", Calcutta.

(15) *Paper Bags* : 10,000 paper bags were made and samples distributed in them.

(16) *Cartons* : Visitors to Ceylon House asking for samples are given them in cartons. 1,000 of these have been made.



*My hands
are smooth
again -*

..THANKS TO DESICCATED COCONUT !

Perhaps you didn't think it possible, but you can now make delicious meals and sweets without the sacrifice of cut hands and an aching back. Desiccated Coconut has been prepared for your special benefit—it saves you time, it banishes a scraper and all the drudgery attached to one. There is no waste, and it is always ready for use. Let Desiccated Coconut help you to enjoy cooking.

Desiccated Coconut is good for all

MORE VITAMINS IN THE KERNEL

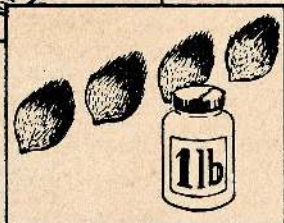
MORE NOURISHING

Because this coconut is allowed to ripen on the tree and then mature for 30 days on the ground, the kernel—before it is grated—absorbs all extra sap, i.e., the vitamins.



ELIMINATES DRUDGERY

There is no need to spend hours bending over a scraper, cutting your fingers—because Desiccated Coconut comes to you already grated and ready for instant use.



COSTS NO MORE

Each pound of Desiccated Coconut contains 3-4 full-grown and fully-matured nuts, and you can't waste it. This represents a considerable saving over ordinary coconuts.

DESICCATED COCONUT



**PLEASE THEM AND
NOURISH THEM AT
THE SAME TIME**

I love it

It's easy to feed your family well and keep them happy if you use Desiccated Coconut in your food. Desiccated Coconut will improve any dish, make any sweets more delicious. And using it is simple and inexpensive.



so do I

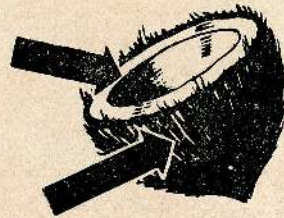
Small wonder Desiccated Coconut has become the favourite ingredient of modern Indian housewives all over the country.

me too



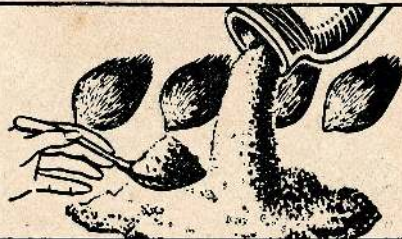
BETTER FLAVOUR

Most coconuts bought in the market have been cut from the tree unripe because of their valuable coir. But the nut used for Desiccated Coconut ripens on the tree and the ground for thirty days before it is grated. The result: the kernel absorbs all extra sap, the most nourishing part of the nut.



READY FOR USE

You won't have to exhaust yourself grating a fresh nut every day and there's no waste. Every pound contains 3—4 fully-ripened nuts. Think how much money you can save by this method throughout the year.



DESICCATED COCONUT

- (17) *Domestic Science Classes and Cookery Competitions*: Desiccated coconut has been freely supplied to schools desiring supplies for their domestic science classes. A supply was also given to the Bombay Electric Supply & Tramways Co., Ltd., for their cookery demonstrations.

WEEKLY STATEMENTS OF COPRA PRICES

The weekly statements of copra prices continued to be issued every Saturday, and approximately 42,000 copies were distributed during the year. These were issued among others to the following :—

Revenue Officers, Planters' Associations, Urban District Councils, Village Committees, District Revenue Officers, Minor Headmen and some Estate Firms.

PUBLICATIONS

The Board published during the year various leaflets and booklets for distribution, as follows :—

- (1) Methods of Copra Curing, printing in English, Sinhalese and Tamil.
- (2) Leaflets, Posters, etc., on Poonac, giving rations as recommended by Mr. M. Crawford, which were of interest to dairy owners.
- (3) Leaflets relating to Dietetic Value of Coconuts.
- (4) Desiccated Coconut Stickers.
- (5) Reprints of "For Man & Beast"—illustrated advertisement regarding poonac and desiccated coconut which appeared in the "Ceylon Observer" Pictorial of 1940.
- (6) Leaflets urging the greater use of coconut as an item of food, especially in conjunction with the local foodstuffs such as yams, pulses and jak.

JOURNAL OF COCONUT INDUSTRIES

Nearly 400 copies of the Board's publication issued every quarter, the "Journal of Coconut Industries" were circulated in the Island and foreign countries. In addition to statistics covering the exports of coconut products, the following articles were published during the year under review :—

- (1) A message from the Hon. Mr. G. C. S. Corca, M.S.C., Minister for Labour, Industry and Commerce.
- (2) The Packing and Keeping Qualities of Desiccated Coconut, by Dr. R. Child, B.Sc., Ph.D. (Lond.), F.I.C.
- (3) Preserved Toddy, by Revd. Fr. T. Paris, O.M.I.
- (4) Coconut Shell Charcoal, by Dr. R. Child, B.Sc., Ph.D. (Lond.), F.I.C.

- (5) A Note on Copra Sampling, by Dr. R. Child, B.Sc., Ph.D. (Lond.), F.I.C.
- (6) Coconut Poonac as a Food for Livestock, by Mr. M. Crawford, M.R.C.V.S.
- (7) A Note on Coconut Flour, by Dr. R. Child, B.Sc., Ph.D. (Lond.), F.I.C.
- (8) Coconut Poonac as a Food for Cattle, by Mr. Hector C. Perera, G.V.Sc.
- (9) Coconut Propaganda in India, by Mr. H. van Langenberg.
- (10) Patent Copra Kilns, by Dr. R. Child, B.Sc., Ph.D. (Lond.), F.I.C.
- (11) Co-operation and the Coconut Producer by the Registrar of Co-operative Societies.

SALE OF COCONUTS UP-COUNTRY

(a) *Caravan* : The Board's Caravan Staff has continued its methodical work of visiting estates in the Hatton-Dikoya Districts.

In each estate, labourers are first carefully canvassed, and every effort is made to encourage their greater use of coconuts. On most estates, the staff of the Board has demonstrated the use of coconut in curries by giving two free feeds to the children and dependents of estate labourers, and the usual cookery competitions have been held, at which prizes were awarded for the best curries prepared with coconut milk and fried in coconut oil. In larger estates more than one competition and more than two feedings have taken place at convenient centres in various divisions.

The following are the names of estates visited during 1940 in connection with estate propaganda drive:—Norwood Estate, Venture Group, Portree Estate, New Valley Estate, Ireby Estate, Gorthy Estate, Newton Estate, Kuda Oya Estate, Vallai Oya Estate, Lower and Upper Vellai Oya Estate, Upper and Lower Dandukellawa Estate, Strathden Estate, Fruit Hill Estate, Meddakumbura Estate, Accaramally Estate, Middle New and South Meddakumbura Estate, Hatton Estate, Glentaff Estate and Shannon Estate.

8,674 estate children were served with coconut dishes prepared by the Caravan Staff during the year 1940 on these estates. Rs. 660 were given as cash prizes by the Board at the various competitions, and in addition Superintendents of various estates co-operated by donating a further total of Rs. 321 towards prize money. Such assistance by Estate Superintendents has been most generous and whole-hearted, and reflects their co-operation in our propaganda up-country. The Board desires to place on record its appreciation of the help given by planting bodies.

The following comparative statement of the quantities of coconuts sent by train to Hatton during 1938, 1939 and 1940 is

given. Figures were supplied by the Ceylon Government Railway:—

		Tons	Cwt.	Qrs.	Lbs.
1938	...	1,157	11	0	0
1939	...	1,141	13	0	14
1940	...	1,236	19	1	10

The Board's propaganda campaign, up-country, commenced in September, 1939. Statistics covering the transport of nuts by lorry are not available.

(b) *Depot*: During 1940 the Board decided to re-organise its Coconut Depot at Hatton, and for this purpose rented out more spacious and centrally situated premises which were then specially equipped with a comprehensive display of coconut products. This Depot is in charge of an officer of the Board whose duties are primarily to interest visitors in various coconut products and to visit estates to secure orders for nuts which are promptly executed by Hatton dealers who quote independently for the business thus secured. During the period of its existence as a Sales Depot from 22nd November, 1939, to 15th May, 1940, 82,731 coconuts were sold. Direct purchases were made by the following estates:—Bathford, Brent, Bogawanna, Brownlow, Brunswick, Chapleton, Chrysler's Farm, Dambagastalawa, Darrawella, Dikoya, Dunsinnine, Dunkelt, Elcotstand, Fetros, Gal-kandewatte, Glencairn, Gouraville, Gorthie, Horsey, Ingestre, Carfel, Kelaniya, Kew, Kuda Oya, Letahumby, Maskeliya, Mocha, Mousakella, Norwood, Osbourne, Outraym, Pattaurin, Poolbank, Portree, Somerville, Stoneycliff, Strathsey, St. Ives, Venture Group and Yuillefield.

The following observations from the Depot Log Book are worth noticing:—

“There is an excellent range of samples of products of the coconut tree, some of which will command a ready sale.”

(Sgd.) F. A. BOURKE,
Campion Estate, Bogawantalawa.

“It is interesting to find so many articles made from the coconut tree, and I feel sure that there should be a local demand for the various products on view.”

(Sgd.) MACKENZIE.

COCONUT POONAC PROPAGANDA

The outbreak of war resulted in a serious crisis for the poonac manufacturers. The Belgian market which had previously absorbed about 95 per cent. of Ceylon exports was lost through enemy action. Coconut millers had no opportunity of selling their poonac abroad, and unsaleable stocks of poonac began to accumulate to an alarming extent at the various mills, with the

result that prices of poonac consequently began to fall rapidly. It was even stated that coconut poonac was used as fuel.

The Board consequently organised a campaign to encourage the greater use of poonac by local cattle owners. In consultation with Mr. M. Crawford, Deputy Director of Agriculture (Animal Husbandry) and Government Veterinary Surgeon, and Mr. R. J. Little, Municipal Veterinary Surgeon, suitable rations were incorporated in leaflets in English, Sinhalese and Tamil, which were distributed to all licensed cattle-holders registered in Municipalities and other rural areas.

The Board at the same time engaged the services of a special temporary officer personally to visit cattle owners and dairies in many parts of the Island. 337 Dairies in towns and rural areas were visited by our special officer in this connection. Literature showing balanced rations as given by Mr. Crawford, posters and other leaflets were also distributed to cattle owners, dairymen, and also to carters. Advertisements were inserted in the "Times of Ceylon," the "Ceylon Observer," the "Silumina" and in Magazines and Journals. Advertisements on hoardings were erected in Negombo at two prominent junctions. Cinema slides showing the value of coconut poonac were shown in prominent cinemas in Ceylon.

KIOSK

The Board's Propaganda Kiosk at the Passenger Jetty, Colombo, has continued to operate in spite of restricting circumstances caused by the dislocation of ordinary passenger traffic. The passage of military and naval units through the Port of Colombo has, to some extent, compensated for the falling off of regular passenger traffic. Sales at the Kiosk are limited only to packets of desiccated coconut in terms of a clause in the lease with the Port Commission authorities, but the Kiosk is adequately equipped with complete exhibits of various coconut products for the information and interest of passers through.

8,035 × 2 oz. samples were distributed free with literature containing recipes.

REFERENCE LIBRARY AND READING ROOM

The Reference Library and Reading Room contain literature dealing with coconuts and related subjects. The following newspapers are available at the Reading Room :— "Times of Ceylon," "Ceylon Daily News," "Times of India" and the "Hindu."

Many periodicals were received during the year mostly from overseas in exchange for the "Journal of Coconut Industries," the quarterly publication of the Board. The Board in addition has purchased useful books pertaining to the coconut industry which will be valuable reading matter for those interested on the subject. The Board invites all interested in the cultivation of coconuts and other cognate subjects to make use of this free

library and reading room which is open during working days from 9 a.m. to 4-30 p.m. and on Saturdays from 9 a.m. to 1 p.m.

EXHIBITIONS

The Board participated in the following Exhibitions during the year :—

- (1) Nuwara Eliya Industrial Exhibition and Carnival.
- (2) Jaffna Industrial Exhibition and Carnival.
- (3) Anuradhapura Pinnacle Ceremony Exhibition.
- (4) Madhu Exhibition (July.)
- (5) Madhu Exhibition (August.)
- (6) St. Peter's College Carnival.
- (7) Ananda College Carnival.
- (8) St. Thomas' College, Kotte Carnival.
- (9) Badulla Exhibition.
- (10) Gampola Exhibition.
- (11) Ananda Sastralaya.
- (12) Railway Carnival.

The total number of visitors to the stalls of the Ceylon Coconut Board may be estimated at about 240,900.

The following opinions are quoted in support of the usefulness of these exhibitions :—

Hon. Mr. G. C. S. Corca, Minister for Labour, Industry and Commerce—" Had found it well stocked with samples of articles made from coconut. It is an interesting collection and should prove useful to popularise these products."

Mr. S. Naidu, Madras—".....and was very much impressed by various articles and things that could be made from the various parts of the Coconut Palm."

Mr. S. T. Seal, Plymouth, England—" For souvenirs of a local product, this store is ideal."

Mr. A. E. Goonesinghe, M.S.C., Mayor of Colombo—" I must congratulate the excellent show they have got up. To this land of coconuts, this is an eye opener. I hope the Show would open the eyes of the people."

Mr. O. E. Goonetilleke, C.M.G. Auditor-General—" I am very pleased to note the excellent progress that is being made in developing Coconut Products."

CO-OPERATIVE SOCIETIES

The Ceylon Coconut Board decided during 1940 to devote an increasing amount of its attention and resources to attempting through co-operative organization the amelioration of the conditions of small coconut producers, who form such a substantial proportion of the coconut growers of this Island. The Board's knowledge of the extremely serious conditions under which the

vast majority of small producers live, had led to the conviction that if relief is at all possible today, it can be given most effectively through encouraging such small producers to secure and market their produce co-operatively.

The Ceylon Coconut Board, therefore, in conjunction with the Department of Co-operative Societies had commenced the organisation of coconut producers co-operative "Sales" and "Credit" societies to enable small producers themselves to take advantage of these indisputable benefits of co-operation. The principal steps taken by the Board are as follows:—

(a) *Co-operative Inspector*: Through a subsidy voted from the Board's funds to the Department of Co-operative Societies, the Board has arranged for a full time Inspector of that Department to be assigned to the very important work of visiting coconut producers in the coconut districts and offering every assistance for the organisation of sales and credit societies. The Board's subsidy covers that officer's salary and travelling allowance. This Inspector was appointed as from September 1st 1940, and commenced work in the Negombo-Chilaw coconut growing area.

(b) *Marawila Coconut Producers' Co-operative Credit Society*: A loan of Rs. 2,000/- was granted to this existing society. The following relevant facts are given from the Inspection Notes of the Acting Registrar of Co-operative Societies submitted on 8th September, 1940 on the working of this society:

Capital Account 31/8/40

	Rs. c.		Rs. c.
In hand	... 5 71	Coconut Board Loan	2,000 00
In Bank	... 170 00	Shares	... 312 00
Loans	... 2,170 00	R. F.	... 78 92
Others	... 45 21		
	2,390 92		2390 92

The number of members in this society was 14. Since registration 89 loans have been granted amounting to Rs. 13,735/-, the average loan being Rs. 158/-. All loans were paid to members of the Society by the Society to meet house and estate expenses till such members' crops were sold. An interest of five per cent. is charged by the Society thus making it possible for members easily to redeem debts incurred by them at higher rates of interest from various local money lending sources. The maximum period allowed for re-payments of loans is two months, and as at the date of the Inspection Report, no loans were overdue and the credit work was reported as satisfactory.

(c) *Marawila Coconut Producers' Co-operative Sales Society*: The first efforts of the co-operative Inspector were devoted to organising the Marawila Coconut Producers' Co-operative Sales Society. This Society was registered on the 18th of July, 1940 and commenced work on the 13th of October, 1940. The con-

tinued assistance of the Co-operative Inspector was available to guide the organisation and working of the Society. The maximum credit limit fixed for this society by the Registrar of Co-operative Societies was Rs. 2,500/- and the Board granted a loan to this Society of Rs.2,000/- at 3 per cent. per annum, repayable in five years in five equal annual payments. Provision is made in the Working Rules of the Society that advances will be made by the Society only against member's produce delivered to the Society. In addition the Board made provision for a grant of Rs. 400/- to cover the construction of a special hot air kiln capable of producing superior White Copra, and Rs. 50/- a month for six months to cover the initial salaries of a Manager and Watcher. The Society is required at the end of six months to be in a position to meet such overhead charges. The Society arranged the lease of one and half acres of lands on which a bungalow suitable for an office and store existed and arranged for the construction of its kiln. The drying area of the kiln is 40' x 12' and has an estimated capacity of 12,000 nuts per curing. Necessary provisions have been made in the Society's working Rules covering the charging of commissions and the acquisition by the Society of shells to cover working expenses of the Society.

The following extract from a recent report submitted by the Co-operative Inspector gives an indication of the practical financial advantages and benefits earned by members of the Society through its operation :—

“ Mr. X. a member of the Society, owns an estate which is about 12 miles from.....He had 3,550 nuts for the last pick against which he had drawn an advance of Rs. 30/- from the dealer. He raised a loan from the credit society and settled the debt to the dealer and handed his nuts to the society. At the time the market was Rs. 29/- per candy and the dealer's bid was Rs. 15/- per thousand. At that rate the member would have got Rs. 53/25. The details of his transactions through the society are as follows :—

Expenses at Society's end

	Rs.	c.
Husking and drying @ Rs. 1/10 per 1,000 ...	3	90
Cart hire from estate ...	4	20
Transport of copra @ 35 cents per candy ...	1	05
Sundries (Loading and Packing) ...	0	50
Taking samples and bringing cash ...	0	40
Bag hire @ 2 cents per bag ...	0	30
Returning empties ...	0	23
Commission @ 50 cents per 1,000 ...	1	78
	12	36

Expenses at Colombo end

	Rs. c.
Cess	... 0 58
Brokerage	... 0 87
Unloading	... 0 32
Lot Fee	... 0 15
Rail Freight	... 2 63
Cart Hire	... 1 25
Sundries	... 0 50
Returning empties	... 0 50
	<hr/> 6 80
	12 36
	<hr/>
Total expenditure	... 19 16

His copra was sold as follows :—

	Rs. c.
(1) 12 cwt. 1qr. 24 lbs. @ Rs. 30/50 per candy	... 76 01
(2) 1 cwt. 3qr. 25 lbs. @ Rs. 26/75 „ „	... 10 47
(3) 25 lbs. @ Rs. 22/75 „ „	... 1 01
	<hr/> 87 49
Income from shells @ -/80 cents per 1000	3 00
Amount realised	... 90 49
	<hr/>
Expenses	... 19 16
	<hr/>
Nett Income	... 71 33
Amount he would have received from the local dealer	... 53 25
	<hr/>
Extra return	... 18 08

By selling through the society his margin of profit was over Rs. 5/- per thousand. This is an extreme case where there has been no joint sale in the real sense of the term. Most of the items of expenses could have been shared and reduced if the nuts had been cured with those of some other members. Even cart hire is a big item in this instance, being Rs. 1/20 per 1,000. Most of the other members will not have to pay more than 50 cents per 1,000 because they are closer to the kiln. Taking all these facts into consideration the members confidently hope to get a bigger margin of profit for their next deliveries."

Further Societies : Preliminary steps have also been taken by the Co-operative Inspector towards the formation of the Sandalankawa Palata and the Dunagaha Palata Co-operative Sale Societies.

MR. S. R. K. MENON'S WORK

It will be recalled that in our last report reference was made to a preliminary memorandum submitted by Mr. Menon on "a scheme for the manufacture in Ceylon of Artificial Leather (Box Board) from fallen immature coconuts" and to the Board's decision that samples of this Board be prepared by Mr. Menon and forwarded to the Imperial Institute and to any other suitable research body in India, for necessary report on its composition and general practicability as a substitute for plywood in the manufacture of chests, as well as a report on possible alternative commercial uses for this product. Samples were accordingly prepared by Mr. Menon and sent to the Imperial Institute through the Director of Commerce and Industries on 2nd April, 1940. A report dated 19th June, 1940 was received from the Imperial Institute through the Director of Commerce and Industries on 13th August, 1940. This report suggested that some experimental chests should be constructed of this material and submitted for actual strength tests, and mentioned that as regards other possible use for this material "it would seem suitable for the production of wall boards similar in character to "Celotex" boards manufactured from sugar-cane refuse." In the meanwhile, pending receipt of this report from the Imperial Institute, the Board authorised Mr. Menon to visit several industrial centres in India to secure necessary information on machinery and methods of manufacture in connection with his work on Box Board. Mr. Menon left for India on 8th April, 1940 and returned on 1st June, 1940 having visited among other centres Calcutta, Lucknow, Dehra Dun and Bombay, studying conditions and methods employed in various straw board and paper board factories. While at Dehra Dun on this trip Mr. Menon was informed of facilities available at that institute for the preparation and testing of chests made out of Box Board. On Mr. Menon's return to Ceylon he submitted to the Board on 31st July, 1940 his complete report on the "Industrial utilisation of fallen immature nuts" together with a further memorandum covering "the immediate semi-commercial production, at Lunuwila of gin washers from fallen immature coconuts." The possible preparation of such gin washers to replace foreign gin washers used in ginning mills in India has been suggested to Mr. Menon while on his study tour in India. The Board considered Mr. Menon's report and memorandum and decided to arrange for a further visit by Mr. Menon to the Laboratories of the Forest Research Institute at Dehra Dun to permit his preparation of chests from Box Board as suggested by the Imperial Institute and a substantial supply of gin washers for purposes of testing. Mr. Menon reached Dehra Dun on October 15th, 1940, and completed his work on January 4th, 1941.

During his stay at Dehra Dun, Mr. Menon not only prepared the required chests and gin washers but also produced a variety of other articles in which Box Board, or as he later termed it

"Menonite," was incorporated. To illustrate the diverse uses to which this material could be put, samples of suit cases, slippers, panelling boards, insulation boards, moulded articles and machine shop pullics were prepared. The supply of gin washers prepared was brought to Bombay and left with Mr. M. H. Kantawala, the Ceylon Trade Commissioner for India, for suitable testing in local ginning machines.

Reports have subsequently been received from the Utilisation Officer of the Forest Research Institute and are presently receiving the attention of the Board with the expert advice of the Acting Director of Commerce and Industries and the Director of the Coconut Research Scheme. The Utilisation Officer of the Forest Research Institute in his covering letter mentioned that "Menonite" appears to be a material which can be utilised for various purposes and that is a clever invention for which Mr. Menon deserves every credit for having demonstrated its possibilities. He points out however, that its commercial exploitation would depend largely on the price at which it can be produced. It is this final problem of commercial applicability that now engages the attention of the Board.

CONCLUSION

During 1940, the Board was able to devote more and more of its time to propaganda. From the detailed reports of its work in this direction, as reviewed in the preceding pages it will be seen that very valuable work has been done in advertising coconut products in India, in canvassing the Upcountry estates to make them use more coconuts, and in launching a co-operative campaign among small producers. Valuable, however, as the work already accomplished may be, it but indicates the vast field still uncovered in the Board's major responsibility of increasing the consumption of coconut products and furthering the interests of small producers. The Board, however, is limited in its efforts by the extent of the funds available. Every campaign organised, every advertisement undertaken, every co-operative society assisted, involves the Board in expenditure which, by the nature of circumstances, must be spent repeatedly to be at all effective. Thus, advertising in the Indian press along the lines already carried out by the Board's Propaganda Officer at Bombay could not have been spasmodic but had to be carefully planned and maintained over a period of time to be of practical value. So in every effort the Board is faced with the limiting circumstances of funds available. And, unfortunately just at the time that the Board is in greater need of funds, it is faced with the shortage of its income as a result of a fall in exports consequent upon the devastating effects of the War in the West. With the limited means available the Board has tried to fulfil its duties as effectively as possible.

C. H. Z. FERNANDO,
Chairman.

J. R. SRI CHANDRASEKERA,
Manager.

Colombo, 14th May, 1941.

APPENDIX I.

AUDIT OFFICE,
Colombo, 31st March, 1941.

THE CHAIRMAN,
The Ceylon Coconut Board,
Colombo.

SIR,

I have the honour to furnish my report on the audit of the accounts of the Ceylon Coconut Board for the year ended 31st December, 1940, and to forward the following documents, duly certified :—

- (a) Income and Expenditure Account for 1940.
- (b) Balance Sheet as at December 31, 1940.

I.—INCOME

2. The total income during the year amounted to Rs. 94,119. It fell short of the estimate for the year by Rs. 18,131, and the income for the previous year by Rs. 23,214.

3. The following is a comparison between the estimate and the actual income for the year under review :—

	Estimated Rs.	Actual Rs.	Excess Rs.	Shortfall Rs.
1. Cess Collections ...	97,000	72,838	—	24,162
2. Registration Fees ...	1,500	1,470	—	30
3. Lot Money ...	12,000	9,629	—	2,371
4. Interest ...	1,750	1,943	193	—
5. Propaganda and other Activities ...	—	8,208	8,208	—
6. Furniture and Fittings...	—	12	12	—
7. Books and Periodicals ...	—	5	5	—
8. Office Requisites ...	—	14	14	—
	<u>112,250</u>	<u>94,119</u>	<u>8,432</u>	<u>26,563</u>
			Deduct Excess	Rs. ... 8,432
			Nett Shortfall	Rs. ... 18,131

4. The reasons for the variations are as follows :—

Excess :

4. Transfer of fixed deposits from the Imperial Bank to the Bank of Ceylon on better terms.
5. Items not budgetted.
6. Sale of dismantled Electrical goods found to be surplus.
8. Sale of an used unserviceable cycle.

Shortfall :

1. Decrease in the exports of Coconut Oil and Desiccated Coconut, and the loss of the European market due to the war.
2. Decrease in the number of dealers, etc.
3. Reduction in the rates and exemption of lesser grades of copra with effect from September, 1940.

II.—EXPENDITURE

5. The total expenditure on Revenue Account exclusive of the amount allowed for depreciation on Capital Assets amounted to Rs. 127,312 as compared with Rs. 91,600 of the previous year. The details of this expenditure are fully set forth in the Income and Expenditure Account. This expenditure was fully checked with the relative vouchers and accounts.

6. The following is a comparison between the estimate and the actual expenditure incurred during the year under review :—

Account	Estimated Rs.	Actual Rs.	Excess Rs.	Saving Rs.
1. Personal Emoluments :				
(a) Manager ...	7,200	7,200	—	—
(b) Secretary ...	5,400	5,400	—	—
(c) Clerk-Accountant ...	1,980	1,980	—	—
(d) Chief Stenographer ...	1,980	1,980	—	—
(e) Supervisor, Export Branch ...	1,800	1,800	—	—
(f) Chief Propaganda Officer	1,800	1,800	—	—
(g) Inspector ...	1,500	—	—	1,500
(h) Librarian... ..	720	670	—	50
(i) Checking Officer ...	900	900	—	—
(j) Chairman's Confidential Clerk	900	900	—	—
(k) District Officers ...	2,160	2,157	—	3
(l) Assistant Clerks ...	8,640	8,610	—	30
(m) Sales Room Announcer	720	720	—	—
(n) Propaganda Van Officers	1,560	1,560	—	—
(o) Kiosk at Jetty Officers	2,040	2,020	—	20
(p) Peons	2,526	2,526	—	—
(q) Lavatory Labourer ...	90	90	—	—
(r) Other Charges, e.g. Re- muneration to Acting Staff	1,500	433	—	1,067
(s) Overtime and Subsist- ence Allowance ...	2,580	2,377	—	203
2. Contributions to Staff Pro- vident Fund ...	2,242	2,157	—	85
3. Travelling Allowance of Staff	3,500	3,360	—	140

Account	Estimated Rs.	Actual Rs.	Excess Rs.	Saving Rs.	
4. Rent	4,800	4,200	—	600	
5. Electric Supply and Lighting	900	654	—	246	
6. Furniture and Fittings...	1,500	61	—	1,439	
7. Telephones	800	811	11	—	
8. Postage and Telegraph Charges	1,500	1,090	—	410	
9. Office Stationery	4,250	4,127	—	123	
10. Office Requisites	500	262	—	238	
11. Printing and Advertising Charges	1,000	1,190	190	—	
12. Books and Periodicals ...	750	500	—	250	
13. Audit Fees	500	373	—	127	
14. Subsistence Allowance of Board Members	4,000	4,251	251	—	
15. Lawyers' Fees	500	1,455	955	—	
16. Propaganda and other Activities	63,785	58,756	—	5,029	
17. Incidental Expenses	1,000	942	—	58	
18. Reserve for Depreciation	2,750	2,343	—	407	
	<u>Rs. ...</u>	<u>140,273</u>	<u>129,655</u>	<u>1,407</u>	<u>12,025</u>
Deduct Excess	1,407	
Nett Saving	<u>10,618</u>	

7. The reasons for the major variations are :—

Excesses :

7. Underestimate.
11. Increased cost of paper and other materials as well as more printing work done.
14. Extra mileage resulting from the increase in the number of Board Meetings held during the year.
15. Drafting of amendments to the Ordinance and the Regulations of the Board and unforeseen legal expenses.

Savings :

1. (g) Post left unfilled until 1941.
(r) Less extra staff employed.
4. Overestimate.
6. Postponement of expenditure.
16. Saving of the rent of new premises in India as well as at Hatton resulting from non-engagement of them for various reasons.

8. The excesses under the different items of expenditure have been duly sanctioned by the Board in the form of Supplementary Estimates, and tabled at the State Council Meeting held on 12th November, 1940.

III.—BALANCE SHEET

(a) LIABILITIES

9. **Contributions to Capital Outlay Rs. 17,666.**—This sum represents the total contributions made towards the Capital Outlay of the Board. The amount contributed during the year was Rs. 1,187. This sum consists of Rs. 522 spent on furniture and fittings, and Rs. 665 on office requisites.

10. **Depreciation Reserve Rs. 6,970.**—This sum represents the amount set apart for the depreciation of the fixed assets of the Board. The balance on 31st December, 1939, was Rs. 4,624. The amount transferred from Revenue to this account during the year was Rs. 2,343 made up as follows:—

	Rs.	cts.
Furniture & Fittings @ 10% on Rs. 7,676/10	767	61
Office Requisites @ 10% on Rs. 5,558/97 ...	555	89
Display Room Furniture @ 10% on Rs. 320	32	00
Coconut Board Caravan @ 25% on Rs. 3,950	987	50
	Rs. ...	2,343 00

The interest earned was Rs. 3.

11. **Creditors Rs. 6,806.**—Of this amount Rs. 99 represents registration fees for 1941 paid in advance, Rs. 1,439 the amount deposited by Auctioneers in respect of lot money, and Rs. 5,268 the amount due for services rendered during 1940, but not paid during the year.

12. **Surplus Account Rs. 144,914.**—The Surplus at the beginning of the year under review was Rs. 181,637. The excess of expenditure over income for the year was Rs. 35,536 as compared with an excess of income over expenditure of Rs. 24,004 for the previous year. The Capital Expenditure for the year amounted to Rs. 1,187. The nett deficit for the year is therefore Rs. 36,723, which reduces the surplus at 31st December, 1940, to Rs. 144,914.

(b) ASSETS

13. **Capital Account Rs. 17,666.**—This represents the cost of furniture, fittings, office requisites, motor van and reference books belonging to the Board. The amount set apart for depreciation is Rs. 6,970 including the interest earned on the Reserve Account.

14. **Unexpired Charges and Payments in Advance Rs. 464.**—This represents the total of sundry payments in respect of subscriptions, licence duty on motor van, post office fees and deposit with the Postmaster-General for postage and telegraph charges made in respect of 1941.

15. **Advances Rs. 175.**—This consists of the deposit of Rs. 120 with the Government Electrical Department for the supply of electricity, and Rs. 55 with the Postmaster-General for telephone calls, etc.

16. **Debtors Rs. 12,142.**—Of this sum Rs. 4,504 represents the cess collections due on account of December, 1940; Rs. 1,644 the accrued interest on the fixed deposit of Rs. 100,000 to the end of 31st December, 1940; Rs. 300 the charges due to the Board for advertising; Rs. 61 advances lying in the hands of the Depot and Caravan Officers; Rs. 364 lot money due for 1940; Rs. 4,000 advances to the Marawila Coconut Producers' Co-operative Credit and Sales Societies; and the balance Rs. 1,268 is in current account with the Ceylon Trade Commissioner for India to meet expenses in connection with propaganda work in India. The amounts of cess collections, accrued interest on fixed deposits, and sundry dues have since been recovered in full, and a sum of Rs. 357 out of the lot money due from Auctioneers has also been recovered.

17. **Cash Balances Rs. 153,027.**—The balances in current account with the Bank of Ceylon, Colombo, and the Hatton Bank at December 31, 1940, were verified by reference to the Bank Certificates. The amount in fixed deposit with the Bank of Ceylon at the end of the year was Rs. 100,000. Of this a sum of Rs. 50,000 has since been invested, on maturity, in the 2½% Ceylon Government 7-year War Loan, while the balance Rs. 50,000 in fixed deposit has been renewed. The relative deposit receipt and stock certificates have been seen. The cash at the Ceylon Savings Bank and in the Bank of Ceylon Savings Account has been verified by reference to the connected pass books. The cash in hand at 31st December, 1940, was not verified, but a surprise verification of the cash in hand was made on 20th March, 1941.

IV.—GENERAL

18. The books and accounts of the Board were examined quarterly, and a test verification of the Inventory balances was made during the year.

I am, Sir,

Your obedient servant,

(Sgd.) O. E. GOONETILLEKE,
Auditor-General.

APPENDIX 2

EXPORT LICENCES ISSUED BY THE CEYLON
COCONUT BOARD FOR COCONUT OIL DURING
THE YEAR, 1940.

MONTH	NO. OF LICENCES	QUANTITY			
		Tons	cwt.	qrs.	lbs.
January	... 97 ...	2,118	14	2	12 $\frac{1}{2}$
February	... 114 ...	2,567	7	—	26 $\frac{5}{8}$
March	... 112 ...	2,055	14	3	14 $\frac{1}{4}$
April	... 142 ...	2,709	2	3	03 $\frac{1}{4}$
May	... 182 ...	3,615	4	2	10 $\frac{1}{8}$
June	... 109 ...	1,818	7	1	18 $\frac{2}{16}$
July	... 113 ...	2,330	18	—	20 $\frac{3}{8}$
August	... 121 ...	2,554	15	2	09 $\frac{5}{8}$
September	... 153 ...	3,446	5	1	20 $\frac{1}{16}$
October	... 89 ...	2,119	9	2	06 $\frac{1}{16}$
November	... 96 ...	2,306	1	2	23
December	... 110 ...	2,346	7	—	— $\frac{5}{8}$
Total	... 1,438	29,988	8	3	27 $\frac{1}{8}$

APPENDIX 3

EXPORT LICENCES ISSUED BY THE CEYLON
COCONUT BOARD FOR COPRA DURING THE
YEAR, 1940.

MONTH	No. OF LICENCES	QUANTITY			
		Tons	ewt.	qrs.	lbs.
January	30	886	13	1	25
February	55	1,655	4	3	03
March	47	2,873	7	—	14
April	80	4,268	9	2	18
May	111	6,846	10	—	26
June	109	5,351	9	3	26
July	165	8,473	6	3	14
August	194	10,624	6	1	—
September	247	14,332	11	3	09
October	204	11,111	14	2	21 $\frac{3}{4}$
November	140	6,770	8	—	10 $\frac{1}{2}$
December	150	4,688	17	3	14
Total	1,532	77,883	—	3	13 $\frac{1}{4}$

APPENDIX 4

MONTHLY AVERAGES OF MARKET PRICES OF
COPRA AS DECLARED BY THE CEYLON
COCONUT BOARD, 1940.

MONTH	MARKET PRICE			NUMBER OF LOTS
	Rs.	cts.		
January	47	81	...	2,274
February	43	02	...	2,701
March	40	34	...	2,716
April	32	75	...	2,962
May	30	76	...	4,109
June	25	98	...	4,936
July	24	82	...	6,370
August	24	81	...	7,254
September	27	52	...	7,555
October	30	56	...	7,207
November	33	43	...	4,350
December	30	30	...	3,592
Total	32	68		56,026

APPENDIX 5

STATEMENT OF THE QUANTITIES OF COPRA SOLD AT THE CENTRAL SALES ROOM
DURING THE YEAR 1940

31

MONTH	Spot and Forward Sales Offered	Spot Sales Sold	Forward Sales Sold	Spot and Forward Sales Withdrawn	Re-Sales Offered	Re-Sales Withdrawn	Actual Sales Spot and Forward
January	Cds. 32,793	Cds. 20,226	Cds. 2,448	Cds. 10,124	Cds. —	Cds. —	Cds. 22,669
February	42,004	23,689	3,731	14,384	35	—	27,420
March	44,452	25,635	5,665	13,132	—	—	31,300
April	49,156	28,442	4,498	16,216	155	—	32,940
May	63,413	36,731	2,669	24,013	19	—	39,400
June	55,112	41,398	4,002	9,712	100	—	45,400
July	75,708	54,216	2,866	18,626	—	—	57,082
August	78,685	60,888	1,421	16,376	—	—	62,309
September	77,196	63,333	2,220	11,643	—	—	65,553
October	72,135	55,824	460	15,851	300	—	56,284
November	45,436	34,025	590	10,821	100	—	34,615
December	35,244	26,634	180	8,430	69	50	26,814
Total	671,334*	471,041	30,745	169,548	778	50	501,786

*This includes 127,655 candies of copra offered on forward delivery.

APPENDIX 6

SUMMARY OF SALE CERTIFICATES ISSUED FOR
PURCHASES OF COPRA AT THE CENTRAL SALES
ROOM DURING THE YEAR, 1940.

MONTH	NO. OF SALE CERTIFICATES		QUANTITY				
	ISSUED		Tons	cwt.	qrs.	lbs.	
January	...	73	...	9,626	5	1	18
February	...	84	...	4,699	—	1	02
March	...	100	...	6,666	5	3	27
April	...	126	...	9,853	16	—	03
May	...	139	...	11,632	6	2	23
June	...	145	...	7,659	17	—	16
July	...	197	...	13,881	6	2	04
August	...	212	...	14,161	7	—	18
September	...	192	...	16,382	17	3	22
October	...	208	...	16,374	13	—	03
November	...	254	...	10,299	17	—	18
December	...	193	...	6,749	—	3	03
Total	...	1,923		127,986	14	—	17

APPENDIX 7

EXPORTS OF COCONUT PRODUCTS

Commodity	1937		1938		1939		1940		
	Quantity	Value Rs.	Quantity	Value Rs.	Quantity	Value Rs.	Quantity	Value Rs.	
Coconut Oil	... Cwt.	1,337,132	20,060,615	1,507,935	14,057,087	1,257,637	13,285,581	596,504	6,762,545
Copra	... Cwt.	1,416,983	12,510,641	1,503,693	8,782,865	1,061,384	7,102,430	1,565,670	9,892,060
Desiccated Coconut	... Cwt.	588,774	6,780,157	593,854	4,399,494	672,635	7,131,917	284,879	2,738,319
Fresh Coconuts	... No.	11,119,209	621,379	15,955,030	634,765	12,022,167	518,106	6,726,915	291,213
Poonac	... Cwt.	603,736	2,438,349	733,399	2,694,096	536,321	2,013,302	26,071	51,271
Coconut Shell Charcoal	... Cwt.	269,100	977,708	219,942	823,781	371,358	1,361,887	299,348	758,739
Bristle Fibre	... Cwt.	267,818	1,669,066	216,290	771,091	179,495	696,785	102,034	386,873
Mattress Fibre	... Cwt.	659,812	2,235,878	515,554	1,312,120	708,995	2,422,091	488,928	1,487,857
Coir Yarn	... Cwt.	107,606	1,038,465	92,124	917,474	102,241	879,105	62,365	484,877
Coir Rope	... Cwt.	10,954	111,631	7,993	80,603	14,235	144,913	11,008	117,704
Mats and Matting	{ No. Yds.	{ 896 948	{ 1,563	{ 1,090 276	{ 911 Cwt.	{ 31	{ 759	{ 5	{ 97
Coir Manufactures (Other)	... Cwt.	1,563	21,040	2,865	23,783	3,867	39,170	6,945	77,041
			48,466,492		34,498,070		35,596,046		23,048,596

APPENDIX 8

PUBLICATIONS RECEIVED IN EXCHANGE FOR
THE JOURNAL OF COCONUT INDUSTRIES

- A Study of the Humble and Honorific Forms in the Korean Language—The Toyo Bunko.
- Agricultural Journal—Fiji Islands.
- A note on the loss of Ammonia from Fertilizer Mixtures—Coconut Research Scheme, Ceylon.
- Agricultural Journal—British Guiana, December, 1939.
- Annual Report of the South Australian Chamber of Manufactures, 1939.
- Agricultural Statistics of India, 1936, 1937. Vol. II.
- Bulletin of the Department of Industries and Commerce, New Zealand.
- Bulletin of the Imperial Institute, London.
- Bulletin of the Colonial Institute, Amsterdam, December, 1939.
- Bulletin of Indian Industrial Research.
- Confectionery Journal (Weekly).
- Confectionery News (Weekly).
- Ceylon Trade Journal.
- Commerce and Industry, New Delhi.
- Ceylon Tourist and Trade Journal.
- Congress of the International Association of Seed Crushers.
- Department of Commerce and Industries, New Zealand (23rd Annual Report.)
- East Asia Economic News, Vol. II. No. 9.
- Gold Coast Farmer, Vol. III. No. 9.
- General Review of the Oil and Fat Markets, H.M. Faure & Co., September, 1939.
- Health Volume 1 and 2 by Mr. C. W. D. Alwines.
- Indian Market, February, 1940.
- Journal of Industry—South Australian Chamber of Manufactures, Inc.
- Journal of the Department of Agriculture, South Australia.
- Japan Trade Review.
- L'Agronomie Coloniale, No. 259, Paris.
- Monthly Review of Coconut Products of the Philippine Islands, Leo Schnurmacher, Inc.
- Monthly Bulletin of Agricultural Science and Practice, Rome.

- New Guinea Agricultural Gazette.
 New Book Digest, Vol. 4, No. 12, August, 1940.
 On the Qincuxu (Kinku-Syu) The Toyo Bunko.
 Philippine Journal of Science.
 Philippine Journal of Agriculture.
 Report of the Ceylon Tea Propaganda Board, 1939.
 Review of the Oilseed, Oil and Oil Cake Markets, 1939.
 Revue Internationale des Industries Agricoles.
 Review of Coconut Products by Leo Schnurmacher, Inc., Manila. •
 Report of the Botanical Survey of India, 1938—1939.
 Tropical Agriculture—Trinidad.
 Tropical Agriculturist, Ceylon.
 Travancore Economic Journal.
 The Destructive Distillation of Coconut Shells, Coconut Research
 Scheme, Ceylon.
 The Students' Outlook, Allahabad, December, 1939.
 The Young Writer.
 The Coconut Industry—Report of Hon. Maximo M. Kalaw.
 The Oil Industry in India by R. M. Vakil.
 The Westralian Farmers' Gazette.
 Young Ceylon.

Appropriate Technology Services

121, POINT-BLUE ROAD

NALLUR, JAFFNA

No.

Appropriate Technology Services
1200 POINT ST. C. ROAD
NALLUR, CHENNAI 600 044
No. ~~1200~~ FNA

