

THE MATERIAL BACKDROP TO CRICKET

By the first quarter of the twentieth century the Kandyan Kingdom had been gone for 108 years. It was replaced by a modernising colonial government which had changed the mode of governance and the economy. It had also changed the public culture by introducing team sports, cricket being one of the most significant.

This chapter analyses adverts from three of Foenander's books which came out within a sixteen-year period. They are Souvenir about Tommy Kelaart (1910), An Outline of Ceylon Cricket History (1924) and the Ceylonese Cricketer's Companion for 1925 (1926). The last named provides the bulk of the adverts cited. A subsequent chapter will look at Foenander's book on the Colts which came out in 1941 amidst war related rationing. While the statistics and accounts of games is of major importance the advertisements it carried reflected the lifestyle of Ceylon's westernised middle-class as well as their British overlords and their families. Cricket was a tool of westernisation.

Looking into the future there is scope for an analysis of adverts in three post-independence club anniversary publications that cover retail services before and after the advent of personal computers. The club was 65 years old when Ceylon gained independence and Ceylon/Sri Lanka has, in 2024, been independent for 76 years. But this task will be held back for future amendments to the Colts history.

Advertisements for an age

Cricket was then mainly a pursuit for men. Hence there are no adverts for personal beauty and care. Nor do the adverts cater for modern fads such as pet care and the range of items fostered by the digital age.

This being a narrative about sport, albeit a particular sport, cricket, there is a heavy emphasis on sporting goods and fashion. Sporting fashion, represented by sweaters and blazers, intertwined with sport and everyday stylish wear.

The plantation economy played a big role in colonial society. Hence, the promotion of services such as bungalows for estate managers, housing for estate labourers and fertilisers for agriculture.

In general, the adverts in three publications fall into the following categories – household items (department stores), furniture and décor, apparel, and accessories (clothing and shoes), food and beverages, travel (bicycles, auto and auto parts), health, personal services (photography, printing), servicing the plantations, sporting goods and sporting trophies.

Houses needed to be furnished and filled with items essential for living. People needed to look smart and eat and drink well.

Institutions and individuals did their fair share of entertaining. And this was where caterers played a key role. And liquor played its part in oiling the machinery of social interaction amongst the affluent. Good eyesight was essential for picking the movement of the ball, and for leisure activity.

The lower middle-class travelled around in bicycles. Rich individuals got about in cars. And tyres had to be kept in good condition and vehicles serviced and repaired.

In the western world from the late 1800s taking family photographs for posterity was a popular activity. This custom was adapted by anglicised Ceylonese. Photographic services were therefore in high demand.

Institutions had a habit of publishing books that covered their history. Individuals, British and Ceylonese came out with books detailing their life and times. Hence, printers were in demand.

As it is today, tea was the leading export economy. And so, it had to be serviced in order to create a buoyant economy that underwrote sport and leisure.

Finally, sport, from cricket and tennis to football and rugby, was the supreme leisure activity. Sport was played in schools and the numerous clubs that were organised around particular sports. Good wickets needed to be prepared and trophies awarded to outstanding sportsmen.

Department stores

Millers and Cargills were the leading department stores in colonial Ceylon. Millers was based in Kandy and had a branch in Colombo. To quote DCRFinch/DBHker -

"Established in Kandy in the early 1850s as a general merchandiser by William Cramond Miller, Messrs Miller and Co grew to become the leading wholesale and retail merchants in Ceylon as well as providing services as general outfitters and a pharmacy. Like its competitors Cargill's and Whiteaway, Laidlaw, **Miller's was a British colonial emporium catering to the tastes of the British residents in Ceylon as well as the Anglophile Singhalese elite.** Wines from Australia, Scotch whisky, glassware, cutlery, silverware, medicines, ladies, and gentlemen's outfitters; Miller's had everything in its head office in Colombo with substantial branches here in Kandy, in Nuwara Eliya and Bandarewela. In the excellent reference book "Seaports of India and Ceylon" (1927) Allister Macmillan writes rather effusively and long-windedly about Millers' food products: -

"In no direction, for instance, is this more in evidence than in the one for things eatable and drinkable, that so well upholds the name of Messrs Miller and Co, Ltd, in homes all over the island. An inspection of its interesting assortments provides an object lesson in the enormous range of modern preserved foods. By means of these numerous choice comestibles it is easy to impart to the daily fare of the ordinary home that piquancy and variety which whet jaded appetites and create delightful surprises and uncertainty as to what is to be served. The groceries and provisions obtainable from Messrs Miller and Co Ltd, enable their many customers to solve most pleasingly and economically the domestic problems regarding meals which confront every home where good and varied food is a matter of primary importance...The facilities thus provided by Messrs Miller and Co Ltd, are greatly appreciated when occasions arise for special additions to the daily bill of fare; and many a dinner that would otherwise be in the category of mediocrity, is raised to the superlative by the choice dainties in question."

Today Millers is a subsidiary of Cargills (est. 1844) which dominates the food retail business in Sri Lanka with outlets all over the country.

However, there were other emporiums in colonial Ceylon. The Colombo Crystal Palace and W.M. Hassim were two of them.



You are TAKING TOO MUCH!

For granted when you buy a Shirt without first ascertaining its wearing abilities, and imagining what it is likely to look like after a short term of wear.

Ensure your continued satisfaction by seeing our new range of Tootal "RED LABEL SHIRTINGS" in all the latest designs and shades etc.

TOOTAL "RED LABEL" SHIRTS

CARGILLS have now the largest selection in Ceylon of TOOTAL "RED LABEL SHIRTS and SHIRTING. If the colour fades WE GUARANTEE TO SUPPLY TO YOU

THREE SHIRTS FREE.

This guarantee applies to any shirt, made by us whether to special measures or from our "Ready to Wear" Stock.

SHIRT with one detachable collar to match **Rs. 9'00**

SAMPLES AND SELECTIONS SENT ON REQUEST

CARGILLS—Colombo.



The Colombo Crystal Palace,
ESTABLISHED 1889.

General Importers, Wholesale Merchants and Estate Suppliers.

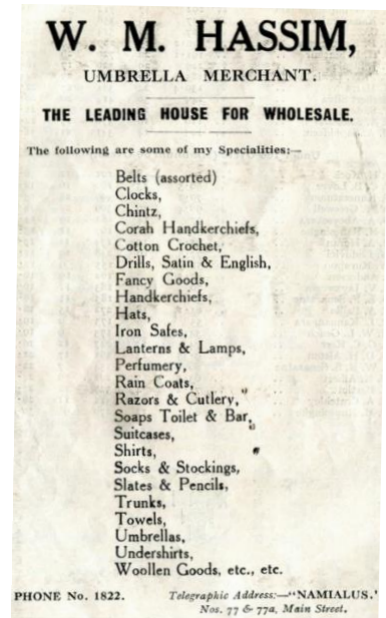
The Leading Departmental Stores for Value.

THE HOUSE OF PROGRESS AND VALUE

DEPARTMENTS	DEPARTMENTS
Drapery	China-ware
Millinery	Glass-ware
Gents' Goods	Alumina-ware
Household Linen	Enamelled-ware
Shoes and Shoes	Lamps
Pictures	(Petrol, Oil, Gas)
Picture Post Card	Brass and Iron
Picture Framing	Bedsteads
Photo Frames	Furniture
E. P. Ware	Wall Clocks
Mirrors	Timepieces
Plaster Vases	Hardware
Cutlery	Estate Supplies.

No matter where you are, we can serve you, write to us for your requirements. Ours quick service circles the Island.

The Colombo Crystal Palace,
(Proprietors: W. M. MOHAMADO USOOFF & BROS.)
Telephones: 1238 & 1739 Show Rooms & Offices Telegrams: "CRYSTAL,"
Private Sub-Exchange, KEYZER STREET, COLOMBO. Post Box 210.



W. M. HASSIM,
UMBRELLA MERCHANT.

THE LEADING HOUSE FOR WHOLESALE.

The following are some of my Specialities:—

- Belts (assorted)
- Clocks,
- Chintz,
- Corah Handkerchiefs,
- Cotton Crochet,
- Drills, Satin & English,
- Fancy Goods,
- Handkerchiefs,
- Hats,
- Iron Safes,
- Lanterns & Lamps,
- Perfumery,
- Rain Coats,
- Razors & Cutlery,
- Soaps Toilet & Bar,
- Suitcases,
- Shirts,
- Socks & Stockings,
- Slates & Pencils,
- Trunks,
- Towels,
- Umbrellas,
- Undershirts,
- Woollen Goods, etc., etc.

PHONE No. 1822. Telegraphic Address:—"NAMIALUS," Nos. 77 & 77A, Main Street.

Courtesy of Foenander 1926

There is a Brougham interiors based in Vancouver, Canada. However, it has been in business for only forty years and therefore isn't related to the company that took out an advert in 1924. Brougham & Co specialised in house furnishing. Look at the drawing of the bed it appears that it catered to the very affluent and was far removed from the normal department store. It may have been appealing to the owners of the plantation sector.



DO YOUR FURNISHING AT BROUGHAMS and save money

BROUGHAM & Co.,
COMPLETE HOUSE FURNISHERS.
Telephone COLOMBO. Telegrams "BROUGHAM"

Courtesy of Foenander 1924

Apparel and accessories

During the sixties most of the sports stores such as Chands were located along Chatham Street. There were also jewellers and clothiers along the same street.

Eastern Emporium sold fabrics to women and men and provided tailoring services. But for the most part the tailoring was done separately, by small outlets such as one along Darley Road, which made a pair of black party shorts for the chronicler. But most of them were located along Main Street, Pettah.

Bata set foot in Sri Lanka in 1950. It probably never custom-built shoes unlike T.G.M. Perera. There is an Italian made Rolls Royce shoe which probably has no connection to the Rolls-Royce shoe advertised by T.G. M. Perera. But the shoe that is drawn in the advert is an Oxford brogue.

Spats were in vogue prior to independence. Hence, it is likely that these shoemakers would have been involved in spats.

WEMBLEY SHOE PALACE,
COLOMBO.

"WEMBLEY" BRAND
:: **SHOES** ::

ARE IN TOP GEAR FASHION
AND DEMAND.

A Home for Every Toe.

We hope to tempt everybody
to buy their shoes from our shoe
palace.

The demand for a SHOE that
COMBINES ECONOMY,
DURABILITY and BEAUTY
is rapidly increasing.

Come direct to us and we shall
give you the goods you desire.

WEMBLEY SHOE PALACE,
COLOMBO.


SHOES
OF
ESTABLISHED
FASHION
FOR
LADIES and
GENTLEMEN

C. M. Oduma Lebbe Marikar,
COLOMBO.

WEAR THE BEST and Finest FOOTWEAR
— which Satisfies FASHION and Fitting. —

Beautiful Models in the Newest Style.

We are Agents for the Highly Popular "Eagle Brand" and
stock a Remarkable range of other High Grade Footwear, including
— "Workmore," "Bond Street" and "Rolls-Royce." —



Ensure Elegance
and Economy by
buying from us.
Examine our Stock
of Classy Head-
gear, Elwood,
Velour, Felt.

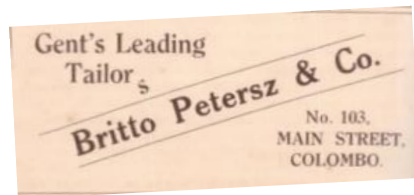
ALL OF FASHIONABLE SHAPES

T. G. M. PERERA'S Shoe Store,
Complete Outfitters,
No. 3, Main Street, Pettah, Colombo.

Courtesy of Foenander 1926

Burghers were also prominent in the tailoring trade. And so, it isn't surprising that one Petersz had a shop along Main Street. In those days one didn't buy off the rack. Even in the fifties and sixties one was measured up and the pants or coat sewn. Advertising English tweed and club colours is clearly directed at a discerning clientele, probably British. P. Chandiram & Son caters to a niche in the men's fashion industry, focusing on silk suits, silk ties and hats (Austrian velour).

Overall, prior to WWII westerners tended to dress very formally. Westernised Ceylonese followed suit.



Courtesy of Foenander 1924

NOTEWORTHY LINES

GENTS' LATEST SHIRTS

COTTON ZEPHYR TUNIC SHIRTS Fine assortment of neat stripes, soft double cuffs and white neck band All sizes Price Rs. 3-90	LATEST CHECKED TUNIC SHIRTS Reliable zephyr negligee shirts, prettiest new check designs, soft double cuffs and white neck band with one loose collar to match Price Rs. 6-50
WHITE FANCY TUNIC SHIRTS Fine longcloth body, fancy white fronts, soft double cuffs and white linen neck band Price Rs. 4-50	THE "DERMO" STRIPED TUNIC SHIRTS Best quality zephyr, guaranteed. Neat stripes with detachable collar to match, soft double cuffs Price Rs. 6-50

CREAM CRICKETING FLANNELS
 Really sound quality, light weight
Rs. 12-50 and 13-50 a yard
 Trousers to order
Rs 23-75 and 25-25

ATHLETIC SWEATERS Cream all-wool sweaters, polo collars Price Rs. 6-50	CAMEL-HAIR CARDIGAN COAT To-day's most fashionable wear. A superior quality, all-wool. Sizes 34, 36 and 38 Prices Rs. 16-50 17-50, 18-50
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F. X. PEREIRA & SONS, P. O. BOX 187, COLOMBO.

Courtesy of Foenander 1926

CALL ON THE FASHION EXPERT.
W. W. PERERA,
 QUEEN'S HOUSE TAILOR.
 Club Colours and Genuine English Tweeds, &c.
VICTORIA BUILDINGS,
 1st Cross Street, COLOMBO.

Courtesy of Foenander 1926

GENTS' SILK SUITS

IN THE BEST QUALITY CHINA SILK.
 A very dressy and comfortable wearing suit for the
UP-TO-DATE SPORTSMAN
 Well Tailored, Perfect Fit.

SHIRTS and PYJAMAS
 in various pretty stripes and shades, in best quality
FUJI SILK

N.B.—Just received a lovely assortment in gentlemen's
SILK 'KERCHIEF TIES
 and best quality real
AUSTRIAN VELOUR HATS

Step in to our show-rooms and your order will receive the best attention.

P. CHANDIRAM & SON,
 Bristol Buildings, Fort, COLOMBO.

F.X. Pereira was a well-known name as late as the sixties. F.X. Pereira & Sons departmental store was started by Francis Xavier Pereira in 1889 and moved to First Cross Street (Colombo 11) in 1905. F.X. passed away in Tuticorin in 1906 and the sons took over the business. The family went on to introduce the first 'Woolworth's type departmental stores in Ceylon in 1937.

Initially, the company imported drapery and millinery from different stations of Europe and developed an outfitting department for gentlemen and ladies, first in Main Street, Pettah and later in Ridgeway buildings in First Cross Street in Colombo.

The outfitting unit later bloomed into a departmental store, provisioning fancy goods, electroplated wares, enamel wares, jewellery, stationery etc.

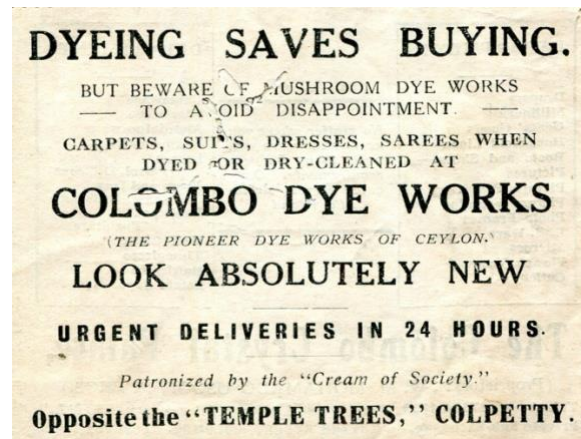
F.X. Pereira & sons was appointed as drapers to Sir West and Lady Ridgeway, Governor of Ceylon. Lady Ridgeway, wife of the Governor of Ceylon who used to frequent F.X. Pereira & sons was so impressed by their overall service that she caused a testimonial to be penned appreciating the extraordinarily satisfying services rendered to her by F.X. Pereira & sons during her husband's tenure as the Governor of Ceylon.

The advert above by F.X. Pereira is for tunic shirts (loose fitting) and cricketing flannel trousers. And this is probably why an advert was taken out.

Young Ceylonese like to have studio portraits taken of them. When they could they had suits made for them along the same lines as they looked in the studio photographs. Below is a photo of the chronicler's father taken not soon after he left school in the late twenties.



In an environment of smart dressing dry cleaning services were essential. Interestingly, The Colombo Dye Works was located opposite Temple Trees, the Prime Minister's official residence. It was previously the residence of the colonial secretary and chief secretary.



Courtesy of Foenander 1926

In 1926 the West End were selling rubber sole shoes for tennis and high-grade footwear. They were also selling brooches and were clearly targeting women. In 1962 they were still in Main Street, Pettah, offering tailoring services (Royal College cricket souvenir 1962).

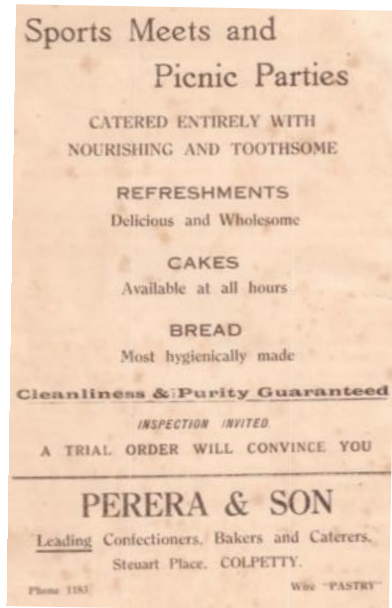


Courtesy of Foenander 1926

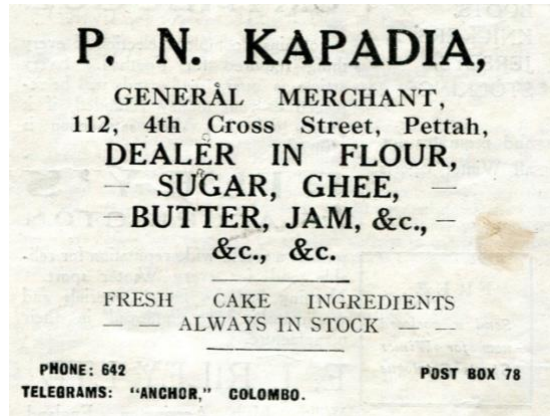
Food and beverages

Perera & Son is still around. In 1902 K.A. Charles Perera made a living by baking bread and selling it from door to door in the village of Kodagoda (east of Galle in the Southern Province).

In 1924 it mainly provided short eats, cakes, sweets, and beverages for "sports meets and picnic parties." After independence it continued that function and provided eat in and takeaway food from its outlet located opposite Methodist College. Today, going by the name of Perera & Sons with the P & S moniker it has over 200 island wide outlets providing full meals to the public as well as catering to VIPs at the Royal-Thomian and at private functions.



Courtesy of Foenander 1924

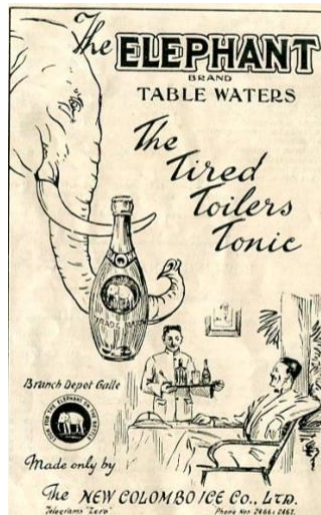


Courtesy of Foenander 1926

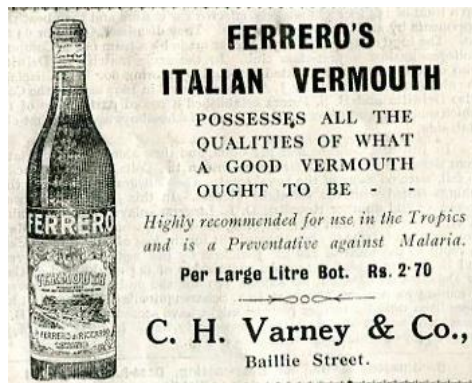
Bottled water were sold by New Colombo Ice and The Fountain Brand. The Fountain Brand is a probable precursor of Fountain Café, both located at Union Place. However, the new Colombo Ice Co. is not the precursor of Elephant House, which is the trading name for Ceylon Cold Stores.



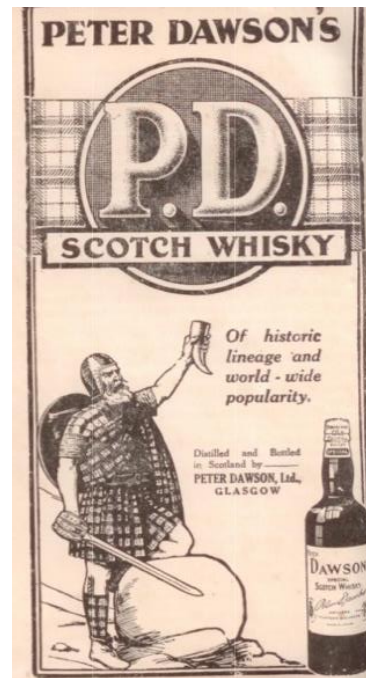
Courtesy of Foenander 1926



For stronger drinks C.H. Varney was the place to go. But it appears that P.D. scotch whiskey had to be imported directly.

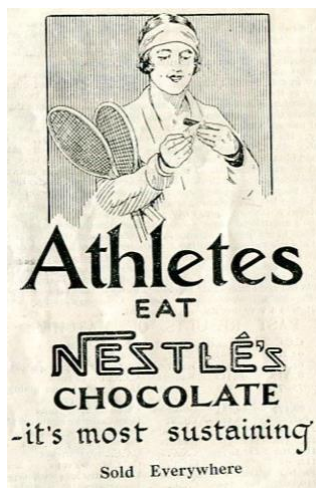


Courtesy of Foenander 1926

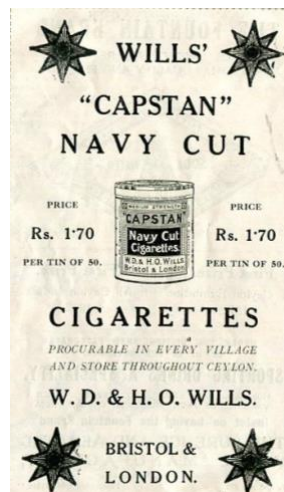


Courtesy of Foenander 1924

Peter Dawson began trading as a grain merchant in 1882, but quickly turned to maturing and blending whiskies, because of the money which could be generated. By 1924, due to lean times Dawson sold his stock to the Buchanan-Dewar, John Walker and DCL companies. In the following year he joined the board of a DCL subsidiary. absorbed the other two companies in the following year the distilleries were passed over to a DCL subsidiary, Scottish Malt Distillers and Peter Dawson joined the board.



Courtesy of Foenander 1926



Courtesy of Foenander 1949

The cocoa plant was introduced to Ceylon in early 1890. Nestlé Lanka was established in 1906 as Nestlé Ceylon Company one year after merging with Anglo-Swiss Condensed Milk Company. The company was renamed in 1980 as Nestlé Lanka PLC before being listed on the Stock Exchange.

Nestlé's products include baby food, medical food, bottled water, breakfast cereals, coffee and tea. The company bought numerous international brands such as Milo, Nescafé, Cerelac, KitKat and Maggi. It is the most successful food company in Sri Lankan history.

Today the health risks involved in eating chocolate and being obese are well known. Better known are the health risks of smoking. So much so that sporting bodies do not accept sponsorship from cigarette manufacturers. But in 1925 smoking was seen as a sporting thing to do.

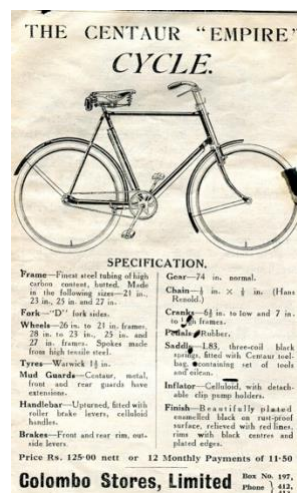
In 1949 Capstan navy cut cigarettes were promoted as cigarettes smoked by the crews of passenger planes. Passengers were considered to be in agreement with the good choice made by the crew.

Transport

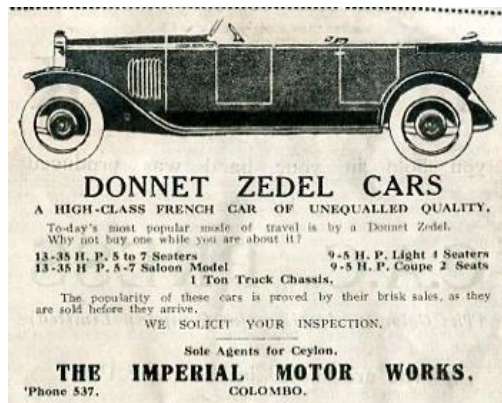
For quite a long time the bicycle was the main mode of transport for young people. The chronicler used the push bicycle and bus to get to school and back in the sixties. He owned a Rudge bike which was purchased from a shop next door that was located between Dickmans Road and Elfindale Avenue along Galle Road.

The porteur type handlebar was associated with standard bikes. An alternative was the dropdown bar that came with sports cycles.

Cycling champion Maurice Coomarawel used a standard bicycle with the bar featured in the picture below. Incredibly in those days helmets weren't compulsory and the accessories that are commonplace today, such as gloves, knicks, sunglasses and clipless pedals were not used or non-existent. And cyclists then didn't have the benefit of the modern Shimano gearing system.



Courtesy of Foenander 1926



Courtesy of Foenander 1926

Zedel was a Swiss automobile manufacturer established in 1901 by Ernest Zürcher and Herman Lüthi. The name of the company was created by combining the first letters of the founders' names, "Z" and "L". During the early years of the twentieth century a factory was set up across the frontier in France, and the Swiss operation was closed. The car drawn above was similar to the 1922 Cl6.

Established in the late 1800s the name Bianchi has been associated with cycles. However, the two-litre Bianchi is a car that came out in 1922.

The name Lipton has always been associated with tea. It appears that Lipton Ltd is an intermediary that sells NAP Tyres to retailers.

— THE —
CEYLON AUTOCARRIERS Co.
HYDE PARK CORNER COLOMBO.

AGENTS FOR:

DURANT 4-cylinder Just a "Real Good Car"
From Rs. 3,750/-

RUGBY "Transportation at Low Cost" 4 and 6-cylinder
From Rs. 2,650/-

FLINT "When anything is perfect it is good enough. The Flint Six is perfect"
From Rs. 4,350/-


LOCOMOBILE Junior 8 "The best Eight in the World."

STEWART "The Stewart Truck has won by costing less to run."

RED "Master of Highways."

All Particulars on Application.


Courtesy of Foenander 1926


BIANCHI
THE WONDERFULL TWO LITRE
(1540 H.P.)
BREAKS ALL TWO LITRE RECORDS AT
BROOKLANDS OCT. 25

	Old Records	Bianchi Records
1 Mile standing start	53.91 m.p.h.	57.28 m.p.h.
1 Kilometer standing start	53.61 m.p.h.	55 — m.p.h.
1 Mile flying start	63.26 m.p.h.	68.49 m.p.h.
1 Mile flying start	69.20 m.p.h.	69.47 m.p.h.
1 Kilometer flying start	60.20 m.p.h.	67.72 m.p.h.
1 Mile flying start	67.70 m.p.h.	68.58 m.p.h.
2 Miles	60.23 m.p.h.	66.70 m.p.h.
5 Miles	54.43 m.p.h.	61.61 m.p.h.
10 Miles	55.94 m.p.h.	57.31 m.p.h.

DESCRIPTIVE LITERATURE AND DEMONSTRATIONS
ON APPLICATION
SOLE AGENTS
The National Motor & Engineering Works
23, UNION PLACE, COLOMBO
Phone 742 Cables "AERO"

Courtesy of Foenander 1924


MACINTOSH
N.A.P.
SEMI-PNEUMATIC
NON-PUNCTURABLE
TYRES
PRESS-ON TYPE
TO REPLACE
SOLID TYRES

THE IDEAL TYRES FOR INDUSTRIAL MOTORS

N. A. P. TYRES cannot puncture or burst
N. A. P. TYRES are perfect non-skids
N. A. P. TYRES do not require a spare
N. A. P. TYRES absorb road inequalities
N. A. P. TYRES reduce all wear and tear


Combine the Advantages of Pneumatic and Solid.
N. A. P. TYRES SAVE MONEY
WHOLESALE DISTRIBUTORS
LIPTON, Ltd.

The motorcycle was an intermediary between a push cycle and a motor car for the Ceylonese middle-class. Below is a photograph of the chronicler's father on a motorcycle, seated in front, with two of his friends, in the late nineteen twenties.



Health

If this notice strikes your eyes
You would do well to think for a moment about your eyes



Is your sight perfect?
Can you read small print comfortably?
Does your sight get blurred in the evenings?
Have you got to stretch out your paper or book to read comfortably?
Are things at a distance quite clear to you?
Can you clearly make out people at a distance?
Do you suffer from unaccountable headaches?

If you are subject to any of the above, your sight is at fault and must be remedied immediately if you are to preserve it to a good old age. For this purpose the services of our Optician

Mr. U. D. WIJETUNGE
(Member of the National Association of Opticians, England)

is at your service. He will carefully test your sight and prescribe the proper corrective glasses. If you are at present wearing glasses bring them along with you.

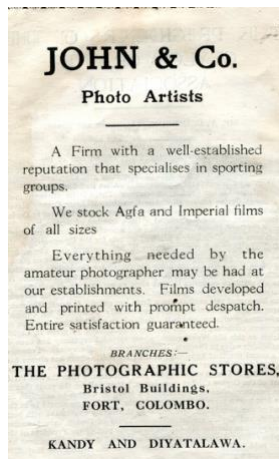
Highest awards at three exhibitions in 1923
Ceylon Cottage Industries Exhibition, 1923
Julius Agri-Horticultural & Industries Exhibition, 1923
Kandy Agri-Horticultural & Industries Exhibition, 1923

The Standard Optical Co.,
MANUFACTURING OPTICIANS
29 & 30, Main Street, Pettah
COLOMBO
Telephone 2307

U.D. Wijetunga would have been one of a limited number of Ceylonese opticians to be trained abroad in the first quarter of the nineteenth century. A year after independence, in 1949, Albert Edirisinghe opened an optical store in Kollupitiya. The company is still going strong. Edirisinghe was a household name in the first few decades of independence. He was to spectacles what Wimaladharmasiri was to watches.

Keeping records

Many of the photographs taken by the chronicler's ancestors to celebrate milestones were taken by John & Co. Photographic Stores was a branch of John & Co. In the sixties John & Co, located directly opposite Liberty cinema, were responsible for photographs of schoolboy cricket teams leading to big match.



Courtesy of Foenander
1926

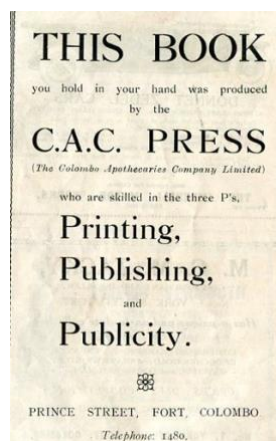


Courtesy of Foenander 1924

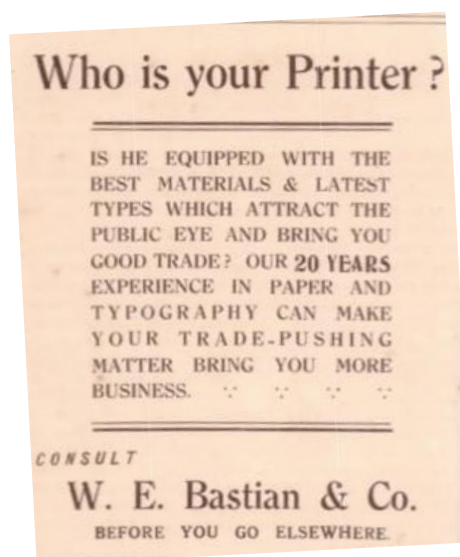
Plâté is the sole continuing nineteenth-century photography company. Charles T. Sower opened Plâté for business in 1890. Despite its prolific output it succumbed to the stiff competition and was acquired by the Colombo Apothecaries Company (1880-1920). Plâté occupied the same premises at 267 Galle Road, Kollupitiya from 1892 to 1974.

Although W.E. Bastian placed an advert in An outline of Ceylon Cricket History it wasn't the printer. That was done by Ceylon Advertising & General Publicity. And the History of the Colts which came out in 1941 was printed by Caxton Printing Works. Clearly, there was stiff competition amongst printing companies as there was amongst photography companies. W.E. Bastian and Colombo Apothecaries were one of many.

The Colombo Apothecaries printed T.Y. Wright's Ceylon in my time (1951). But the monumental Twentieth Impressions of Ceylon (1907) was printed by Unwin Bros (Gresham Press).



Courtesy of Foenander
1926



Courtesy of Foenander 1924

H.W. Cave & Co was possibly the best-known printer in Ceylon. It was established by Henry Cave (1854-1913) who was a photographer. It had a printing department in addition to running a book depot and selling musical instruments and sporting goods. The company focused on the artistic and it brought out the books such as – Hayley’s A treatise on the laws and customs of the Sinhalese, The ruined cities of Ceylon, The book of Ceylon, Picturesque Ceylon, Golden Tips, and the Ceylon government railway. The company was once the major book seller in the country and occupied a part of the Gaffoor building. It closed in 2002.

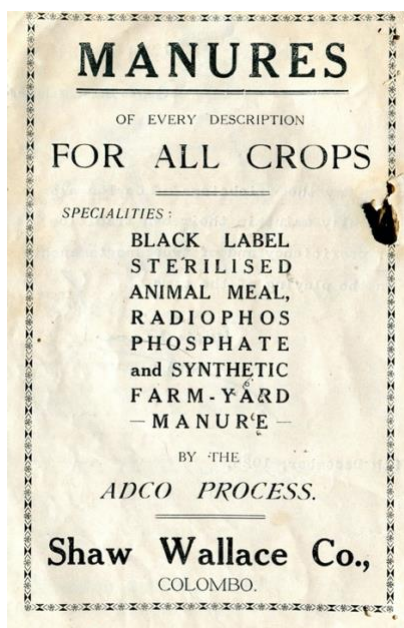
Serving the agricultural sector

The tea industry is the backbone of the Sri Lankan economy. This is the reason why the tea estates were returned to the private sector after the disastrous nationalisation experiment. The estate takeover was purely a political gesture and not based on sound economic principles and professional recruitment practices.

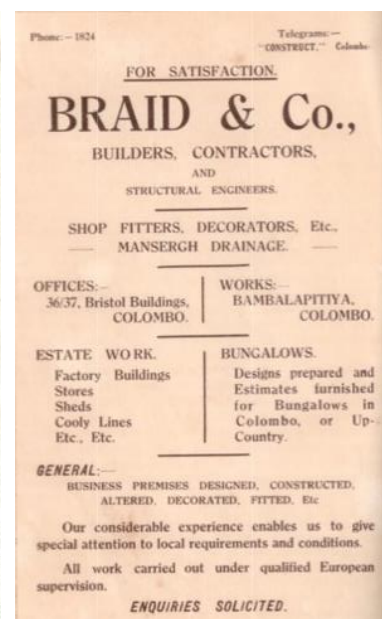
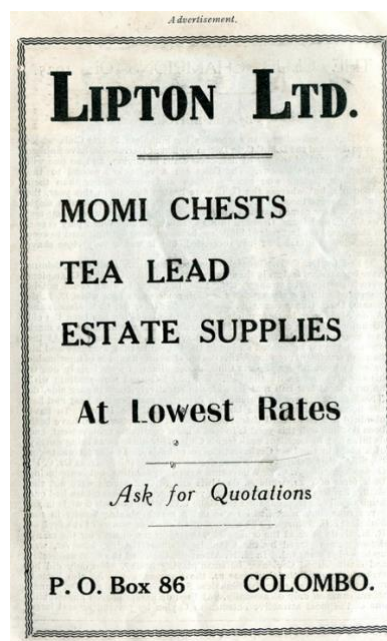
The emergence of the tea industry and cricket are intertwined. Two picturesque cricket grounds were created to accommodate cricket competition between British planters.

In colonial times many companies serviced the estate sector. One of them was A Baur and Co., founded in 1897 by Swiss national Alfred Baur. Although it has now branched out into health care, education, air travel and consumer good, it initially was exclusively involved in providing fertiliser to the agricultural sector. Shaw Wallace & Co was established in 1886 and was a tea exporting company. Today it is a subsidiary of the Renuka Group. And of course, the Lipton brand is inextricably linked with Ceylon tea.

Going by the contents of the advert, Braid and Co are targeting the estate sector. It offers to build everything from cooly lines and sheds to bungalows.



Courtesy of Foenander 1926



Courtesy of Foenander 1924

The advert for the Vicker gun is intriguing. By 1925 shooting as a sport had died out. Unless it was used to shoot birds and wild boar, and for the security of plantation managers.

VICKERS "VANGUARD"

SINGLE BARREL SEMI-HAMMERLESS EJECTOR GUN

The most important part of any gun is the barrel. This Vickers production is built entirely from British materials and is of British Workmanship throughout.

The world renowned name of "VICKERS" on every gun guarantees its quality.

SPECIFICATION—
BARREL—Forging in Vickers Steel. Solid lump. Full choke.
STOCK—Walnut.
 Half pistol hand-grip. Chequered.
FORE-END—Snap on. Chequered.
EJECTOR—
 Very strong, with positive start, so as to draw case out of chamber before ejector mechanism operates, with a view to ejecting damp cases so frequently met with in tropical climates.
PROOF—Full nitro London proof.
WEIGHT—6½ lbs.

PRICE Rs. 100-00
 LESS 10% DISCOUNT.

I. L. M. NOORDEEN HADJIAR,
 Telephone No. 1026. Telegrams: "Hajnoor," Colombo.
 76, Main Street, COLOMBO.

Courtesy of Foenander 1926

Tennis and cricket screens

Tennis screens provide privacy and windbreaks. Clearly, in 1924 they were made of cloth rather than wire netting.

Canvas was used for a cricket screen or sight screen well beyond the seventies in Sri Lanka. Today mesh is gradually replacing canvas.

Tents and Tennis Screens

Kakomi Tents and Tennis Screens are known all over India. They are built for strength and lasting wear—and give it.

The fabrics used in their manufacture are specially woven, and all the fittings can be relied upon.

Tents and Tennis Screens are expensive propositions; you cannot afford to buy a cheap article. You want the best value for your money, and you will get it if you buy from the Kakomi Mills.

Every detail of construction is under the supervision and control of experts and only the very best materials are used.

We shall be pleased to send full particulars and prices on application, and can make any Tent or Tennis Screen to Customer's own Specification. Write to 2-4p.

Kakomi

THE CAWNPORE COTTON MILLS COMPANY
 (Branch of the British India Corporation, Limited.)
 CAWNPORE

FOR GOOD SERVICE

BLUE TENNIS SCREENS

Ordinary Size—60 ft. long by 9 ft. high.
 Made to hang on poles with ropes stretched between. Strengthened with netting and complete with eyelets and ropes.

	Rs. a p.
Daniti (extra heavy quality)	210 0 0
C. Shooting (heavy quality)	190 0 0
T. Cloth (medium quality)	160 0 0
Chowka (light quality)	140 0 0

These screens can also be made to any special sizes required, prices of which will be intimated on receipt of particulars.

A set of Bengal Bamboo Poles for above 10½ ft. high, Rs. 28/- per set of 14 poles.

WHITE CRICKET SCREENS

Ordinary Size—18 ft. long by 12 ft. high.
 Made to hang on poles with ropes stretched between.

	Rs. a p.
Daniti (heavy quality)	— 45 0 0
T. Cloth (medium quality)	— 42 0 0
Chowka (light quality)	— 40 0 0

These screens can also be made to any special sizes required, prices of which will be submitted on receipt of particulars.

N.B.—Customers are requested when ordering Tennis or Cricket Screens to state whether they require eyelets or rings for hanging. Ordinarily, eyelets are used and recommended.

ELGIN MILLS Co, Ltd.,
 CAWNPORE
 WRITE FOR FREE PRICE LIST

Sports wear for the East

Before you order your White Flannel Trousers, or your Blazer Coat, in fact before you buy Sports wear of any kind, consider the merits of "Lalimli" Pure Wool Materials.

All "Lalimli"—wool wear is a sure protection against the extremes of heat and cold, and a safeguard against the chill that in the Tropics so often follows exertion.

These materials are guaranteed pure wool throughout and give lasting wear.

We can supply you with the material for your tailor to make up or should be happy to place our Tailoring Department at your service.

All Mail Orders receive immediate attention and we shall be pleased to send you full particulars, prices, patterns and self-measurement form by return, on your stating your requirements.

LALIMLI
 PURE WOOL

THE CAWNPORE WOOLLEN MILLS Co.,
 (Branch of the British India Corporation, Ltd.)
 CAWNPORE

Courtesy of Foenander 1924

Established by British entrepreneur Sir Alexander MacRobert in 1920, The British India Corporation, a public limited company, produced woollen products under the brand name "Dhariwal, apart from "Lal-Imli" -- once household names. Cawnpore (now Kanpur) was known as the Manchester of the East. The white flannels and blazer coat could apply to both tennis and cricket apparel.

The Elgin Mills commenced operations in 1864 as a subsidiary of the British India Corp. Ltd. It was named after the 8th Earl of Elgin, the viceroy of India from 1862-63. Its inventory included sleeping suits, table linens, dhurees, shirts and tents.

Before Gun & Moore, & Grey-Nicholls and Stuart Surridge

According to Wikipedia

"E.J. Riley, later **Riley Leisure** and just **Riley**, is a British sporting goods brand founded in 1878 by Edward John Riley, an Irish expatriate living in Manchester, England.

E.J. Riley started as a local chain of sports retail stores, before branching out into manufacturing in the 1880s. **The company first gained fame as a cricket equipment maker, and has been described as the world's largest manufacturer of cricket bats at the time.**

From the 1890s, the brand expanded its range to a variety of sports and indoor games, including golf, tennis, lawn bowls, and billiards, the latter becoming its main calling card around 1910. It acquired rights to use Crystalate plastic in its early products, and later marketed a proprietary compound called "Ri-leene".

As its manufacturing business outgrew its retail division by a wide margin, E.J. Riley sold its shops in the early 1920s to focus on its Accrington factory. Founder Riley died in 1926, but the company kept expanding through various acquisitions, and eventually went public in 1977 amidst the British snooker boom of the era.

In the 1990s, Riley's fortunes began to change and, despite exporting its products to 67 countries throughout the world, the factory—by then based in Hapton — closed its doors in 2002. Rights to the brand were acquired by competitor BCE (originally Bristol Coin Equipment, later rebranded as Billiard Cues of England), who continues to use the Riley name for one of their product lines.

The Billiards Company, a Dublin-based company owned by former players John Benton and Darren Lennox, used to trade as E.J. Riley Ireland. It was formed in 1994 as a subsidiary of Riley, before going independent in 2002.

Although not mentioned above, the company provided equipment and apparel for winter sports. Clearly the targeted market was soccer.

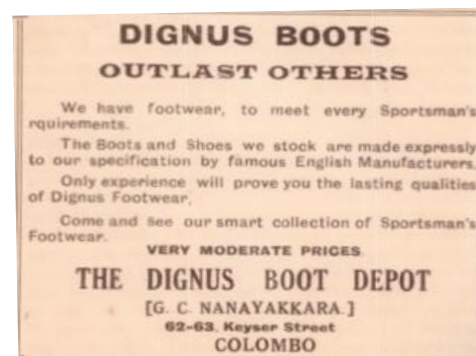
The advert requests that a winter catalogue be requested. Presumably orders were made directly to Manchester, England.



Courtesy of Foenander 1926



Courtesy of Foenander 1924



The Dignus boot depot catered to sportsmen. And it is very likely that they provided cricket boots along with other sporting footwear.

Cricket pitches

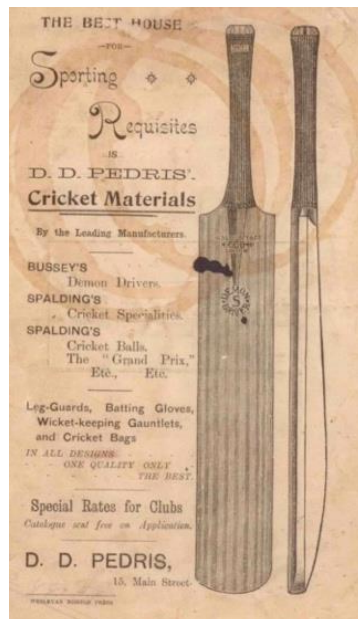
Cricket pitches evolved from plain grass to matting to elaborately constructed turf wickets. At Racquet Court the Colts played on raw grass. From 1924, when it moved to Havelock Park, it played on mat. In 1957 it constructed a turf wicket while reconstituting a mat by the side of the main wicket to bring in rental fees.

Around 1925 there would have been a big demand for matting wickets. The British Ceylon Corporation remarks that the leading clubs in Ceylon are using coir cricket pitches.



Courtesy of Foenander 1926

The secret history behind three bats



Courtesy of Foenander 1910





**Let your next Racket be an
"E.D.B." Model de LUXE IMPROVED
or "SENIOR SERVICE."**

Both these famous Rackets are made of Selected Rent Ash, accurately balanced, and minute attention has been paid to all details.

Users praise these Rackets because they have stood the test of time. We have all weights in stock—12, 12½, 13, 13½, and 14 oz.

Strung with best quality Tracey's Gut in any colour. **Rs. 50-00** nett.

RE-STRINGING:
Red, White or Black Tropical **Rs. 5'00** Wonderful value

To introduce our new Tropical Gut we have priced this excellent Gut so low as **Rs. 5-00.**

Let us Re-string your Racket with this New Gut. They are Cheap and Durable.

COOP LTD.

NOTE: Our New Address: **21, BAILLIE STREET**



CRICKETERS!

TO GET THE BEST OUT OF THE GAME

USE

**THE "ROY KILNER"
- CRICKET BAT -**

(As used by many of the leading Batsmen including all members except one of the Australian Cricket XI, in the last series of Test Matches.)

The "ROY KILNER" CRICKET BALL.
The "ROY KILNER" LEG GUARD.
The "ROY KILNER" BATTING GLOVE.
The "DOLPHIN" WICKET-KEEPING GAUNTLET.

The above goods are designed, used and recommended by Roy Kilner, (the celebrated Yorkshire County C.C. and All-England XI. All-Rounder), and Arthur Dolphin (the Yorkshire County wicket-keeper.)

THE ABOVE SPECIALITIES MAY BE OBTAINED FROM ALL LEADING SPORTS OUTFITTERS.

Insist on the Sykes-Made Sporting goods and ensure complete satisfaction.

SOLE MANUFACTURERS:
WILLIAM SYKES, LIMITED,
(ESTABLISHED 1874.)
THE YORKSHIRE ATHLETIC MANUFACTORY,
HORBURY, England.

Courtesy of Foenander 1926

E.D.B. (1905) is named after Ernst D. Black, a member of the first Davis Cup Team to play USA in 1900. The racket was made by Sykes of Horbury, York, who also manufactured the Roy Kilner cricket bat.

Roy Kilner (17 October 1890 – 5 April 1928) was an English professional cricketer who played nine Test matches for England between 1924 and 1926. An all-rounder, he played for Yorkshire County Cricket Club between 1911 and 1927. In all first-class matches, he scored 14,707 runs at an average of 30.01 and took 1,003 wickets at an average of 18.45. Kilner scored 1,000 runs in a season ten times and took 100 wickets in a season five times. On four occasions, he completed the double: scoring 1,000 runs and taking 100 wickets in the same season, recognised as a sign of a quality all-rounder. He bowled and batted left-hand. He toured Australia under the captaincy of Arthur Gilligan.

He served in WWI in which his best man was killed in action. Kilner died of a sudden illness, aged 37, on 5th April 1928. He was sadly missed and farewelled by approximately 100,000 people. The 1930 Australian cricketers, including Bradman, laid a wreath at his grave.

Kilner retired in 1927. Hence, when the advert appeared he was still an active cricketer.

KILNER, 1 JUNE 1925



According to Wikipedia, “William Sykes initially dealt in cricket bats before moving into their manufacture. Donald Bradman used bats produced by Sykes throughout his career. In 1929, shortly after Bradman scored the then highest First-Class innings of 340 while playing for New South Wales at the Sydney Cricket Ground, Sykes signed him up to help promote what became known as the Don Bradman bat, or the Autograph bat.”

BRADMAN WITH SYKES BRAND
BAT, 1932



Courtesy of the State Library of New
South Wales

Jewellers and silversmiths

Gem, not unlike tea, is referred to with the prefix Ceylon. Ceylon is best known for the sapphire gem. It is also known in Sinhalese as the gem island. Zacky was one of many jewellers in Ceylon about 1925.

M. C. M. ZACKY,
GEM MERCHANT AND JEWELLER,
No. 1, YORK STREET, FORT

*Has a unique and up-to-date collection
of JEWELLERY*

COMPRISING EARRINGS, PENDANTS,
BROOCHES, GOLD and SILVER WRISTLET
- WATCHES, and LOOSE BRILLIANTS. -

PRICES DEFY COMPETITION.

BEFORE PURCHASING ELSEWHERE PLEASE
GIVE ME A TRIAL

No. 1, YORK STREET, FORT, COLOMBO.
Telegram: "ZACK" Telephone: 2061.

**THE INDO CEYLON
TRADING CO. LTD.**

WE HAVE ON VIEW
THE BEST ARRAY OF
SPORTING TROPHIES

SEE OUR DISPLAY OF
HANDSOME CUPS,
SHIELDS AND OTHER
USEFUL PRIZES.
BEFORE YOU PATRO-
NISE OTHERS. WE
UNdertake WATCH
REPAIRING ELEC-
TROPLATING AND
ENGRAVING AND
GUARANTEE EXCEL-
LENCE OF WORK.

DIAMOND MERCHANTS
JEWELLERS
SILVERSMITHS
ENGRAVERS
DIE SINKERS
ELECTRO PLATERS
WATCH REPAIRERS
DEALERS
TALKING MACHINES
RECORDS & ETC

TEL. 292
PHO. N. 292
P.O. Box N. 307

Advertisement.

**STERLING SILVER
PRIZE
TROPHIES
DESIGNS
EXCLUSIVE
TO
MILLER
AND
COMPANY
LIMITED.**

No.	high	Rs.
1414	12"	40-00
1415	5"	33-33
1416	4 1/2"	20-00
1417	4"	20-00

No.	high	Rs.
1418	6 1/2"	40-00
1419	5 1/2"	33-33
1420	5"	25-00
1421	4 1/2"	20-00

Above prices are subject to 25% discount Clubs.

Miller & Company Ltd.

Courtesy of Foenander 1926

The sporting tradition in Ceylon, coming as it did from England, involved recognition for achievement through the dispensation of cups and engraving of shields that marked the success of teams in competitions. Hence, the sale of sporting trophies.

What is remarkable about both Zacky and The Indo Ceylon Trading Co Ltd is the blatant self-promotion. They urge potential customers to try them first, confident that their competitors produce inferior products. This theme runs through every advert.

A gazette notification of 15th April 1930 saw one M.C.M. Zacky file for insolvency. This is very likely to be the jeweller whose advert appeared in Foenander's book of 1926.

Vintage adverts

Vintage advertisements do have aesthetic appeal and induce nostalgia. But they are also a useful source of information on the goings-on at specific periods in time. Quite often, some of the fine details trigger intriguing journeys that reveal surprising snippets of information. That was the case with the Nicoll and Roy Kilner bats, and the bat seller, D.D. Pedris.