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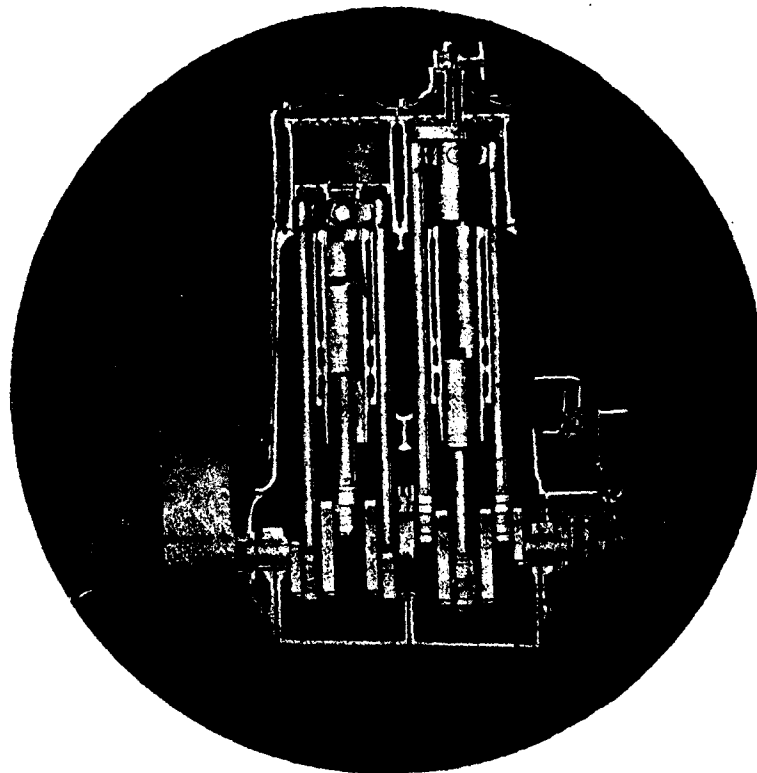
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MONTHLY PAPER OF INDIAN INDUSTRY, COMMERCE, PRINTING, STATIONERY

JANUARY

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New Year 1931

The old year is dead; the new year is born. Humbly, fearfully, we sink on our knees, and slowly, in answer to our prayers, comes back something of the old faith of our childhood, and we rejoice that we are granted one more new year's day on which to "begin again"—not in our childish way, with utter disregard of the past, but trustingly, patiently, knowing that we must ever carry with us our past, and rejoicing that, with God's help, we may make the future better because of the past. Then, as we rise from our knees, we look bravely forward to the veiled figure that stands at our threshold; we know nothing of what it will bring, we know only that it is God's new year.

MAY HE BLESS IT TO US ALL!

FR. RAULEDER
MANAGER

B-M-PRESS MAGAZINE—BASEL MISSION PRESS MANGALORE

EDITORIAL

We love a fine job of printing as we love a painting by one of the old masters. Does it not sing to us as the Mocker sings in the Banian tree, and is it not pleasant to our eyes as the foam on the dancing stream? Why should there not be variety, taste and individuality in the printing art? Why not mix ideas and ink and get out of our typographical rut?

When we compare the work of the artist-printers with some of the atrocious jobs that are perpetrated—jobs that need labelling, “This is a job of printing!” lest a man should say “What is this?” and some fellow-mortal reply, “This is a huge blot on creation!”—we are strongly reminded of the old conundrum: “What is the largest room in the world!” and the answer: “Room for improvement.”

Not every artist works on canvas or sees an angel in the common block of marble. A daub of ink is as distressing to some men as the work of an unskilled dauber upon canvas is to others. Thanks to the printer-artists who have eyes, and taste, and ambition! Is not “variety the spice of life?” Look at the heaven above us; are there two fleecy clouds—argosies that sail the azure sky—whose contour is the same? Do we not gaze in wonderment and admiration at their countless forms?

Man alive, get out of the ruts lest they should deepen into a grave! Climb out and get a new look, draw a new breath, do a new job. Give man an opportunity to say: “How refreshing! How tasteful! How different!” as they scan your work. Get out of Printer’s Rut and try the sunshine of Variety Row—possibly you may find that it will open into Easy Street. Assuredly it will be more pleasant. A printer-artist is much like an oasis in the desert. We well remember one, and the work he did for us—we still have a life-size picture of it hung in a choice place on memory’s walls. He was as full of typographical ideas as an egg is of meat. “No two alike jobs” was the rule of his office. There was always freshness, variety, newness in his work which charmed his patrons. Every job had its own individuality; it reminds us of the old proverb: “Every tub must stand on its own bottom.” Each fresh job reminds us of a new morning—did you ever see two mornings that were alike? Every job of this printer-artist had “Come again” written all over it. It had some jobs done elsewhere upon which the inscription read: “Stung again.” To these words should have been added: “And in the same place!” But never again.

The artist-printer is adding to the happiness, comfort and prosperity of his fellows. His printing is a work of beauty and a joy for ever. “Costs more! some patron says. Yes, but what is it worth! This wise man considers value as well as cost—do not hold up cost so closely to your eyes that you are blind to real value of good printing.

Long life to all printer-artists! May their tribe increase! The saving remnant to whom printing is more than so much black ink on so much white paper! New and artistic ideas are theirs; they climb out of the ruts that have been beaten hard by the tramping of many feet; they leave the ink-daubed trails of their predecessors; they fear not to venture out into new business pastures; they are the Daniel Boones of Printerdom. There is distinction, difference, charm in their work; there is freshness, vividness, beauty, which makes it say with insistent voice: “Read me.” A business proposition set forth in such typographical beauty becomes an irresistible lure, “a thing of beauty and a joy for ever”, and ever calls to the human rivulets: “Flow into me!”

F. R.

THE CAUSE OF THE WORLD CRISIS

The following remarks taken from our esteemed contemporary “The Journal of Commerce” are valuable not only for the source whence they emanate, but because they come from a country which is the least disturbed by the events which are producing such economic contrasts in Europe to-day.

Almost everybody qualified to discuss the nature and causes of present-day world disorders is inclined to take a one-sided point of view. Some regard the widespread repudiation of faith in representative government as only a by-product of economic distress. Others consider that this reaction is largely responsible for economic uncertainty and depression in world markets to-day. On the one hand, for instance, we find Secretary Stimson telling New York State Republicans that political revolutions and the general political unrest are due to the common business depression which is found throughout the world. On the other hand, a correspondent of The Journal of Commerce who has just returned from Europe, believes that economic distress is fundamentally due to what he calls “political ineptitude”.

Although Secretary Stimson as an Administration spokesman could not be expected to discover a political explanation for American unrest, he is, as a matter of fact, only expressing the opinion of a majority of economists when he places the responsibility for local unemployment, restricted foreign trade and all the other characteristic indicia of bad times upon the world at large. This explanation doubtless helps to absolve the Administration from the charge that bad business is due to current political policies. It does not, however, supply an answer to comprehensive questions concerning the reasons for the world crisis and the connection between such a crisis and the political strategy of industrial nations during the postwar era. Secretary Stimson was not called upon to discuss these larger issues; so he contents himself with mentioning casually gold scarcity or world-wide overproduction as alternative theories of the causes of the universal crisis.

As to what caused the monetary scarcity, or created the overproduction of goods—both these conditions being more or less results of miscalculation—Secretary Stimson does not say. Somewhere, however, it seems evident that there has been a failure of man power. Politicians are after all the men who draw the outlines of economic policy in modern States, and by their decisions direct the flow of goods between countries and to a large extent within their own borders. Political factors must, therefore, have played a dominant role in shaping events that have culminated in the present depression.

It is interesting, therefore, to note that The Journal of Commerce correspondent, like the French Foreign Minister, is inclined to explain the European situation at any rate in political instead of economic terms. He is prepared to admit the intensity of the business depression and the direct effect of it upon political life. But he does not ascribe the

troubles of Europe to a dearth of economic resources or to a lack of business brains. He believes that they are due primarily to political ineptitude as reflected in the postwar break-up by treaty of the old economic structure and the establishment of many small, weak States, cut off from free intercourse with their neighbours by tariffs and other obstacles. Although, unlike Secretary Stimson’s explanation for the United States, this version of the causes of European depression does not absolve the politicians from responsibility for economic misfortunes, it may err in the other direction. Certainly it appears to underrate the element of economic miscalculation that has undoubtedly enhanced the political errors of the postwar period and has not spared countries with stable governments, such as the United States.

The fact that Europe is only one of the many infected spots in the world economic structure to-day is of itself sufficient to suggest that, although the politicians in some countries have played havoc with the established economic order, business leaders everywhere have likewise made serious mistakes in failing to understand the economic consequences of political changes and the need for accommodating their strategy to a new world. Indeed they have displayed a blind confidence in their power to control the production and sale of goods on a scale that was not dreamed of in the prewar world. They have thought they could operate in disregard of the nationalistic plans and schemes of the politicians, and they have plunged into the new world conditions taking with them the economic prejudices and paraphernalia of a vanished era.

While business men have been developing grandiose schemes for international pools and cartels and reorganizing their domestic industries in the confident expectation of reaching new and expanding markets, the politicians have been busy building up the nationalistic, exclusive patriotic spirit that has steadily contracted those markets. It is probably not possible to apportion justly the blame for the resultant miscalculations which we call overproduction for want of a better name. But it is certain that bad planning has been made worse by the disposition of both politicians and business men to go their separate ways and only confer when they chance to collide violently in pursuit of their independent objectives.

If only diagnosis, we would add, could cure diseases, Europe would have been a second Eldorado long since. Most of us have accepted certain principles as a basis for general improvement, have discussed them in Conferences, Committees and congresses—and have done nothing.

“Something must be done” is no longer a common-places to hide boredom and ineptitude. It is a supreme challenge to the ablest and best to dare to lead, and to risk their careers and popularity for causes which they know to be imperative.

ANCIENT INDUSTRIES OF INDIA

FROM the early times, India was renowned for her crafts, either in the shape of brassware, plain and ornamental, inlaid wood work, lacquer work, embroideries, and so on. It is not possible for any one to view these things without feelings of deep regret that these were the result of a continuous and strenuous application of a higher degree of manual skill, and industrial traditions of long antiquities.

Everywhere throughout India craftsmen are plying their ancient trade in brass, iron, ivory, gold, silver, woodwork and textiles.

Among the many ancient industries, cotton and textile manufactures stand foremost. The old Dacca Muslins which were once the pride of India, have now disappeared, thanks to the introduction of mills. However, there are still a few weavers in each and every village; but these are old men, and it will not be long before this industry will be extinct.

Next comes the weaving Industry. This can be divided into three parts, viz., (a) Cotton weaving, (b) Silk weaving, and (c) Woollen weaving.

Let us first discuss about the Cotton weaving. In this connection, we like to mention that the native craft of Indian workmen who made beautifully coloured and durable fabrics for women's clothing in certain places, such as Benares, could not be ignored. Up to this day weaving stands as a prominent industry in India. Even in the smallest village, there are weavers who are making coarser cloths by hand looms. In this respect, it may not be out of place to mention that the Provincial Departments of Industries are trying their level best to get the weavers of India better trained to produce nice cloths in a quick and easy manner through the modern appliances.

Silk Weaving: It is an industry growing famous in every city in India, Bengal, Assam, United Provinces, and

Bombay are the noteworthy places, and in this art also the Provincial Departments of Industries are taking active steps to make the industry a success.

Woollen Weaving: This art also distinguishes itself to the highest degree. The shawls, and Rugs etc. manufactured in Kashmir and other places stand out for admiration, and they are exported in large quantities to the foreign countries.

Metal Industries.

These industries support thousands of workmen and their families. The Brass work of Benares and its environs, finds occupation for several hundreds of craftsmen. In the Western Punjab, Bombay, Bengal, and other parts of India, the craftsmen specialise themselves in this art, enamelled and inlaid, and cast or wrought metal. Kathiawar and Mysore are renowned for Brass and Iron Works.

Delhi, Jaipur, and other places are famous for their ivory work; Central and Southern India for wood carving; Punjab, Madras, Jaipur, and Hyderabad for artistic leather work; Benares for Gold Brocades; Central India and United Provinces for carpets; Lucknow for gold and silver wire embroidery.

Are not these industries the pride of India?

Besides, Pottery too, come into prominence, in several parts of India. And among the various places, Peshawar and certain towns in the Punjab, stand out famous for their pottery, in artistic and a number of painted forms.

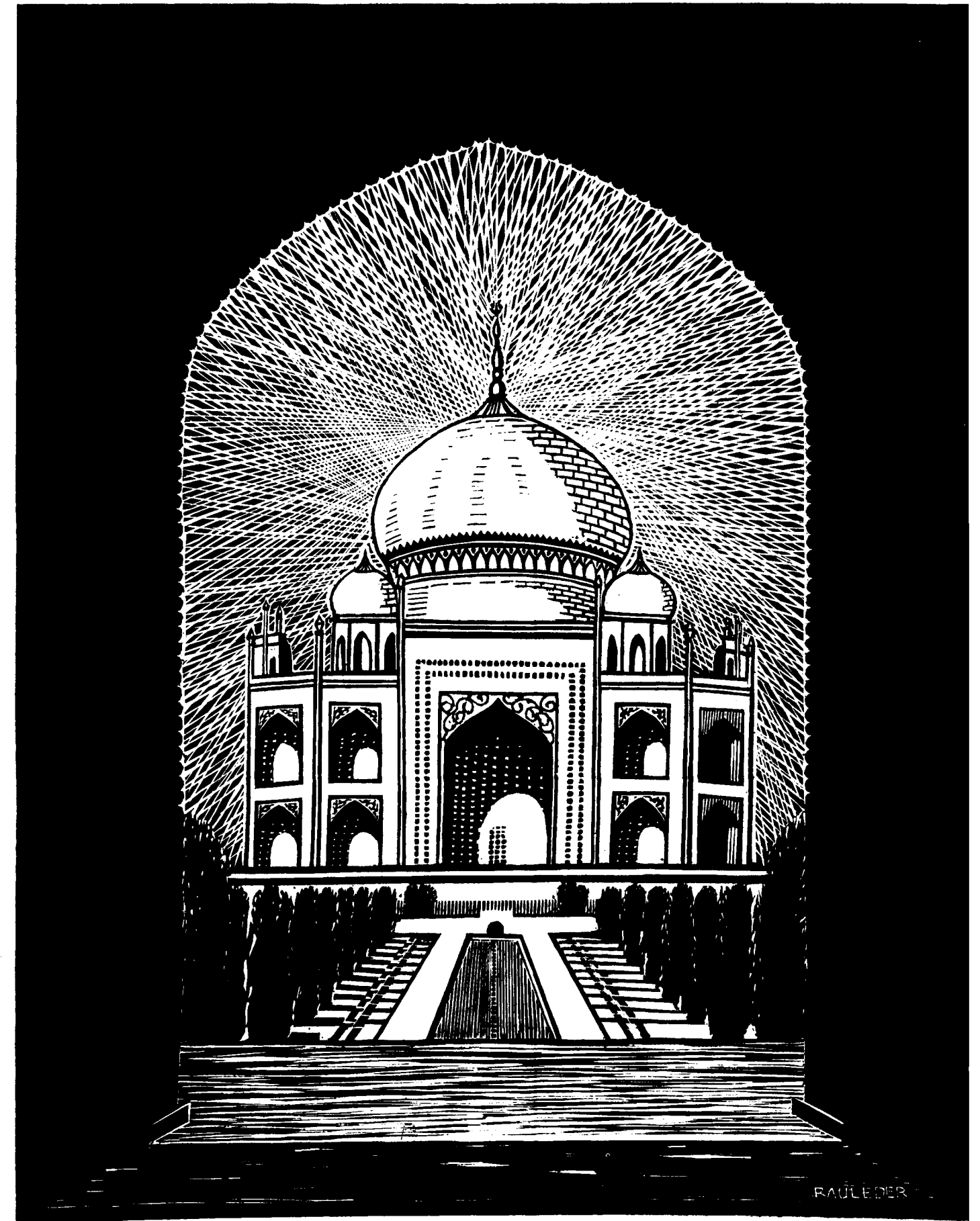
Indeed, these native industries support far more people than do all the big factories and mills, and hence, we trust, that the introduction of the aforesaid mills and factories cannot possibly swallow the cottage industries of India.

POSITION OF INDIANS IN THE TRADE OF CALCUTTA

The Port of Calcutta.

THE commercial importance of Bengal depends considerably on its ports. The chief ports in Bengal are Calcutta and Chittagong. The port of Calcutta is the natural outlet for the vast tract served by the Ganges and the Brahmaputra. It is the terminus of three of the greatest railway-systems, viz., the East Indian, the Eastern Bengal and the Bengal Nagpur Railways. By themselves even, the three railway-systems are important, and this importance is enhanced all the more by the B. N. W. Railway which connects the E. I. Ry. with the E. B. Ry., and the A. B. Ry. which merges in the E. B. Ry. As a consequence we find that Calcutta has for its hinterland the whole of the U. P., Bihar and Orissa, Bengal and Assam. Just as Bombay is the nearest port to Europe, Calcutta is the nearest port to the Far East, and is the gate of Eastern India, and the maritime trade of Bengal and many of the adjoining provinces passes through Calcutta. The Port of Calcutta situated on the river Hooghly, about 80 miles from the sea, is one of the largest river ports in the world. The Port of Chittagong like the Port of Calcutta, is also a river port, but it is only ten miles from the Sea. It is due to the recent development of Karachi and Bombay that Calcutta finds some competition in the external trade of the northern parts of U. P. and the Punjab. In the import trade of Calcutta, the importance of Calcutta can be well judged by what Mr. G. S. Hardy, the Collector of

Customs said in regard to the Dhoti trade in his recent Report published last year. He maintains that Calcutta is the largest distributing centre for Dhotis and even the Punjab is known to get its supplies from Calcutta. Calcutta also claims a big share of the total imports of metals and ore, machinery and in full-work motor cars, sugar, grains, pulse and flour, salt, etc. in addition to that of piece-goods. Even in regard to the export trade, the position of Calcutta is unique. It controls practically the whole export of Jute, lac, tea and a large portion of raw hides and skins and metals and ores. But the future of the Port of Calcutta is by no means very rosy, for it is but certain that her present position will be challenged by the development of Chittagong and other ports, and above all of Vizagapatam which promises to be a port with an excellent harbour. Vizagapatam would be situated at almost equal distance from several parts of U. P. Central India and may be able to divert a portion of the trade of these provinces from Calcutta. It is true of course, that Calcutta's position as a financial centre, having the offices of the powerful Exchange Banks which finance practically all the foreign trade, will protect it to some extent from the deflection of her trade, but it is still imperative and essential that the Calcutta Port Commissioners should bestow their serious attention to the reduction of their heavy port charges and river dues and tolls at the Port of Calcutta, if



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they are desirous of retaining the trade at this port, in competition with other ports where the charges will be comparatively low.

Trade of Calcutta.

The share of Calcutta in the Seaborne Trade of India is shown in the following table:—

Shares of the Port of Calcutta in the Seaborne Trade of India during 1926-27, 1927-28, 1928-29 and 1929-30.

IMPORTS			
Year.	India.	Calcutta.	Approx. per cent.
1926-27	282	82	29%
1927-28	296	86	29%
1928-29	300	88	29%
1929-30	240	84	35%
EXPORTS			
Year.	India.	Calcutta.	Approx. per cent.
(Figures in Crores of Rupees).			
1926-27	313	127	40%
1927-28	333	138	42%
1928-29	346	137	39%
1929-30	318	127	40%
TOTAL FOREIGN TRADE			
Year.	India.	Calcutta.	Approx. per cent.
1926-27	595	210	35%
1927-28	629	225	35%
1928-29	646	226	35%
1929-30	559	211	38%

N. B. The figures of the coasting trade of Calcutta are not included in this table. The total coasting trade of Calcutta amounted to Rs. 32 crores in 1927-28 and Rs. 37 crores in 1928-29, while that of Bengal for those years was Rs. 43 crores and Rs. 41 crores respectively. It is also noteworthy that the share of Calcutta in the total foreign trade of Bengal, amounts to 95 per cent. This will give a good idea of the importance of the Port of Calcutta in the trade of Bengal.

As can be seen from the table given above, the Port of Calcutta claims a fair proportion of the total foreign trade of the country, her share in the total foreign trade of India being about 35 per cent., (the percentage in the imports being 28 per cent. and in exports 40 per cent.) and in the total foreign trade of Bengal, being about 95 per cent. The chief articles of trade at the Port of Calcutta along with their values, in the import trade are:—

	Rs.
Cotton Manufactures	24 crores
Metals and ores	10,60 lakhs
Machinery and mill-work	6,93 lakhs
Sugar	6,19 lakhs
Grain, pulse and flour	5 crores
Mineral and vegetable oil	4,66 lakhs
Vehicles, motor cars etc.	3,32 lakhs
Instruments (electrical) and other appliances	2 crores
Hardware	1,76 lakhs
Spices	1,49 lakhs
Tobacco	1,15 lakhs
Wool and woollen manufactures	1,14 lakhs
Salt	1,08 lakhs
Liquors	1 crore
Chemical and chemical preparations	1 crore
Paper and paste-board	1 crore
Provisions and oilman's stores	1 crore
Glass and glassware	74 lakhs
Drugs and medicines	71 lakhs
Rubber	70 lakhs
Paints and painting materials	49 lakhs
Leather	22 lakhs

The chief articles in the export trade at the Port of Calcutta along with their values are:—

	Rs.
Jute (manufactures)	56 crores
Jute (raw)	30 crores
Tea	16 crores
Lac, gum and raisins	9,35 lakhs
Hides and skins (raw)	5,71 lakhs
Metals and ores	3,67 lakhs
Grain, pulses and flour	2,96 lakhs
Oil cakes	92 lakhs
Mica	74 lakhs
Cotton manufactures	62 lakhs
Manures	59 lakhs
Dyeing and tanning substance	57 lakhs
Drugs and medicines	19 lakhs
Chemicals	10 lakhs

Analysis of Imports.

A glance at the above list also will reveal the fact that major portion of the exports except the manufactures of jute which is a monopoly of Bengal, are raw materials and major portion of the imports are manufactured goods in absence of any developed industries here. An alarming feature, of recent years, has been the imports of wheat from Australia. This shows that even in agriculture, India is losing ground.

Inland Trade of Bengal.

No statistics of this trade are published, and in their absence, it is difficult to estimate the value and distribution of that trade. The inland trade must, however, be considerably larger in size than the foreign trade, although in Bengal the magnitude is not so great as elsewhere, due to the poverty of the people and the fact that the great mass of the cultivators of Bengal have few needs which their land does not supply. There is therefore little opportunity for the development of distributing trades which in all parts of the world find employment for a much greater number than do the collecting trades. In rural Bengal, shops are practically non-existent. (Vide Census Report, Bengal, 1921, Vol. V, Part I, p. 392.) Trade supports only 6.7 per cent. of the population of Bengal. In the absence, however, of any statistics for the inland trade, we will confine our attention to the foreign trade.

Financing of Foreign Trade.

One of the chief requisites for engaging in the foreign trade is the facility for finances. This can be supplied by either the indigenous bankers, or Indian Joint Stock Banks, or foreign Exchange Banks. Indigenous bankers in India restrict themselves to financing the inland trade. The Indian Joint Stock Banks assist in financing the internal trade and the movement of crops, the discounting Hundis, opening of cash credits, granting loans against various kinds of securities etc., but do not engage themselves in the Exchange business due, inter alia, to their having no offices in London and their limited means in comparison with the powerful Exchange Banks, which are entrenched in an impregnable position due to their vast financial resources and facilities for operation in several countries of the world and which threaten to crush the new enterprise of Indian Joint Stock Banks. The Imperial Bank of India has been precluded by its Charter from entering in the foreign Exchange business. The result has been that the financing of the foreign trade, both import as well as export, has been practically monopolised by the foreign Exchange Banks operating in India. There are in all 15 foreign Exchange Banks operating in Calcutta, 9 of them being British—and they are the biggest, 2 being Japanese, 2 American and 2 Dutch.

(To be continued.)



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ORGANISATION AND RESEARCH IN THE WOOL INDUSTRY

SCIENCE and research in the wool industry may be regarded as being in a comparatively early stage, but, nevertheless, the progress already made resulting from investigation by these branches of the utmost importance to the industry.

None the less important is the careful investigation of the commercial and economic problems which are being investigated at present.

No finer indication of the industry's earnest desire to keep abreast with the times could be given than that demonstrated in the proceedings of their two recent conferences. We refer to the Sixth Annual Conference of the International Wool Textile Organisation, held last month at Liege, Belgium, and to the Wool Research Conference held in London, Leeds, Bradford, and Edinburgh, and organised by the Woollen Industries Research Association under the auspices of the Empire Marketing Board.

System of Measurement.

Delegates from various countries assembled at the International Conference, and discussions were instructive and valuable. For example, the question of a suitable system of measurement, which has been dealt with by experts in several countries was discussed. The remarks of Signor Schendier, on behalf of the Italian delegation, whilst, perhaps, critical, were at the same time constructive. "It seems to us," he said, "that what we want to establish should be a scale of measures, fixed and immutable, serving as a point of decision. The classification adopted by a country will thus have a uniform basis of comparison with that of the other countries utilising a fixed denominator. It is now a matter of settling the scale which is most convenient."

Limitation of Credits.

The industry should undoubtedly benefit from the frank discussion on the subject affecting the limitation of credits. Mr. R. J. Inman pointed out that the question had been fully considered by several committees and at two conferences. Mr. Dudley Ackroyd had on several occasions pressed for a settlement of the question in the interest of the whole trade. It was said that the whole of the textile trade was suffering from over-production which was held to be due to long credit terms. Under the long credit system manufacturers were encouraged to use their means not to pay their debts, but to increase their mills and production, and to give long credits to their customers.

Thus a vicious circle was created, which threatened to do irreparable harm to the whole of the textile trade, and unless steps were taken to restrict credits, matters would go from bad to worse.

Arbitration.

The difficulties which have been experienced in obtaining expert opinion when complaints have been raised by manufacturers in certain countries where the industry is not centralised, are well known to most European spinners. The remarks of Mr. Joseph Clay, in discussing means for referring such disputes to arbitration and for securing a settlement, are of particular interest.

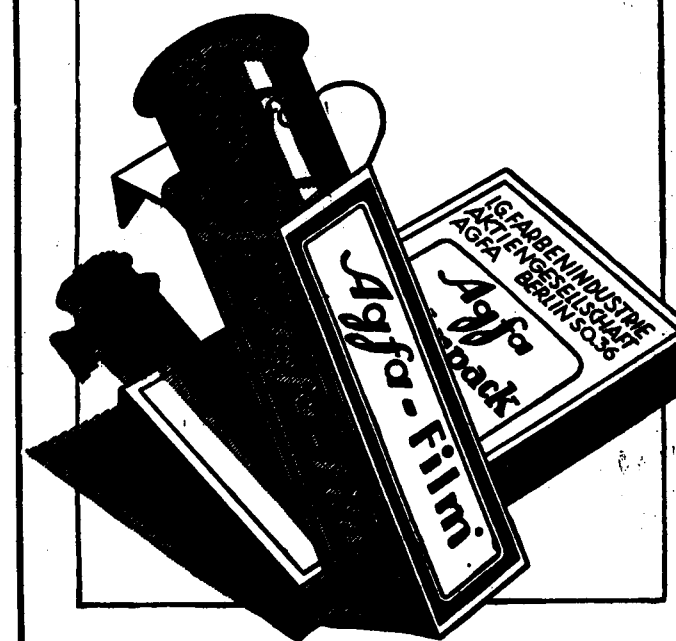
"The trade has changed in many respects," he said, "and many countries to-day are attempting to supply their own needs by manufacturing many of the goods which they

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formerly imported. Yarns are now being imported in large quantities, and countries which formerly were of little importance as export clients of European spinners and merchants are becoming valuable outlets. Unfortunately, they have not yet got the regular supply of skilled labour which we possess in Europe, nor are they likely to have for another generation; they have not the same knowledge of the articles they use; and the climatic conditions are very often such as to make the attainment of the same degree of perfection to which we in European producing centres can with confidence aspire, impossible to them. The inevitable result is that in case of any imperfections appearing in the woven or knitted fabric the fault is invariably put down to the raw material or yarn supplied."

The suggestion which he advanced to overcome the difficulty is certainly not lacking in interest, although we fear it will be no easy task to induce the importing countries, to which he referred, to adopt it. If foreign customers who are not connected with the International Wool Textile Organisation would recognise and adhere to their system, many of the difficulties could be settled. A national committee of experts could co-operate with an arbitrary committee in the country from which the goods were exported. In such countries as Central and South America, Japan, China, and India, the services of such a committee would be invaluable.

Wool Trade Problems.

Some of the items discussed are well worthy of more detailed account that we can give, but a brief survey will show what questions the conference had to deal with.

The reserve and lien rights of commission combers and scourers was discussed by Herr Schenbach, German delegate.

M. Paul Beulque-Nemmens, president of the Roubaix-Tourcoing Syndicate of carding wool and noil merchants and brokers, raised the question of ratifications of transactions in scoured wools or scoured carbonised wools, based upon confirmation samples consisting of one or more kilos. weight.

Signor Guidici, the Italian delegate, presented a report on unification of woollen yarn contract rules. The Italian delegation considered that it would be useful and opportune to arrive at the unification of margins of count for woollen yarns (pure wool or wool waste).

A report by M. Dubrulle dealt with the unification of conditioning house methods, in which it was urged that the Union of Conditioning House Directors should enter upon the study of the diverse methods in agreement with interested trade parties.

Dr. S. G. Barker, of Torridon, Leeds, presented a report on the unification of terms and appellations with regard to wool.

The report by Herr Schenbach, the German delegate, on irregular classing of wool by growers in the Cape and Australia was of special interest, but the criticism which he made might be equally applied to other wool growers.

Wool Research Conference.

The Wool Research Conference, to which we have referred above, took place later, and was organised by the Wool Industries Research Association, under the auspices of the Empire Marketing Board.

Mr. J. H. Thomas, M. P., Chairman of the Board and Secretary for the Dominions, in opening the conference, described it as "a miniature Imperial Conference."

In addition to representatives of Government departments and research organisations in Great Britain, there were

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present delegates from the Irish Free State, Australia, New Zealand, South Africa, Canada, the Falkland Islands, Palestine, and Kenya.

Research was the main topic discussed at the conference, and a plea for joint work, and the collection and dissemination of knowledge was advanced.

"Only by the pooling of common knowledge and experience," said Mr. Thomas, "can progress be made sure and steady, and it was with this in mind that the Empire Marketing Board resolved to call a wool conference. This was the first Imperial Conference ever held where delegates from all the Dominions had met to discuss a single raw material from its scientific aspect in all its stages from the farm to the factory."

"Wool accounted for practically one-fifth of the U. K. annual imports of raw materials. Over half of South Africa's total exports (excluding gold and precious stones), just under half of Australia's, and nearly one-third of New Zealand's exports consisted of wool. The Empire as a whole exported in round figures 1,400,000,000 lb. of the total quantity of wool entering world trade, and Australia alone exported about 750,000,000 lb. of wool a year."

Dr. S. G. Barker, of the Wool Industries Research Association, a well-known authority on wool research, presented a comprehensive and highly technical paper on scientific collaboration between wool producer and manufacturer, in which he made a plea for the fuller interchange of research staffs between the Mother Country and the Dominions. He urged also that for any adequate and comprehensive scheme of scientific work within the wool industries, production and manufacture must be considered as one composite whole.

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REGULATING THE DIET TO SUIT THE CLIMATE

"We are what we eat" said a poet in the course of his lecture delivered at Chicago in 1919. Few of us escape occasional aches and pains, while several are suffering from many diseases. Let us ponder a while how the Diet plays her role in causing or curing these diseases?

How do the other people adjust their diet to suit the demands of the climatic conditions other than our own? For example, in the Arctic regions, it is for weeks in mid-winter one long night. There is not a comfortable hotel with central heating, and every comfort or luxury; the dwellers live in an igloo, a doom-shaped one-roomed snow hut, which they construct with blocks of frozen snow with an entrance.

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There is no coal, wood, gas or electricity available for illumination or heating; hence there could be no adequate means for cooking etc.

As to furniture there is none, no modern baths are available, no water even to wash the face and hands, since everywhere there is frozen ice.

The larder or the Arctic dweller's bag is full or empty in accordance with the skill of the owner as a huntsman. Indeed his life depends on his ability to successfully hunt the several animals there such as seals, bears, etc.

He could not get varieties of fresh vegetables, food and provisions of any kind since there is no market even within many days' travel.

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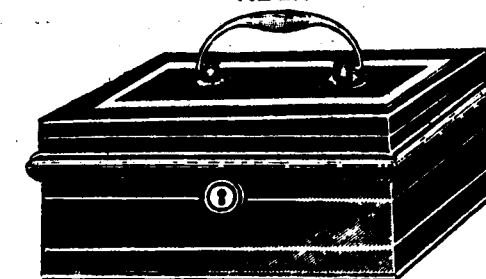
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signs of ill-health arising from the animal flesh. In this connection one declared: "I lived solely for an aggregate period of six years on meat diet alone." The Committee of Specialists who examined him on his arrival, declared him to be one of the healthiest persons.

Life in the Tropical climate.

How do the natives live in tropical regions? What of their diet and their food? The sun shines brightly all day long, and at mid-day it is so hot that none dare come out of their huts. They wear only scanty clothing and their furniture too is not much. Their cooking arrangements are outside the hut only. They have no adequate electric stoves, gas ovens, etc. to cook their food; their method of cooking is of the crudest form. The habits and manners of these natives have not been changed through contact with the European travellers. Yet, these natives enjoy such a perfect good health without falling victims to various diseases, such as constipation, indigestion etc. How is it?

Perhaps their diet is the secret of their good health. Many persons are living happily in these regions infested with swarming mosquitoes, upon cocoanuts and bananas.

Life in the Temperate zone.

Who are the healthiest people in this region? Is it the rich that squander money upon various kinds of delicacies and other things?

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By simple it is not meant a 'limited diet'. A simple diet may comprise the flesh of any animal, or bird, fruit and vegetables, growing in our own land, or fish that is obtained from the river etc. nearby.

It is not possible to find the ideal diet in one or more particular kind of food alone. For example, meat is the ideal diet in the Arctic zone, fruits and nuts in the tropics, and a more mixed food in the temperate climate.

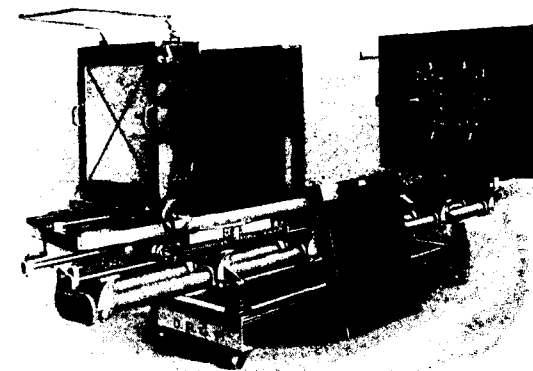
In short, whatever food we take, whether it is fruits, nuts, vegetables, flesh of animals or birds, or fish, if we do not take more than what is sufficient for us, and eat it fresh, we shall be near our goal in finding out the ideal diet.

THE STRUMMING INSTRUMENT

CURIOUS as it may sound, it is nevertheless true that the "rambler" movement and the modern rhythmic dance, two manifestations which have absolutely no points of contact with one another, have led to the revival of the strumming instrument. It is true, of course, that the zither, the lute, the mandoline, the guitar, and many other strumming instruments have been known for ages, but they were not hitherto the common property of musical humanity. The zither, for instance, was primarily the instrument of the mountain people, and the guitar the national instrument of Italy. The balalaika, an instrument which has only recently become known to the world at large, and the banjo used to be the favourite instrument of the American negro, who brought it with him from Africa, where, indeed, a variety of it is still to be found under the name of "bania". And today? To-day we find that the strumming instruments are an important component of every good jazz-band, and every party of rambles marches to the music of lutes, guitars, mandolines, and other strumming instruments.

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all requirements with regard to strumming instruments, and has played a very great part indeed in the perfecting of these instruments, which are frequently met with to-day in the concert hall in the hands of well-known performers. Songs accompanied by the lute, for example, have become one of the popular items in the present-day musical programme.

The lute is probably the ancestor of most of the strumming instruments known to us to-day. It is a very ancient instrument, which was greatly esteemed even in early Egyptian times. It was not known in Europe until the 14th century, when it was introduced by the Moors into Spain and Italy; it enjoyed great popularity in Europe from the 15th to the 17th century, only to be gradually supplanted by the violin; now, after a lapse of almost three hundred years, the instrument has once more been revived. It is closely related to the guitar, but possesses, in common with the mandoline, a curious gourd-shaped body. The instruments usually known as lutes to-day have six strings; certain varieties, however, such as the dichoral lute, have eleven or twelve, and the bass lutes have even as many as fifteen strings.

The history of the guitar is very much the same as that of the lute. The guitar, too, was highly prized by the Arabs, or Moors, and was introduced by them into southern Europe, where a number of varieties made their appearance. In contradistinction to the lute, however, the guitar did not find favour in the other European countries, and it has only recently become firmly established all over the civilized world. The guitar is shaped like a violin; there are some, however, with a so-called "shield" shape, having a base, a top, and a connecting case. This instrument has almost always six strings; the bass guitar, however, is an exception, having from nine to fifteen strings.

The mandoline is made in a great many different models. This instrument is very similar to the lute, but rather more deeply arched—some models being found with base, top, and case, too—and of considerably smaller dimensions; it also has eight strings, or four pairs. Varieties of the mandoline are the mandola or old-mandoline, the mandolon-cello, the octave and the pocket mandoline, the twelve-stringed mandiola, and the four-stringed zupfbass. Other members of the same family are the nine-stringed Thuringian waldzither and the twelve-stringed bandolas or bandurrias.

Balalaikas, banjos, and ukuleles are related to guitars and mandolines, but have developed quite independently. The balalaika, the national instrument of the Russians, with its now oddly mournful, now fiercely passionate, note, only became generally known after the war; wherever it is played it meets with an enthusiastic welcome. The balalaika had originally two strings, a melody string and a bass string, but is made to-day with from three to six strings as well. The shape of it is that of a flat triangle, becoming thicker towards the base. The banjo, on the other hand, once a speciality of the negroes, has a body which takes the form of a kind of drum. It may be compared to a long-necked guitar with four strings, of which the melody string is strummed with the thumb. The shape of the ukulele also suggests the guitar—there are, of course, ukuleles with round bodies, too—but it has two strings less than the guitar, is smaller, and is used chiefly as an accompanying instrument.

Another instrument which is related to the lute is the zither; but the connection must be very far distant now, for the zither differs greatly, both in its appearance and in its construction, from the afore-mentioned instrument. The zither is so well known that it is superfluous to describe it in greater detail. The same is the case with the harp, which

(Continued on page 108.)

SOOJIRKARS' "ARROW BRAND" TILESare supreme
in appearance, strength and price

for in "Arrow Brand" tiles you buy more lasting roofing or flooring material for every rupee spent than in any other tiles in the market. You may spend more money, but you cannot buy better value.

Every "Arrow Brand" tile gives you the true ring of a well pressed, well-baked and highly finished product.

Besides roofing and flooring tiles, large quantities of plain and ornamental ridge-tiles, valley-tiles, skylights, ventilators, dormer-window tiles, finials, hip-tiles, balusters, semi-circular bricks, and capitals for pillars, fern baskets, rockers, water-coolers, water-basins, flower pots, flower-vases and lions for gateways, garden-edgings, drainage pipes, hearths, "Tulasi-katties" or Vrindavans and a great variety of other articles are always in stock.

For rates apply to

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Telegrams: "DECCO"

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We manufacture ready-made manure mixtures
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We sell different manures and estate requisites.

We supply Coffee, Tea, Pepper, Cashew nuts,
Cardamoms, Fish oil and all South
Indian products.We invite machineries etc. agencies for all
commodities saleable in South India,
and appoint agents for our products.

44

"Hand-made Clothes"

with Indian Yarn

of all descriptions supplied promptly
at keen prices by**KARUNAKARA WEAVING FACTORY**

CHOVVA (N. Malabar)

If you are a patriot of India, please buy

"Deshi-made Cotton Piece-goods"

and encourage Indian Industry

INDIAN CAPITAL INDIAN MANAGEMENT INDIAN LABOUR

81 Agents Wanted

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BY

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MANGALORE

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(PORTUGUESE INDIA) 37

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Merchants and Agents for

Select Cycles; Triumph, Ariel, Matchless and D. K. W. Motor Cycles; Triumph and a few popular Cars; "Naumann" Sewing Machines; Imperial Typewriters; Indo-American Tractors; Good Year and Dunlop Tyres; Dunlop accessories; Castrol; Valspar and Mimax paints; "Durofix," the best adhesive for all round work; Coates Bros.' Inks and Types for Presses; Passing Show Cigarettes; Gramophones and Records; Perfumes, Soaps, Tea, Coffee, Batteries, etc., etc. Best repairs are turned out.

63

The only Shop which can satisfy you and your friends for your Presentations and Household Requisites is M. M. Shanbhogue & Son MARKET ROAD MANGALORE

Widely and Popularly known as 'Monna's Shop'

DIRECT IMPORTERS:

Lamp-ware, Glass-ware, China-ware, etc.
AGENTS: Goodwin Toilet Soap I. B. P. Candles
Hardware Pen Co.

27

ULLAL DEVA RAU

IMPORT

EXPORT

MANGALORE

DIRECT IMPORTER OF
Paper

Stationery and Printing Materials

36

ANANDA KRISHNA WEAVING CO.,

CHOVVA, N. MALABAR

Manufacturers of all
kinds of Swadeshi Piece-
goods with Pure Indian
Yarn.

83

THE MANOHARA WEAVING WORKS

CHOVVA, N. MALABAR

Tel. Manohara, Cannanore.

Manufacturers of all
kinds of Swadeshi Piece-
goods with pure Indian
Yarn.

Wanted agents.

82

KATU-KASAYE

A challenge cure for all
sorts of Malaria and
enlargement of the spleen

8 Oz. phial Rs. 1/8.
3 phials " 4-
Postage extra.

MANOLLASINI Co.,
MANGALORE S. K.

88

LOCKS, CHAPRASES HANDCUFFS & BADGES

Catalogue free

Apply to:

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Govt. and Native States
approved Contractors

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Tel.: "CORONATION"

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TEAKWOOD MERCHANTS

Manufacturers of Teakwood Work such as Door-frames
Doors and Windows, Sunshades and Partitions, etc.
Furniture of all descriptions. Punkha and Cane Furniture.
Dealers in all sorts of Building Materials,
Netting, Tubewell set, Pumps and Tanks.
Furniture and Door Fittings made of Iron or Brass,
Carpenter's and Smith's Tools, etc.

51

INDIA'S GIFT TO THE WORLD! 'CHYAVANAPRASHA'

THE PERFECT TONIC FOR ALL

Prepared correct to Eastern Formula and Labora-
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Rs. 4- per lb.: Airtight jar.

Packed and delivered free in India.

SRI SAMARTHA AYURVEDIC PHARMACY
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60

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Advertising Articles in cellu-
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& Co., Nuernberg 3, Germany

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Photo Albums, Post-card
Albums. B. M. Press,
Mangalore, S. K.

Photo Albums, Post-card
Albums, Poetry Albums
J. Schaeffer, Gruenstadt
(Pfalz). Agents wanted.

Anatomical Models

Plastic Anatomical Models
made of Gypsum and painted
from nature in Oil colours
Basel Mission Book and Tract
Depository Mangalore S. K.

Blackordia

Aarons' Blackordia for Reno-
vating Black Boards. Highly
praised by College staff.
Price As. 12 per box. Special
rates for wholesale buyers.
Apply to:— S. S. Aarons,
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S. K.

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Barometers in wooden metal
and ornamental frame. Basel
Mission Book and Tract
Depository Mangalore, S. K.

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Schoolbooks, Dictionaries, etc.
Basel Mission Book and Tract
Depository Mangalore S. K.

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Hand-made covering papers
for fancy Packings. Albums
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& Co., 5 Luppenstrasse,
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Shaving Brushes of incompar-
able quality. Pinselabrik
"Sero" G. m. b. H. Nuernberg
Samples from Mks. 5 or
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For artistic calendar printing
Ask for B-M-Press Quality-
Printing. B. M. Press,
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Cases

Specialists in the manufacture
of cases and Gift wrappers
for small silverware. Agents
wanted. Erzgebirgisches
Pappstanzwerk G. m. b. H.
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Charts

Astronomical Charts, Child-life
series, Engleders' object
lesson pictures, Indian Views,
Geographical Pictures, Basel
Mission Book and Tract
Depository Mangalore, S. K.

Demonstration Apparatus

Model Aeroplane, Model of
Water Mill, Water Turbine,
Wooden Models of Oil Pump,
Hawards Raingauge, Basel
Mission Book and Tract
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Best quality Distilled water
sold at competitive cheap
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Special manufacturer of mass
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ing and all other technical

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& Co., K.-G., Neheim-Ruhr,
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Wintrich the reliable Fire
Extinguisher for all fires.
Gold Medal of the "Gesolei"
Deutsche Feuerloescher-Bau-
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heim 25 (Hessen), Germany.

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Novelty! Dinner-Wagons of
first class workmanship. Spe-
cially suitable for export to
the colonies. Made "Knock
down" to effect economies
in freight and packing. Net
weight about 10 lbs. Made
in solid oak and in solid
mahogany. E. Eichler and
Lucius, Linderode N.-L.,
Germany. Manufacturers of
furniture and furniture de-
coration.

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Glass cutters H. G. W. fitted
with finest quality steel wheel
all sorts of approved types.
Novelty: Diamond Roller
Glass cutter H. G. W. Glaziers
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mond working tools. Fa.
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Glasses for chemical, medical
and technical purposes. Fun-
nels, Tubes, Graduated mea-
sures. Glassfabrik Lieberg-
huetten G. m. b. H., Schmie-
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Cheap and good Terrestrial
Globes, Basel Mission Book
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Mangalore, S. K. Ask for
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Philips' Wall Maps. Size of each
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Flower Handkerchief Per-
fumes; Rose, Musk and
Jasmin, in 1 dram cut glass
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Rs. 40- per gross. Solid
perfume tablets—charming
fragrance Re. 1- per dozen,
Rs. 10- per gross. Order
at once and be delighted.

Commercial Perfumery Works
P. O. BHIRIA (Sind) India

84

Ruling Work

Accurate ruling done by our
newly imported ruling ma-
chine (latest model) work
guaranteed. B. M. Press,
Mangalore.

Stamps

Wanted Indian Native States
stamps in exchange for
foreign stamps.
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INDIAN INDUSTRY
Manufacturers of
Indian Guage, Rib
and Net work.
Korathal Knitting
Works, Balmatha,
Mangalore, S. K.

Writing Pads

Superior quality writing pads
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Cover design beautiful. To
wholesale buyers liberal
trade discount allowed. B. M.
Press, Mangalore.

is probably the oldest of all stringed instruments, but which seems to be quite unrelated to the rest of the strumming instruments.

All kinds of materials are employed for the manufacture of strumming instruments. The value of the instrument is dependent on the kind of wood used. Costly inlaid work of ebony, mother-of-pearl, and the like is employed to embellish the exterior. Attempts have also been made to depart from the ordinary designs and to produce combinations of instruments, especially for ramblers, the aim being, in the first place, to make an instrument which should be light enough to be carried without difficulty, and, in the second place, to simplify the design, and, in certain cases, to incorporate a mechanical device, so as to make the instrument as easy as possible to learn, and thus to make the instrument for the million in the true sense of the word.

IVORY

FROM the very earliest times ivory has enjoyed the greatest popularity as a raw material, especially for artistic work. Valuable art treasures which have come down to us from former centuries—one need only mention the name of *Dürer*—prove to us to what a high level the art of carving ivory had been brought even in those days.

How romantic and perilous is the hunt for this costly ivory! Is there a boy on earth who has not at some time or other dreamt of following up the spoor of this colossal beast and, after manifold dangers and adventures incident to the chase, cutting off the valuable tusks of the elephant as the spoils of victory? But it is not only through the chase that we come into possession of the tusks; in fact, the greater part of our ivory comes from the elephant graveyards, which the old beasts, obeying some obscure instinct of their own, haunt when they feel the approach of death. The discovery of such an elephant graveyard makes the finder a rich man.

Either the material is bought up by the factories, or else it is bartered for goods from civilized countries. The ivory then passes through the hands of the wholesaler to the workshop of the ivory carver, where it is made up into all sorts of articles. It is made into pieces of jewellery of every conceivable design, according to the fashion of the moment; or—and this is true of the greater part—it is used for the manufacture of articles of virtu.

We have inherited a vast wealth of wonderful objects in ivory, particularly from the plastic period of the baroque time, which were not only of great value in moulding the style of those times, but are also a valuable aid to the industrial art of to-day through the suggestions to which they give rise for the creation of new designs. Jugs and tankards of ivory were not only popular in the baroque age; the manufacture of these articles is also an important branch of industrial art to-day. Jugs and tankards are ornamented with a wealth of delightfully executed figures of human beings and animals.

A special branch is constituted by miniatures painted on ivory, such as are frequently to be seen as embellishments on snuff-boxes and so on. Such works of art are still being produced to-day in the workshops of the art handicraftsmen.

The skilled hands of the ivory carver create cunningly worked chains and pendants, brooches, bangles, ornaments for the hair, artistically carved chess-men, and a number of everyday objects, such as cigarette boxes, stick and umbrella handles, cigar and cigarette holders, and so on.

B-M-PRESS MAGAZINE

MONTHLY PAPER OF INDIAN INDUSTRY
COMMERCE, PRINTING, STATIONERY

Published monthly by FR. RAULEDER
Manager, Basel Mission Press Mangalore S. K. (Br. India)

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Address all communications to the Manager, B. M. Press Mangalore S. K.

Vol. I January 1931 No. 4

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2. Special position for the advertisement cannot be guaranteed.
3. If no time is mentioned, the advertisement will be continued till further instructions.
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6. The Manager invites contributions to this Magazine. Such contributions may vary from technical papers to humorous articles. Photographs of matters of interest will also be considered and paid for if published. Rejected manuscripts and photographs will be returned, provided the necessary postage stamps are enclosed.

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EVERLASTING COLOUR AND GLAZE

We make the biggest signs and canal gauges and are patronized by various departments of the Government, and almost all important Railways all over India. Trial order solicited

THE PIONEER ENAMELLING WORKS

Amritsar

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78

WOOD

AND HOW TO SAVE IT FROM
PESTS AND DECAY

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This antiseptic, penetrative oil absolutely protects all wood from attack and decay. It hardens and drives out moisture. Is non-inflammable, non-poisonous, self-impregnating. Gives a rich durable nut brown stain. It keeps all destructive elements away.

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In five, ten or forty gallon drums.

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92

THE CALICUT HOSIERY WORKS, CALICUT

Telegram: "RAMBROS"

SUPPORT INDIAN INDUSTRY

(MALABAR)

Manufacturers of
High Class Indian
Underwear

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Indian Yarn
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Indian Management

Net Banians a speciality

Wanted Agents and
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Remember that this is
the right place for reli-
ability, durability and
cheapness; and thus,
save your money, word,
worry and time.

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86



Fresh Vegetable and Flower Seeds

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IN HALFTONE AND LINE

European in Charge

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ONE OF THE MOST PROSPEROUS LIFE OFFICES OF INDIA WITH LOW PREMIUMS
ACCEPTS FEMALE LIVES AS WELL

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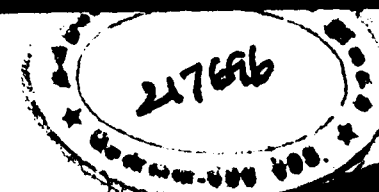
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Five Maps.

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