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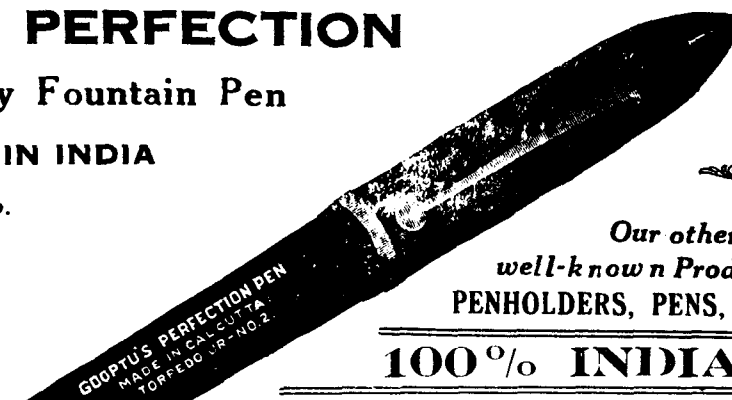
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PUBLISHER'S NOTE.

We regret we were not able to bring out the magazine "BUY INDIAN" for the month of May in time. We have made all arrangements to have the magazine published hereafter before the end of every month.

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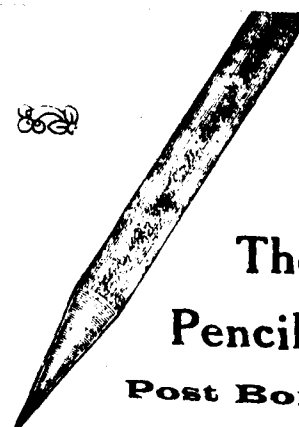
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# Buy Indian

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All communications with regard to Editorial matters should be addressed to the Editor. Contributions, preferably illustrated, on all subjects coming within the scope of this journal are solicited. A stamped addressed envelope should accompany M. S. S. for its return in the event of its being unsuitable. Communications dealing with Advertising and Distribution matters should be addressed to the Manager.

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## THE JAPANESE MENACE TO INDIA'S INDUSTRIES

THE present attitude of the Government of India in allowing Indian industries to fight out their own way to save themselves from the menace of Japanese dumping is perhaps unparalleled. Knowing that every moment of delay would be detrimental to the interests of India, the Government has been very slow indeed to give effect to the recommendations of the Indian Tariff Board. Japan took full advantage of the delay and flooded the Indian markets with all kinds of goods, and when the new tariff came into force, she deliberately or otherwise depreciated her currency, with the result that even after the increase of duty which simply served to fill the coffers of the Government at the expense of the Indian consumer, it was found impossible to check the increasing inrush of Japanese goods.

The situation soon took a turn for the worse. Japan went off the Gold Standard, and this, added to the depreciated Yen, only increased the stream of Japanese goods into our markets. The Government, at last, became conscious of the effects of the Japanese menace to India as a whole and with snail-like slowness passed the Anti-Dumping Bill on 14th April, 1933.

But nothing has as yet been done to implement this measure. The promised protection has ended with the passing of the Bill.

Reviewing the present situation, Mr. D. P. Khaitan says: "Cotton mills, hand-loom, hosiery factories, pottery works, chemical concerns, wire nails, and belting and several other industries (including particularly the silk industry) are all threatened with extinction." To this list, we would like to add cement, sugar candy, the trade in butter and ghee and manufacture of toys—in fact, every branch of

Indian industry has been affected. Japanese cement has captured even the remotest markets in the interior of our country. A kind of cheap fish oil from Japan, known as "Edible Hardened Oil," has of late been imported in large quantities and used for adulteration with butter.

The Indian shoe trade has also suffered terribly because of the cheap canvas shoes recently being imported from Japan. Japanese articles of stationery are being sold in our markets at such cheap rates, that Indian-made articles are now rotting for want of purchasers.

It is the Indian textile industry that has been hit hardest by this unfair Japanese competition. Due to the fast accumulating stocks of cloth, several textile mills have already been closed down, and thousands of people have been rendered workless. An *Associated Press* message from Bombay dated May 1st. says: "Five more mills were closed, rendering workless 9,000 operatives, owing to trade depression. Besides, 7,000 more men and women have been rendered idle during the recent weeks for the same reason. Two more mills have given notice of closure which, if carried into effect, would throw out of employment 5,000 workers more by the 1st. of June." The condition in other textile centres like Ahmedabad, Cawnpore, etc., is the same, if not worse.

This being the situation in India, one fails to see the slightest reason in Japan's resentment at the abrogation of the harmful Indo-Japanese Trade Agreement. In every aspect of industry Japan is better off. "The superior efficiency is not due, as is likely to be made out, to the personal qualifications of the Japanese worker. It is the result of the system. The

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Mr. T. R. Venkatrama Sastri, C. I. E.

Mr. Yakub Hassan, M.L.C.

**Editors :**

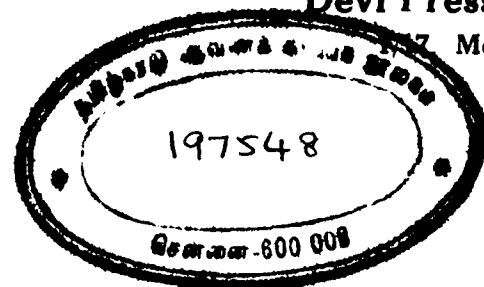
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machinery used, the organisation employed, the administration set up, the training imparted, the leadership supplied—these are the principle causes of the superior productivity of the Japanese worker. The Japanese Government takes a leading part in co-ordinating the activities of the several shops in one industry and of the various industries and trades. Efficiency of the worker and of the trade is thus raised to a maximum."

A policy of mutual give and take is entirely absent on Japan's side. Recently, Japan, who was the greatest customer for Indian pig iron, imposed a prohibitive duty against it, and the effect was disastrous. The continuation of the Indo-Japanese Trade Agreement, therefore, is impossible so long as it is only to Japan's advantage. Japan's organisations are now deciding on a plan of boycotting Indian

raw materials, especially, cotton. But this threat is sheer bluff.

The President of the British Board of Trade is at present conducting negotiations with Japan on behalf of India regarding the import of piece-goods into India. Whatever may be the outcome of the negotiations, the existing commercial convention between India and Japan requires that the agreement reached, if any, should be given effect to only after a period of six months. Therefore, if at all any action is to be taken under the Anti-Dumping Bill, it cannot be brought into force for a period of six months at the minimum. This means that the present state of affairs will continue for yet another six months at the least. What is needed to save India's cotton textile industry is not an anti-dumping enactment, but immediate protection.

The conquest of China by Japan, though not a matter of immediate interest to India to-day is an event which cannot be passed by as of no consequence. Japan more than ever is anxious to conquer the Indian market and she has been assisted considerably in that by the boycott movement in India of British goods and of the Chinese boycott of Japanese goods. China is impelled to boycott Japanese goods for two reasons: (1) on account of an internal economic policy, and (2) because it would be suicidal to China to buy Japanese goods and thus supply Japan with the means of financing her war of conquest of China. In order to overcome the losses suffered by Japan on account of the Chinese boycott, every effort is being made to push Japanese trade in India and a time will soon come when the Indian market will be indispensable to Japan's

industrial and commercial economy and India will become an absolute necessity for the existence of Japan. When China is conquered by Japan, the Japanese menace to India will be come imminent. It will then become necessary for Japan to stifle the industrial development of India in order that she may not compete with Japan. It is, therefore, necessary that India, while seeking to get liberty, should be aware of the danger of the replacement of one domination by another.

The danger of Japanese industrial competition is amply evidenced by the progress of the Japanese textile trade in the year 1932. Japan has imported into India, China, the Dutch East Indies, British East Indies, Egypt, Arabia and the Phillipines, textile goods far more than Britain during the last year.

## The All-India Unemployment Association

"We are to fight out unemployment. Either we should kill unemployment or unemployment will kill us. We have taken the cudgels and it is the sacred duty of every unemployed youth to co-operate with us." With these words the unemployed youths of Lahore, especially of the Punjab University, have started a campaign with the iron determination to fight unemployment. The campaign has been divided into two stages, the organising stage and the working stage. On the side of organisation, rapid progress has already been made. They have organised an All-India Unemployed Association with Mr. Masud-ul-Hassan as President and head quarters at Lahore. The Association already counts 50 branches with a total membership of 4,000 young men.

The aims and objects of the Association have been explained as follows in a manifesto issued by the Committee: "It is our article of faith that youth is a great force. The youths of a country are the hope and aspiration of the nation. The youth of other countries have shaped the destinies of their nations, so can the youth of this country. Gold Standard can fail, but Man Standard will always prevail. We have no capital. We starve But we have the energies of

youth. We can labour, and this labour can be turned into the capital of the country. It is the mobilization of these energies and the monetization of our labour that we aim at."

Of course this is no easy task. Its magnitude is such that it will require great fortitude, energy, enthusiasm and perseverance on the part of the youths and their leaders. Even with all this for the success of the enterprise the active support of the Government and that of the leaders of industry and commerce is essential. Education in India is still of the sort calculated to turn out clerks and officers all of whom of course cannot find employment. The rest are bound to swell the ranks of the unemployed. Hence a new orientation in the educational policy itself is essential. "The low market value of the educated man is partly due to over-production and partly to the unsuitability of the men to the requirements of the professions they joined." The present system of technical education is also deficient in many respects. A thorough overhauling of the present system of education is absolutely necessary. What is most needed is that fresh avenues of employment must be opened by starting new industries and developing the existing ones.

The *Swadeshi* movement is one which all nations on earth are seeking to adopt in the present day. Mr. Chamberlain is seeking to adopt it by a system of protection. Mr. Balfour seeks to adopt it by a scheme of retaliation. France, Germany, and the United States and all the British Colonies adopt it by building up a wall of prohibitive duties. We have no control over our fiscal legislation; and we adopt the *Swadeshi* scheme therefore, by a laudable resolution to use our home manufactures, as far as practicable, in preference to foreign manufactures. If we succeed in this noble endeavour, we shall present to the world an instance unparalleled in the history of modern times of a nation protecting its manufactures and industries without protective duties.

—R. C. Dutt.

In the course of time, the quality of *Swadeshi* articles is bound to improve, and their cost of production to become less and less. And it is no merit if you buy them when they can hold their own against foreign articles in quality or price. It is by ensuring the consumption of indigenous articles in their early stage, when their quality is inferior or their price is higher, or when they labour under both these disadvantages that we can do for our industries what Protectionist Governments have done for theirs by means of protection. Those, therefore, who go about and preach to the people that they should use, as far as possible, *Swadeshi* articles only, are engaged in sacred work and I say to them—go forward boldly and preach your gospel enthusiastically."

—G. K. Gokhale.

## Unemployment in Bengal

The Department of Industries, Bengal, has suggested practical measures for the solution of the acute unemployment largely prevalent among the educated youth of Bengal. The scheme provides for the training of young men in a number of productive industries, namely, jute weaving (production of fancy jute matting, tennis and badminton nets, school bags, etc.); wool weaving (production of woollen rugs, blankets, coating cloth, etc.); soap making; umbrella making, using indigenous bamboo sticks as umbrella handles; manufacture of brass and bell-metal wares with a new alloy and following the casting process of manufacture; making of cutlery; leather goods, particularly shoes; and pottery.

### INDIAN SUGAR-CANDY

THE memorandum submitted to the Government of India by the Sugar-candy Association of Bombay states the precarious condition in which the sugar-candy industry in India has been placed as a result of Japanese dumping. "The manufacture of sugarcandy from white crystal sugar is a very old cottage industry in India, engaging thousands of artisans trained up in the ancient art of sugar-refining. There are over 2,000 small and big factories spread all over India, both in towns and villages, manufacturing about 1,30,000 tons of sugar-candy, and the product is mainly consumed in Unani medicines in the United Provinces and other parts of India, and is also used on marriage and other festival occasions and in the preparation of Indian sweets."

Indian sugar-candy sells at Rs. 18-8 per cwt., but Japan, with her depreciated currency, is able to sell her sugar-candy in the Indian market at Rs. 16-8 per cwt. Every month Japanese sugar-candy is being imported into India at an alarmingly increasing rate and it is feared that unless adequate steps are immediately taken to restrict the Japanese import, our home industry will probably be wiped out.

### TRADE IN GHEE AND BUTTER

Dealers in genuine butter and ghee in Bombay have of late been greatly agitated over the serious inroads made on their trade by adulterations of fish oil and vegetable products marketed by unscrupulous merchants. 'Bona fide' trade in dairy butter especially is threatened with extinction by them. Large

It is understood that arrangements have already been made for giving the students free training for a period of four months, in each of the above industries by means of practical demonstrations under the guidance of experts in suitable centres, in Calcutta as well as in the mofussil. The students are expected to meet the expenses for their boarding and lodging. A limited number of students are also offered facilities for free training in important factories, mills or workshops for the study of other industries, namely, cotton weaving, dyeing and printing, silk reeling and weaving, jute and wool spinning and tanning of hides and skins.

quantities of what is known as "Edible Hardened Oil" are now being imported from Japan. This stuff mixed with butter in the proportion of three to one is palmed off as genuine butter at a ridiculously low rate; and the evil of adulteration has of late increased to such an extent that the butter stocked and sold by the stray grocers and the so-called dairy companies seldom contains 25 per cent of pure butter, a large percentage of which being the oil imported from Japan.

It is time that both the authorities and the public woke up to the necessity of devising more effective measures to prevent the adulteration of such common articles of food as butter and ghee, since in practice both the Adulteration Act and the Municipal Licensing Laws have proved a dead letter. The formation recently of an Association of butter manufacturers in Bombay to promote and protect their trade is, in these circumstances, a move in the right direction.

### THE CEMENT INDUSTRY

"We can only conclude that cement is being given away free," said Mr. N. B. Saklatvala, Chairman of the Indian Cement Company, Ltd., at the general meeting of the shareholders of the Company held on April 1st., referring to Japanese cement sold in India. Mr. Saklatvala continued:

"I contend that this is a clear case of dumping. This unfair competition is not restricted to ports only but cheap Japanese cement penetrates from the ports into the interior markets of India. I am afraid that unless Government render timely assistance, the situation may worsen. We have already made earnest representations to the Government of India."

## PROGRESS OF THE MOVEMENT

### Mrs. NAIDU'S EXHORTATION

We whole-heartedly join with Srimati Sarojini Naidu in this fervent and inspiring appeal for Khadi. "It is the duty of every patriotic Indian to be the living embodiment of Mahatma Gandhi's evangel of Khadi as expressed through the varied medium of hand-spun cotton, wool and silk fibre.

"It is the gospel of compassion since it ensures the redemption from poverty and hunger of myriad peasants in our land.

"It is also a gospel of beauty to the age-old artistic talent which once produced the far-famed fabrics that were used for the raiment of queens.

"It is the gospel of self-reliance, self-respect and self-deliverance from economic bondage.

"During the National Week, let us all renew our pledges of service to the poor and suffering both by precept and example. It behoves every Indian to accord prompt and faithful assistance to the All-India Spinners' Association which is the central channel of such service."

### PANDIT MALAVIYA'S APPEAL

Pandit Madan Mohan Malaviya, in his Presidential address to the All-India Sanatan Dharma Maha Sabha, held at Hardwar, took occasion to refer to khaddar. He stressed its importance in National, social and religious life, and asked the audience to take the vow of Swadeshi.

### CALCUTTA SWADESHI MUSEUM

The Calcutta Swadeshi Sangha deserves to be congratulated on their opening of a Swadeshi Museum for the permanent exhibition of Swadeshi manufactured products. Over 150 manufacturers are represented there and the various exhibits are tastefully arranged in a spacious hall. The Museum maintains a staff to give all possible information about Swadeshi goods, and conducts propaganda for the spread of the Buy Indian idea. We wish the enterprise all success.

### THE MADURA SWADESHI EXHIBITION

The All-India Swadeshi and Khadi Exhibition, organized by the Madura-Ramnad Buy-Indian League at the Setupati High School and the Shri Minakshi Vidyasala, was opened on 2nd. April by Srimati Lakshmi Ammal of Kalladaikuruchi. In declaring the Exhibition open, she explained the purpose of such Exhibitions, by which the people come to know that the several articles required for daily life

are manufactured in India and made available to them at a low cost. She deplored the fact that though there had been a marked improvement in the mental attitude of the people in regard to Swadeshi articles, the change was not yet complete, and therefore, appealed to them to adopt cent per cent Swadeshi. She pointed out that the recognition accorded to approved Swadeshi mill-cloth was only with a view to enable the poorer classes and those who could not bring themselves to use khadi, to adopt Swadeshi. She made a fervent appeal to all those who could afford it to wear only khaddar and to remember that a large number of weavers and spinners would be thrown out of employment if they did not take to khaddar.

The present Exhibition attracted twice as many stall-holders as the previous one in Madura. The number of stalls rented till now is 160. The "Buy Indian" League, Madras, the Temperance Propaganda Committee and the Anti-Untouchability League are represented in the Exhibition. Many of the important Swadeshi factories also are represented. The Exhibition will be open till the 18th. of May, from 8 to 11 a.m. and from 3-30 to 8 p.m. every day.

### JUBBULPORE SWADESHI EXHIBITION.

The All-India Swadeshi Exhibition at Jubbulpore was opened on 3rd. May by Mrs. Motilal Nehru. On her arrival, she was brought to the Exhibition grounds in a procession. She exhorted all to support Indian industries. Her appeal to ladies particularly was touching.

Over 200 stalls were booked and they exhibited all kinds of industries from all over India. The directors of the Gandhi Ashram Suddha Khadi Bhandar also lent their help to make the Exhibition a success. The Exhibition continued for a fortnight.

### UJJAIN EXHIBITION

Lt. Col. Sardar Sir Appaji Rao Shitole Sahib, K. B. E., C. I. E., Vice-President of the Council of Regency, Gwalior, opened the All-India Industrial and Agricultural Exhibition, Ujjain, on 26th. April. Nearly four thousand exhibits of various kinds were beautifully arranged in the Assembly Hall of the Madhav College and there were about 140 shops in the bazaar. The Agricultural Exhibition was held in a special pandal. A Khadi Exhibition was also arranged in a spacious hall of the College. The average attendance of visitors was about 5,000 daily. The members of the Royal family and the Council of Regency visited the Exhibitions. A special feature of the Exhibition was free cinema shows and lectures on agricultural and industrial subjects.

### MYSORE KHADI AND SWADESHI EXHIBITION

The Mysore Khadi and Swadeshi Exhibition arranged in Chamundi was opened on Sunday, 30th. April, by Srimati P. Kameswaramma, B. A. In the course of her opening address, she dealt with the educative and propagandistic value of such Exhibitions. She observed that women had a great part to play in the Swadeshi movement as they naturally wielded great influence in Indian homes and among their children. There was no free scope for women to associate themselves in the National cause. It was time that men were roused to a right consciousness of the place of women in Indian society. The speaker, in conclusion, made a fervent appeal to the audience to take a deep and abiding interest in Indian industries and to promote Swadeshim and especially the cause of Khaddar.

All the Exhibition-rooms were packed to the full with Swadeshi goods of all descriptions, which were neatly and artistically arranged. The exhibits mainly consisted of soaps, cigarettes, sugar, khadi productions, rattan works, toys, Indian medicines, etc. The Exhibition was kept open till 2nd. May, 1933.

### FARRUKHABAD SWADESHI EXHIBITION

The Swadeshi Exhibition, Farrukhabad, opened by Pandit Krishna Kant Malaviya on 12th. April, was a grand success. There were in all 100 stalls, mostly from Karachi, Bombay, Delhi and Meerut. Mr. B. Narayan Chandra, the proprietor of the local ice factory, helped the organizers by supplying electric light from his mill.

### KHADI EXHIBITION IN OOTACAMUND

The Hon. Dewan Bahadur S. Kumaraswamy Reddiar, Minister for Education and Excise, opened the Khadi Exhibition in Ootacamund on Wednesday the 10th. May. In the course of his speech, he said: "It has been the policy of the Government to encourage cottage industries, and the khadi industry predominantly represents the cottage industry". He added that in the beginning stages of the khadi movement there was some difficulty in helping it, because it was the creed of a particular party, and formed a part of its political programme. Now it did not form a part of any political movement, and when he became Minister he had the courage to declare that the Government would help the movement.

The Hon. Mr. R. K. Shanmugham Chetti, who presided, said that khadi was not, and ought not to be made a political question. One thing that struck him was the lack of marketing and advertising facilities for khadi. Continuing Mr. Chetti said that for a few years in the beginning, political sentiment might induce people to purchase khadi, but ultimately it

was bound to be a matter of hard economic fact, and not one of mere political sentiment.

It is understood that the Exhibition will continue for a fortnight. It is very encouraging to note that the Exhibition is run by an influential Committee, of which Mr. Ari Gowder, M.L.C., President of the District Board, is the President, and Rao Sahib V. I. Muniswami Pillai, M.L.C., and Mr. A. Ramamurthy Aiyar, Advocate, are the Secretaries.

### SWADESHI EXHIBITION AT TENALI

The Secretaries of the second All-India Swadeshi Exhibition Committee, Tenali, write:—

The second All-India Swadeshi Exhibition, Tenali, will be held in the buildings of the Taluk High School from 12th. June 1933 to 19th. June 1933 (both days inclusive). A rent of Rs. 5 will be charged for each stall measuring 4 yards by 2½ yards. Applications should reach the Secretaries not later than 1st. June 1933 with an advance of Rs. 2, the balance to be paid at the time of occupation. Lighting arrangements will have to be made by the stall-holders themselves. Only Swadeshi goods, i. e. goods manufactured predominantly with Indian capital, Indian management and Indian labour, will be allowed to be exhibited. Raw materials also should be Indian as far as possible. We request that all manufacturers should send their representatives or agents to the Exhibition with all their manufactures and make the Exhibition a success.

### A SWADESHI EMPORIUM AT NEGAPATAM

A National Emporium dealing in all Swadeshi goods was opened in Negapatam on the 7th. May by Srimati Visalakshi Ammal of Madras.

A report of the opening appears in the *Hindu* as follows:—

In declaring the Emporium open, she said that the promotion of the Swadeshi spirit was essentially an extension of the idea of family life. "The ancient system of excluding from use all that is not known to be produced in the village itself or near by has great wisdom in it. This was reduced to a system of *Acharya* or regulations as to food, dress and method of life. Not understanding its true purpose, we often scoff at it as superstition. But at its root lies wonderful wisdom, which if revived would be the mainstay and true support of a truly Swadeshi movement. Would each one of us revive this 'Acharya' and refuse to eat, wear or use any material not made before our eyes and to our knowledge by our own folk, knit to us by mutual bonds of loving service. The village system, which made the village self-contained for all its requirements, is worth reviving. In it there is an aspect which we generally ignore. The village is an extension of the family."

### A LEATHER GOODS EXHIBITION

The Leather Goods Exhibition which was organized by the Bombay Swadeshi League at Vanita Vishram Hall was opened on the evening of Saturday the 22nd April by Sir Lalubhai Samaldas. In the course of his opening address, he said that Mahatma Gandhi attached very great importance to this industry which comes next in importance only to hand-spinning and weaving. Sir Lalubhai Samaldas regretted that the value of imported leather goods, including tanned hides, etc., had gone up from Rs. 87 lakhs in the year 1928-29 to Rs. 99 lakhs in the year 1929-30. He hoped that the home industrialists would try to improve the quality of their goods so as to make these equal to the imported varieties.

### INDIAN TALKIES

An idea of the standard which the Indian film industry has attained, both in the matter of photography and artistic set-up, was provided by the Exhibition of selected "talkie" scenes on the occasion of establishing a branch of the Motion Picture Society of Bombay in Calcutta.

The object of the function, as explained by the Secretary of the Society, was to remove certain prejudices which are wrongly ascribed to the Indian films and also to impress on the public the vast potentialities of the industry, if patronage was guaranteed.

### A. I. S. A. BRANCH AT SIMLA

A Khadi Bhandar was opened in Simla on the 24th. April by the Panjab Branch of the A. I. S. A. Special Khadi messages from Mr. C. Rajagopalachari, Seth Jamnalal Bajaj and Srimathi Sarojini Naidu were freely distributed to the public during a meeting held in connection with the opening of the Bhandar.

### BUY INDIAN LEAGUE AT KALYANDRUG

A Buy Indian League has been formed at Kalyandrug with Mr. S. Krishnamurthy Row, a well-known Ayurvedic doctor, as the President, and Messrs. K. Lakshmana Rao and K. Subbaraya Chetty as joint Secretaries.

The League has at present twenty-five members. Mr. Kullur Subba Row, the well-known Congress leader of the place, has been invited to perform the inauguration ceremony. The League appeals for funds, and it is hoped that the public will contribute generously.

### FOOT-PATH STALLS TO SELL ONLY SWADESHI

At a meeting of the Delhi Municipality held on 20th. April, it was proposed that foot-path stalls should be rented only to those who promised to sell Swadeshi goods.

### DONATION FOR PROMOTING SWADESHI

Mr. Shiam Behari Lal Sahgal, who was elected President of the Swadeshi Sangha Lakshmipur-Kheri, at the annual general meeting of the Sangha, held on April 25th., announced a promise to contribute Rs. 100 towards the fund of the Sangha if a Swadeshi Mela was held.

### THE ARTS AND CRAFTS SOCIETY

Under the Presidentship of Col. Sir K. N. Haksar, an All-India Fine Arts and Crafts Society has recently been formed in Delhi for the promotion of ancient and modern Indian arts and crafts. The Society proposes to open museums of Indian Art in India and abroad, and also to organize a College of Arts and Crafts in the city.

### SWADESHI GOODS FOR THE RAMNAD DISTRICT BOARD

At an ordinary meeting of the Ramnad District Board, held on 22nd. April, Mr. R. Shanmuga Rajeswara Setupathi, Raja of Ramnad and President of the Board, said that he had ordered only Indian-made goods for the use of the Board, and accordingly the tender of Messrs. R. Venkataram & Co., Madras, for stationery articles required for 1933-34 was accepted.

### KHADI PROPAGANDA IN DELHI

A deputation, says the *Hindustan Times*, consisting of most of the prominent women of Delhi, went to the District Courts on 21st. April, and sold khadi worth several hundred rupees to members of the Bar.

### TIRUPPUR CATTLE SHOW AND EXHIBITIONS

At a meeting of the Coimbatore District Agricultural Association held at Tiruppur on the 25th April under the Presidency of Mr. F. W. A. Morris, I.C.S., Sub-Collector and ex-officio President of the Association, it was resolved to hold the Cattle and Pony Shows and also the Industrial and Agricultural Exhibitions as usual in the weekly market compound in Tiruppur Old Town, on the 8th, 9th and 10th of June next.

### MEDICAL EXHIBITION AT GUNTUR

The Medical Exhibition organized by the Reception Committee of the 3rd. Andhra Medical Conference was opened on the 16th., April in the Medical School buildings by Dr. Ramanujaiya, District Medical Officer, Guntur. Among those who exhibited their wares, mention may be made of the Bengal Chemical and Pharmaceutical Works, the Markandeya Pharmacy of Bezwada, the Bactro-Clinical Laboratory of Calcutta and the Madras Medical Co-operative Society, Ltd.

## BUY INDIAN LEAGUE, CANNANORE

A public meeting was held on the evening of 17th., April under the auspices of the local branch of the Buy Indian League, when Mr. R. Suryanarayana Rao of the Servants of India Society delivered an interesting lecture on the Swadeshi movement. Many others also spoke on the occasion.

## PROTECTION TO THE INDIAN SHOE TRADE

On the second day of the Flex Conference held in Cawnpore, Mr. A. L. Carnegie, the Chairman of the Conference, emphasized the necessity for getting protection for the Indian Shoe Trade. He remarked that of all the trades, the shoe trade was the one that required most protection and that the legislators would be failing in their duty to their constituents if they did not save it from Japanese and Czechoslovakian dumping, which has resulted in cheaper but less durable goods. If only proper education is imparted to Indian labourers, said the speaker, India will have as efficient a labour force as any other country in the world. Mr. Dhani Ram Bhalla, in his welcome speech, pointed out that the import in quantities of cheap Japanese and Czechoslovakian canvas shoes has hit the Indian shoe industry very hard.

## THE CONJEEVERAM EXHIBITION

Arrangements are being made for the Conjeeveram Exhibition organised by the Buy Indian League, Madras, and it is expected that the exhibition will be a better success this year. The Departments of Public Health, Agriculture and Industries are participating in the same and the Industries Department is arranging for exhibition of sugar manufacture on a cottage industry basis. The Director of Industries has kindly agreed to arrange for the exhibition of cottage industries' products in the Chingleput and neighbouring districts. We are glad to note that the South Indian Railway authorities have agreed to allow the normal concession in the freight charges for exhibits, viz., full freight on the up journey and free of charges for the unsold articles to be returned to the destination of the party. The concession will remain in force from 15-5-33 to 30-6-33.

The organisers propose to send the Buy Indian League's Travelling Van during the Exhibition days (between the 1st and 15th June) to important sites in the town and also to many of the adjoining villages for doing intensive Swadeshi propaganda. Already many stalls have been booked by merchants and manufacturers of Swadeshi goods. The Exhibition will be opened on Thursday the 1st June by Mr. A. Ranganatha Mudaliar, B.A., B.L., M.L.C.

There will be no gate fee for entering the Exhibition grounds and it is earnestly hoped that the public would give their whole-hearted support to make the Exhibition a success.

## HARIJAN BOYS' HANDICRAFT EXHIBITION

The Harijan Boy's Handicraft Exhibition arranged at the premises of the Swathanthra Sangu Office in Triplicane, Madras, was opened by Sjt. Roopchand Pratapmull at 4 p. m. on Sunday the 21st. May. Messages from Mr. C. Rajagopalachariar and Dr. T. S. S. Rajan and many others were read on the occasion. Captain Nimbkar, who presided, said that exhibitions of this type were very much needed and that they served as a sort of advertisement for the nice articles of handicraft made by the Harijan boys. It might also tend to rouse a spirit of self-respect and self-confidence in the Harijans and a feeling that they are also contributing their share to the good of the society. In declaring the Exhibition open, Sjt. Pratapmull said that in these days that nation alone can exist which develops and patronises its indigenous industries and handicrafts. One of the best forms of Harijan uplift is to give them a sound industrial training by which they may earn a decent livelihood.

The exhibits were all made by the young Harijan boys and girls of the Krishnampet Gokulam (Harijan Model Colony), Elcott Panchama School and Blavatsky School at Kodampagam. The exhibits consisted of embroidery works, such as kerchiefs, pillow-cases and table clothes; handloom products; carpentry works such as desks, folding canvas chairs, benches, etc.; and other articles such as fans, brooms, mats and belts. Conspicuous among the exhibits were the attractive works of fine art, such as wax garlands, net bags, clay models, and drawings both coloured and plain. A special feature of the Exhibition was the practical demonstration by the Harijan boys who showed great rapidity, grace and ease in the making of clay models, in mat-making, and picture-drawing. The boys also afforded good entertainment to the visitors with fine vocal and instrumental music. A neat refreshment stall was also attached to the Exhibition by the organisers for the convenience of the visitors.

The Exhibition lasted for two days, and was attended by over 3,000 people. There was also a good sale of the Harijan handicrafts.

Every visitor was struck with the Harijan boys' neatness and enthusiasm and above all their immense taste for fine arts, especially music, drawing and embroidery, and their intelligent skill and ability in weaving, carpentry and clay-modelling. Surely, such institutions as the Krishnampet Gokulam, and the free Harijan Schools at Adayar and Kodampagam where the Harijan boys are freely fed, clothed, and given elementary education including the practical training in the several cottage industries and fine arts, may well be proud of their tremendous success in their efforts towards the cause of Harijan uplift.

# THE EMPIRE MARKETING BOARD

By G. S. Muthukrishnan, B. Sc.

THE achievement of Great Britain in furthering the progress of Empire buying has to be attributed largely to the activities of the Empire Marketing Board, established by Parliament in 1926 with the Secretary of State for Dominion Affairs as its Chairman *ex-officio*. It is an official, non-political body, consisting of certain members of the British Government together with representatives of the over-seas parts of the Empire, of different political parties and other organisations appointed by the Secretary of State for the Colonies. To deal with the Board's several branches of work, there are various committees and sub-committees which include many distinguished persons from various parts of the Empire who are well versed in the technicalities of the different branches of Empire trade.

The duty of the Board was made clear by Mr. Baldwin in December 1924, when he stated: "It is the hope and intention of the Government that it should be used to enable the Dominions to secure a larger share of that part of the home market which has to be supplied by importation from abroad. The Dominions have always recognised that our home producers have and should always have the first place in the home market but they ask—and I think they rightly ask—that they should have a preference over foreign countries as regards that part of the home markets which cannot be supplied by the home producer."

The Board's methods for the furtherance of Empire marketing fall mainly into two broad divisions—publicity and research, including both scientific research and economic investigation.

## PUBLICITY.

The Board's methods of publicity are many and varied. They are the following:—

1. Advertisements in the national press and in trade and local papers which have a wide circulation throughout the United Kingdom.
2. Posters displayed on the Board's own frames which are distributed throughout the towns. The sets of posters are changed many times a year. Reproductions of suitable posters are issued to schools. Bills, cards and window strips are designed and issued for display in shops, and 'contract' posters and labels for display in factories.
3. Leaflets on so many Empire products are sent to house-wives and to schools.
4. Lectures, all directly dealing with Empire marketing, are delivered under the auspices of several associations.

5. A series of morning talks to house-wives is broadcast by courtesy of the B. B. C.

6. The Board takes part extensively in Exhibitions and shopping weeks.

7. Meetings of businessmen, traders and producers are addressed.

8. The distribution of films illustrating the food products supplied by Empire producers at home and over-seas. The Board maintains a cinema in which Empire films are shown daily. The Board is also using automatic day-light cinema projectors as central features of its displays at Exhibitions. Specially prepared short advertising films are also displayed by the projectors. The Board's Library of Films, compiled from its own and other Empire production sources, is being used in school and for non-theatrical display.

## BUY BRITISH CAMPAIGN

The Board played an important part in the Buy British Campaign which was inaugurated by H. R. H. the Prince Wales on November 16, 1931. "The Board's message 'Buy British' from the Empire at Home and Overseas became a familiar phrase in every quarter of the Kingdom, from the Scillies to Shetlands. More than 4 million posters of several sizes and designs were needed to meet the demands for display on every kind of site generally used for poster display. Newspapers and wireless carried the message into the homes of the people and it followed them wherever they went, whether for business or for pleasure. Films and theatre programmes kept it alive in their leisure moments while the vast outdoor display thrust it prominently before them. The campaign on this unprecedented scale was made possible only by the generous co-operation of every section of the people—all of them gave freely whatever they could offer—service or free advertising space, or special facilities. Owners of advertising space, generally proprietors of newspapers, boardings and transport undertakings, gave them space free of all cost, whilst private advertisers of British goods readily agreed to incorporate the 'Buy British' theme in their own advertising matter. This spirit enabled the campaign to be run very economically. While the total cost of the campaign to the Board was £12,000, the ascertainable value of the commercial advertising space provided ran into thousands and the value of other facilities offered was incalculable.

## RESEARCH

The Board's other important activity, namely research, has been extended throughout the British Empire. Though the Board does not directly deal with the problem, it aids the existing research stations

by annual grants so as to enable them to develop their work more intensely. Among the subjects of research in aid of which grants were made by the Board are low temperature research (for food preservation); tropical and sub-tropical research for example, banana research, tea research in India and Ceylon, etc., horticultural research; entomological research for the eradication of insect pests and the control of noxious weeds (for example biological control of insect pests in the West Indies, campaign against desert locust, warble fly, etc.); animal husbandry and animal health (for example, research into the mineral contents of natural pastures, and investigations regarding the protection of calves against tuberculosis); research in wool, and hides and skins; dairying (investigations into the nutritive value of milk and study of tuberculous infection of milk); plant breeding (research in the production of strong-strawed varieties of oats and barley); mycology and plant pathology (research into the virus diseases of plants and angular leaf spot disease of cotton) researches for improvement in the cultivation of rice, sugar, tobacco, teak and banana; forestry and forest products, and fishery research (cod liver oils).

Apart from such purely scientific research work, the Board conducts economic investigations concerning the packing and transport of fruits and other food stuffs. Wastage in transit has been minimized by means of experimental shipments of Empire commodities.

#### MARKET INTELLIGENCE

Perhaps this has been the most important work of the Board from the point of view of producers and suppliers. For giving the producers and traders information regarding the immediate supply position and the probabilities of the supply position a few months ahead, the Board has started an intelligence service. At present this is restricted to fruits and dairy produce. The "Weekly Notes" regarding fruits and dairy produce including in the latter figures that of butter in cold storage have been of great help to traders and producers.

#### CONSUMERS' PREFERENCE

Certain kinds of products, for which one particular locality have a predilection may not be

liked by people of other towns. Hence the Board's activity has been directed in this line also, that is, for testing the market requirements of the United Kingdom.

#### EMPIRE SHOPS

For popularising and extending the sale of Empire produce the Board have started what are known as Empire shops, which have the merit of affording an opportunity to Empire countries of making a special display of their produce in surroundings. "The temporary establishment of an Empire shop in a particular district provides a centre at which the publicity and marketing activities both of the Board and of the Governments concerned can be strikingly concentrated."

#### LARGE SCALE CONSUMERS

The Board has appointed a special staff to call upon local authorities to discuss with them the extent to which their purchases of Empire goods might be increased, and for this purpose, steps have been taken to secure the practical interest of the large buyers of food-stuffs, such as "local authorities, institutions, hotels, shipping companies, and other bodies which undertake catering on a large scale".

#### STATISTICAL SURVEYS

The Board is publishing world surveys relating to oil seeds and vegetable oils, mutton and lambs, etc., for the benefit of Empire producers showing developments in production in competing countries. For the use of teachers, students and the public, the Board also publishes statistics relating to production and trade in the various countries of the British Empire. These tables are so arranged that they indicate at a glance the country's exports and imports in order of importance of the growth of the external trade in the main items of exports and imports over a period of two years. Besides, retail surveys also are undertaken by the Board, as a means of assisting the producers and their representatives in adjusting production and marketing methods to existing conditions and to anticipate changes in demand.

#### SWADESHISM AND GANDHIJI

THE doctrine of Swadeshi according to Gandhiji's interpretation has a very wide application. His idea will be quite clear from the following reply which he gave to one of his friends when he (Gandhiji) was accused of regularly using Arabian dates in preference to Indian ones. Gandhiji said: "I am an out and out believer in the doctrine of Swadeshi, but I flatter myself in the belief that my Swadeshi is not a narrow doctrine. I will take from the world what we cannot and do not

produce in India profitably in terms of the millions. Therefore, I do not hesitate to take from Arabia its health-giving dates or from Afghanistan its equally health-giving raisins. These are only a few examples of foreign articles that I use. But my claim to be a votary of Swadeshi is well established, because I would take the coarsest hand-spun yarn, manufactured by Harijans, in preference to the finest cloth manufactured in the Indian mills."

## THE BEEDI INDUSTRY IN SOUTH INDIA

AMONG the present indigenous industries of South India, *beedi* manufacture claims a prominent position. It can safely be said that this is the only one which has not been affected by the prevailing economic depression. It has till recently been carried on by villagers as a minor occupation, and the product was hitherto confined to local markets only; but now it is being produced on a large industrial basis, not only in this Presidency; but also in Mysore, Hyderabad, the United Provinces and Bombay, and large quantities of *beedis* are frequently being transhipped to such distant places as South Africa, F.M.S., Ceylon and Burma. *Beedi*-smoking, which was prevalent only among the poor, is now receiving patronage even at the hands of the middle class people, who out of a spirit of Swadeshim, are discarding the costly foreign cigarettes.

In our Presidency, almost all the workers engaged in this industry are Muhammadans; and hence the industry is concentrated in Madras city and in mofussil centres like Madura, Trichinopoly, Vellore, Mangalore, Calicut and Ponnani in Malabar, and in certain parts of Kurnool, Guntur and Chittoor Districts. In large cities, although there are several *beedi* workshops, many of them work for some big organisations which are managed by wealthy merchants who supply them with raw materials; but the immediate supervision and management are carried on by paid intermediaries or middlemen, who engage the workers and exercise a formal control over them, the workers main obligation to their financing capitalist being guarantee of output.

The industry, being one requiring only a small financial outlay, has given rise to a ramifying system of petty workshops which are managed by enthusiastic individuals, who conduct their marketing, etc., independently. Yet there are many others who carry on the industry either singly or oftentimes assisted by two or three children. They have no separate workshops, but commonly a portion of the soda shop, or grocery shop or the betel bunk which they keep as their main occupation for their livelihood, is utilised for the purpose.

The raw materials required are dry *beedi* leaves and tobacco dust. The leaves are of two varieties—one bigger in size, got from the forests of Cuddappah and Kurnool, and the smaller variety from places outside the Presidency, namely, Surat, Guzerat and Mysore. Those leaves which come from a tract called Weppam in Belgaum in the Bombay Presidency are considered to be the best quality. Tobacco is purchased mostly from Mysore, Hyderabad and Belgaum. Belgaum tobacco is noted for its quality and fineness, and hence is used for a superior class of *beedis* and the Mysore stuff for inferior quality

ones. Apart from these raw materials—the leaves and tobacco, the only other articles necessary are some rattan sieves to hold the tobacco dust and a fine pair of scissors to size and shape the leaves and some thread for tying. The process of manufacture also is not complex.

The aggregate output which an experienced *beedi* roller can make is about 1,300 a day. Many workers engage small urchins to aid them in such minor details, as removing the ribs of leaves, tying, etc., and these boys are paid from one to two annas per day. Until the children grow competent to adjust themselves to the several stages of work, they are paid daily wages, and not at piece rate which is 12 annas per 1,000. Since the worker gets an amount proportional to his output, he oftentimes sits very late at night, but under no circumstances can a worker rise above the level of Re. 1 a day.

The big sized leaves which come from Hyderabad cost from Rs. 2-8-0 per 1,000 of small bundles, while small sized leaves cost from Re. 1 to 1-4-0. The cost of tobacco when supplied in the form of dust ranges from Rs. 2 to 5-8-0 per maund. In the case of big leaves, 8 bundles, and in the case of smaller ones, 12 bundles, will be required for making 1,000 *beedis*. A maund of tobacco will suffice for 12,000 to 15,000 *beedis* approximately if they are big sized and  $\frac{2}{3}$  to  $\frac{3}{4}$  of a maund if they are smaller in size.

These *beedis* when fairly dry are packed into bundles, with proper labels containing the capitalist's name, trade mark, etc. 1,000 *beedis* (2 packets of 500) are sold for Rs. 1-12-0 wholesale to petty local merchants. Smaller bundles of 25 *beedis* for the purchaser's immediate consumption are sold at 1 anna per bundle.

Much is done to promote the industry by way of wall posters, hand-bills, etc., by the capitalists, some of whom possess their own press, where all advertising, packing, printing and other operations are undertaken which would considerably curtail the expenditure. They also buy the raw materials wholesale from the places of production, and sell part of them to small local workshop owners. Hence the huge capitalist possessing such facilities derives profits from a number of ways, whereas for a small factory owner the scope for economy will be limited.

#### CONDITION OF THE WORKERS

The workshops or the factories irrespective of the centres in which they are situated are generally very dirty and unhealthy. The workers themselves are most untidy in appearance, and unclean in methods and habits and they never hesitate to spit in the very room in which they are working. In cities most of

the workshops are located adjacent or contiguous to some dirty streets or bye-lanes. There are no sanitary arrangements for ventilation, lighting and latrine conveniences. The accumulation of filth and dirt in and around the workshop creates a very contaminated atmosphere which has a pronouncedly unhealthy effect upon the workers. After the day's hard toil they rest at night in dwellings which exhibit all the draw-backs of a slum even more luridly.

The *beedi* industry has become a typical form of a sweated industry. Employment of *pardah* women and girls in their homes to assist the male workers, and young boys in factories, with very meagre wages together with the awful consequences of their being brought up in extreme squalor and privation, constitutes a very pathetic problem. The promiscuous employment of children has become a rooted custom with respect to this industry. The appalling poverty which is more apparent in this Presidency than perhaps in the others may be considered to be a sufficient cause for parents to treat their children's services as an economic asset unmindful of the attendant evils. About 50 per cent of the workers are children of varying ages from 6 onwards, a quite appreciable proportion of them being of the school-going age. They are often interned in the workshops for about 12 hours daily. They are mostly governed by payment of daily wages and corporal punishments, and other disciplinary measures of a reprehensible

kind are not unknown. Provision of weekly holidays and recreation are almost non-existent.

The workers are overworked, ill-paid, ill-clothed and under-fed. Since they are paid at piece rates, they seldom stick to one factory; and the lack of official control, coupled with the utter indifference of the employers, have resulted in the lack of co-ordination among the workers.

It is hoped that the Government, alive as it is to the glaring evils so far enumerated, would lose no time to bring into effective legislation Mr. Ramamurthi's 'Beedi Bill', which is now being referred to a Select Committee. To prohibit the employment of children under 12, to create facilities for their education, to create a healthy atmosphere in and around the factories by making facilities for ventilation, lighting, latrines, etc., to prohibit dual employment, to maintain a register of employers, to appoint paid and honorary inspectors, to supervise the working of the factories—are some of the important provisions of the Bill. Even though the question of accidents, risks, payment of workmen's compensation, etc., never arises in this industry, as in the case of other industries, for example, textile, iron, matches, etc., one would reasonably urge that provision should be made for the grant of sickness benefit in deserving cases. Immediate action is necessary for the amelioration of the conditions associated with the labour of children.

## Cultivate the Shop-Keeping Mentality

Mr. Nalini Ranjan Sarkar in an article published in the *Insurance world* for April says that among the fundamental causes for unemployment in India, the most important is the disintegration of the old economic and social order brought about by the impact of the industrial revolution from the West. The introduction of machinery into India dealt the death blow to most of the Indian cottage industries with the result that several artisans were thrown out of employment. Unemployment among the middle classes has of late become very acute.

"In the first place, ordinary avenues to which they had traditionally looked for employment have shrunk as a result of the depression. With the heavy fall in prices, the profits of commercial and industrial enterprises have been seriously reduced and many of them have actually been faced with considerable loss. The Government services, which our middle classes used largely to look up to for employment, as well as the services under the Railways, quasi-public bodies like Port Trusts, Improvement Trusts, etc., and Municipal corporations have ceased to expand in scope on account of the deterioration of their respective revenue position. The result has been that whereas the supply of educated middle class young

men coming out of schools and colleges has continued to flow into the employment market, the demand for their services has not shown any signs of expansion."

Mr. Sarkar points out that in these days of economic depression, no one should consider any work beneath his dignity and that self respect does not lie in keeping aloof from the low and the illiterate.

"To realise the dignity of labour constitutes, in one sense, the essence of the solution of unemployment, to the extent to which a change of mentality makes for the betterment of economic life. I would earnestly request our young men to take to trade, commerce and industry in larger numbers than they have hitherto done. I want them to cultivate the shop-keeping mentality in its best sense. I assure you, friends, that far from being a contemptible thing, it will be a great achievement and will bring considerable profit to ourselves. Sitting in a shop, canvassing, selling, negotiating with people of the most diverse types may appear to you to be irksome or derogatory to self-respect, but if you wish to advance along the road of life, if you desire to carve out careers for yourselves and to serve the interest of the province you love so well, you will have to shed these false notions and sentiments and maintain the traditions of your race."

## SILK INDUSTRY IN THE MADRAS PRESIDENCY

SILK industry is one of the important cottage industries of the Madras Presidency. It is carried on on a large scale in Kollegal in the Coimbatore District, and to a much less extent, in Hosur in the Salem District. The total annual output of raw silk in Kollegal is valued at 30 lakhs of rupees, and practically the whole of it is consumed in the Presidency itself. Yearly a considerable quantity of raw silk is purchased from Mysore and Bengal, and a good amount imported from China and Japan. In spite of the competition from China and Japan, the silk industry in our Presidency is thriving well.

The geographical situation and the climatic conditions of Kollegal are both admirably suited for growing mulberry and rearing silk worms. Every farmer in Kollegal possesses at least two or three acres of mulberry plantation. The mulberry does not require much of manual labour. It is grown as an "unirrigated dry crop," and the plants once grown last for about ten years. The leaves of the plants are collected usually six to eight times a year. Happily the plant is rarely subject to any disease, and, if any fungus appears on it, it is immediately got rid of by allowing sheep to browse in the plantation, which eat away the diseased leaves.

Now, with regard to the rearing of silk worms, which is the main subsidiary occupation of the agriculturists of Kollegal in particular, and also of Coimbatore and Salem great care is required. But this industry does not in any way interfere with their other agricultural work. The rearing of the worms is done by the womenfolk, and it is due to their vigilance and care that the industry has attained such considerable progress as is seen to-day. For the rearing of the worms, seed cocoons are purchased usually from Mysore since they are superior to those produced locally. But what is most important is that the seeds should be tested, as otherwise there is every possibility of the farmers sustaining a great loss. Scientific testing is desirable, but it is very costly. Recently the Department of Industries has employed a peripatetic party, and it is doing great help to the farmers, but only a very limited number of villages are benefited by it. The Government may not be able to grow healthy worms and sell them to the rearers; but they can encourage the starting of grainages by private individuals by helping them financially.

Silk reeling is not generally done by the farmers who rear silk. A few central villages possess reeling machines; but the machines are so crude and antiquated that the threads produced are not uniform. The reelers are very poor, and they cannot afford to purchase any good reeling machine of the modern type. The reeling industry can only be improved if the Government takes an active interest in the matter.

There are only two silk weaving factories in the Presidency—one at Rayadrug and the other at Peddapur. But the whole industry is carried on as a cottage industry. Berhampur, Dharmavaram, Madura, Kumbakonam, Salem and Coimbatore are some of the principal centres of pure silk weaving. The Report on the Survey of Cottage Industries in the Madras Presidency says:

"Raw silk is produced in Kollegal to the value of nearly 30 lakhs of rupees, and nearly a crore of rupees worth of raw silk is imported from abroad. All this quantity is consumed by the handloom weavers of the Presidency. Silk cloths which are all-silk with beautiful borders and attractive combinations of colours, or partly cotton and partly silk, are woven in Madura, Kumbakonam, Kornad, Salem, Kollegal, etc. The *saries* of Kumbakonam in which lace is lavishly employed, and intricate and pleasing designs are woven in borders are worthy of special mention." Indigenous dyes are rarely used, and in dyeing centres like Madura, Salem, Coimbatore and Tanjore, dyes are imported from foreign countries, especially from Germany and the United Kingdom. Lace (silver and gold thread) which is lavishly employed in the silk industry is largely imported from France.

For the protection and further expansion of this industry a great deal has to be done. Now-a-days artificial silk products are attaining a tremendous popularity among the masses. Besides, silk goods made in Japan are also gaining the market. "In recent years, cheap varieties of *saries* from Japan have appeared in the market, and are entering into competition with the products of the handloom. It is fortunate, however, that this competition cannot affect the artistic and elaborate figured garments, solid-bordered *saries* and blouse materials which do not lend themselves to production on the handloom."

"Judging from the consumption of raw silk in the Presidency, it looks as though the industry has made fair progress. This being the case, it would be incumbent on the part of the Government to take steps to place the industry on a permanent and firm footing. The growth of the industry is mainly due to the peculiarity of fashions obtaining among Hindu women and so long as this feature exists, there is little room to apprehend any decline of this industry." It is, however, essential that the Government should levy a higher duty on cheap Japanese and Chinese raw silks in order to stabilize the price of Indian raw silk. At present the silk goods produced in this country are mostly consumed locally, the exports being negligible. For developing the industry further, other markets should be found. Burma is now importing over thirty lakhs of rupees worth of silk piece-goods from Japan. Mr. Maxwell Lefroy has suggest-

ed in his report: "As regards new fabrics, there is probably scope for making the fabrics that now reach Burma in such large quantities from Japan. The Madras weaver undoubtedly has the skill. Whether with perfect organization the Madras weaver is likely to compete with Japan or China is uncertain. I am not very sanguine; but at least it should be attempted."

The Indian Tariff Board have just finished their investigations, and probably the duty on cheap foreign raw silk and silk goods will be raised so as to protect the Indian silk industry from Chinese and Japanese dumping. But the Indian silk manufacturers should not rest satisfied with this protection; they should find out ways and means to expand and improve this important cottage industry. "High leaf-yielding varieties of mulberry trees, specially suitable

to the soil and climatic conditions of the silk-growing centres, must be used; races of silk worms producing floss-less, easily reelable tough and big cocoons possessing high silk content must be sought for; scientific methods of rearing must be introduced in sericultural villages and by all means reeling should be improved so as to allow small capitalists to specialize in the trade. Hand loom silk weaving, silk dyeing, printing and finishing should be so organised as to admit groups of trained men to secure their livelihood in small factories run by themselves. There should be organisations and State aids and loans to encourage the development of the industry. In order to build it on a commercial basis, silk experts and important silk reelers and dealers from the Provinces and the States ought to meet and devise ways and means to expand, improve and stabilize the Indian silk trade."

## Indebtedness of the Indian Ryot

The Indian ryot is born in debt, lives in debt and dies in debt—is a very oft-quoted remark. Sweeping and exaggerating though it may appear, it is nevertheless the truth. "The heavy burden of debt, by reducing his standard of life, has wrecked the villager's life, paralysed production and upset distribution by standing in the way of efficient marketing." The debt obliges him to sell his agricultural produce through his creditor, and it is always to his own disadvantage.

In 1896, Sir Frederick Nicholson estimated the total rural debt of the Madras Presidency at 45 crores of rupees. The situation has now become worse. Apart from the fact that the debt has increased considerably, it is also proving extremely difficult of repayment owing to the fall in prices of agricultural produce. About this important aspect of the farmers' plight, Dr. T. S. S. Rajan, the President of the Civic and Social Progress League, Trichinopoly, in his recent manifesto on rural problems, said:

"The reserves of gold in every family are getting exhausted owing to the better price it fetches, and the poor classes both in the towns and villages are borrowing small sums at exorbitant rates of interest from low class bankers. Debt on the land has accumulated itself to such an extent that it may be safely asserted, as evidenced by a study of the resettlement reports, that the average amount of debt is equal to one-fourth the value of the land in the village." The Royal Commission on Labour have made some recommendations for the liquidation of existing debts and restriction of credit in the future. The Royal Agricultural Commission have recommended a simple insolvency Act and other

measures for the extinction of debt on the land. We hear that Rao Bahadur T. A. Ramalingam Chettiar means to introduce a debt conciliation Bill on the lines of the Act recently passed in C. P. While the value of money has doubled owing to the falling prices during the last five years, creditors will not be satisfied with half the amount of loans due to them. Some method of debt conciliation will have to be devised by the Government if the ryots are to be saved from the ruin that stares them in the face."

In this connection it may be of interest to note the action taken by the Japanese Government to deal with a similar situation in her country. The total amount of the debts of farmers in Japan is Yen 546,000,000. The amount represents about 82% of the farming, fishing, and mountain communities. According to the proposed plan, the Government is to advance funds to farmers for adjusting their debts, but such funds are to be given only to members of the Debt Adjustment Associations of farming communities which are organised according to regulations and which are able to execute plans for economic revival and debt adjustment. The amount to be supplied by the Government is to be about one-third of the debt, but in any case, not more than one half. Further, Government wishes the amount supplied to one household to be less than one thousand Yen. Funds thus supplied are to be repaid in annual or periodical instalments within twenty years.

In the interests of the farmers in India, the Government would do well to follow Japan's policy of rendering monetary help to the farmers to enable them to extricate themselves from the tightening grip of debt.

## FILM INDUSTRY IN INDIA

THE Indian film industry, which has achieved a remarkable success within the last few years, is sure to occupy a very prominent position among the Indian industries. We can have an idea of its rapid growth from the figures supplied by the Motion Picture Society of Bombay on the occasion of their opening a branch in Calcutta.

In 1922, the total footage of both exposed and un-exposed films was over 5 millions, but in 1931 it was well over 31 millions. The import of raw films alone in 1927 was over 12 millions, but the import during the succeeding five years was over 23 millions, an increase roughly of 100 per cent. In 1927, the number of films produced in India was 110, while in 1931 it was 286. In 1921 the number of Indian cinema houses was 148, but in 1932 it was 675. The general world-wide depression has affected this industry also. In 1932, the number of certified films dropped from 286 in the previous year to 160, and the total footage dropped from 2'06 millions to 1'47 millions in the same periods.

The reasons for this depression are not far to seek. Lack of finance and financial encouragement have been the greatest obstacles to the progress of this industry. The increase in the cost of production of talkies is also another handicap. But the most important of all is the recent imposition of duties and the grant of preference according to the Ottawa Agreement. The effect of the Agreement on the industry is far from being satisfactory. Even after the Ottawa decisions, the price of raw films is 25 per cent higher than that which existed in the year '30. The preference of 10 per cent to British films was obtained not by reducing the then existing duty, but by increasing that on non-British films. Therefore, excepting the fact that the changes have considerably helped the British film manufacturers, it has not done the least good to the Indian film industry. The only hope of the industry lies in the entire abolition of duty on raw films. In fact the Fiscal Commission in 1921-22 and the Indian Cinematograph Committee had recommended the import of raw films free of duty. By this measure, the Government may be losing a revenue of approximately 2½ lakhs of rupees, taking into account the figures of 1931. But the removal of the duty will help the expansion of the film industry in India. In the

United States this is the second largest industry. India possesses all the conditions for a good development of the film industry, which is quite evident from a consideration of its rapid growth within the last few years.

The talkies are becoming more and more popular now-a-days, and only such cinema houses as get the best talkies frequently can hope to have a good income. But the wiring of the cinema houses (which were formerly intended for movies only) to fit them for the exhibition of talkies requires an additional cost of nearly Rs. 25,000. During the days of silent films, about 350 out of the 675 cinema houses were exclusively available for the Indian films. At present only 70 theatres are at the disposal of Indian talkie-producers. It is the language difficulty that prevents a wide distribution of Indian talkies.

Considering all this, it has now become really essential to grant protection to the Indian film industry for its improvement. Any loss, which may be incurred by the Government due to the abolition of the import duty on raw films, can very easily be compensated for if they would only withhold some among the many privileges which the foreign film importers are now enjoying in our country. The import duty on exposed films is 37½ per cent of the value of the film calculated according to the rate of 4½ as. per foot. But since the Government has to refund 87½ per cent of the duty if the film is returned to the country of origin within two years after its import to India, the distributor of foreign films takes care that the film is re-exported from our country within the stipulated period, and thereby escapes 87½ per cent of the duty. It is said that the distributor of foreign exposed films is making a profit of 50 to 100 thousand rupees for a film; and therefore, he does not stand in any urgent need of such privileges from us. Therefore, a substantial alteration is necessary in the rebate system governing the foreign exposed films. The period of two years must be reduced considerably, so as to enable the Government to retain the whole of the import duty on exposed films. Besides, another way of compensating for the loss and of increasing the Government revenue is by increasing the rate of valuation of the film from 4½ to 5½ as. or more per foot.

It is only in India that the film industry lacks adequate support from the Government.

## More swadeshi goods and where to buy them.

**Condensed Milk:**—Manufactured by the Palli Trading Association Ltd., Dasaratha Faridpur.

**100% Indian made Cigarettes:**—Bombay Specials manufactured by Zenith Tobacco Co., Bombay.

**Electric Fans:**—Indian Electrical Works Ltd., Calcutta.

**Travancore Carpet Industry:**—We are glad to hear that the Government of Travancore is intending to start a carpet weaving section in their Department of Industry. This can be developed as a house industry.

MARKET INTELLIGENCE

One of the most important activities of the Empire Marketing Board is its weekly market intelligence service intended to give every possible information to the importers and distributors as to supplies of Empire and foreign commodities available from week to week.

FRESH FRUIT

The first intelligence service to be established by the Board is that for fresh fruit. This consists of the publication of the "Weekly Fruit Intelligence Notes" and an Annual Supplement. The information given in the former covers a wide range. The importers and traders are kept constantly informed of the supply position in regard to practically all fruits and a number of the more important vegetable crops. The weekly imports of each kind of fruit into the 25 chief ports in Great Britain and statements of arrivals and prospective arrivals based upon complete lists of cargo bound for the United Kingdom give the immediate supply position. Crop reports and prospects in Empire and foreign fruit-growing countries indicate the probabilities of the supply a few months ahead, and particularly of any possible competition which Empire growers are likely to experience. A forecast of the coming season's supplies of the various fruits is also given in the Notes. It also gives the traders and producers an idea of the market possibilities in the future from the details showing the trend of production in fruit-growing countries, and the development of imports into consuming countries.

An Annual Supplement to the Notes is also issued, which contains the statistics of annual imports of each kind of fruit and also the special articles appearing in the Weekly Notes so as to preserve them as a permanent record.

SUGAR PRODUCTION IN INDIA

According to *Agriculture and Live-stock in India*, there are at present 33 concerns in India equipped for working *gur* or raw sugar, out of which 19 factories also manufacture direct from cane and 14 work with raw sugar alone. Of the former only 3 refined *gur* during the year 1931, and of the latter 7 worked during the year. 4 were silent and returns for 3 have not been received. There were thus 10 factories for refining *gur* as against 11 factories during the year 1930. Of the 10 factories that refined *gur* during the year 1931, 5 are situated in the United Provinces, 3 in Madras and 1 in Punjab.

The figures of *gur* or sugar melted, sugar manufactured and molasses obtained in the whole of India during the year 1931 are given below :—

**DIARY PRODUCE**

The first issue of the "Weekly Dairy Produce Notes" was published in May 1929. These Notes closely resemble the "Fruit Notes" in general form and subject matter, and contain detailed information regarding butter, cheese, condensed milk, poultry and eggs. As in the case of Fruit Notes, they are also distributed both to the producers and to the traders. From April '30, the Dairy Notes have included information about pigs and pig-products on similar lines to that given in respect of butter, cheese, etc. With the co-operation of the proprietors of cold stores, the Board began, in December 1929, the collection of figures of quantities of butter held in cold storage on a national basis. The figures supplied, voluntarily, at fortnightly intervals by the proprietors and published in the Dairy Notes are sufficiently complete as showing the consumption of imported butter throughout the year. Moreover separate figures are given for box and cask butters, the former coming mainly from Australia and New Zealand and the latter from Denmark and other European countries.

**DRIED AND CANNED FRUIT**

The dried fruit service was started at the suggestion of the London Agency of the Australian Dried Fruit Board. The key-note of the service consists in the weekly figures of sales of Australian sultanas and currents, and the circulation of the Notes is strictly limited. The first issue of the Weekly Notes for canned fruits was issued in May 1930. This service includes particulars about the dried fruit trade and about those which compete with canned fruits. The periodical survey of the statistical position of dried vine fruits is being continued for use of the Empire dried fruit producers' organizations.

|                                | 1930-31   | 1929-30   |
|--------------------------------|-----------|-----------|
| <i>Gur</i> or raw sugar melted | 15,71,625 | 10,20,103 |
| Sugar manufactured             | 8,65,364  | 5,75,709  |
| Molasses obtained              | 5,36,871  | 3,51,123  |

The total quantity of sugar produced by factories making sugar direct from cane for the two years 1930-31 and 1929-30 are as follows :—

| Years   | Tons     |
|---------|----------|
| 1930-31 | 1,19,859 |
| 1929-30 | 89,768   |

If the quantity of sugar refined from *gur* or raw sugar in India by modern process during these two seasons be added to the above figures, the total production in the combined seasons will amount to 1,51,650 tons in 1930-31 as compared with 1,10,918 tons in 1929-30

SUGAR INDUSTRY IN INDIA

It is unfortunate, indeed, that India the home-land of sugar industry, has now become dependent for the supply of sugar on those very same countries where sugar cultivation was first introduced from India. She is now importing about a million tons of sugar per annum valued at 14 to 20 crores of rupees. While the industry made vast improvements in other lands, in India it remained stagnant and dwindling. "The people of those places (Java, Mauritius, etc.) co-operated and worked hard in improving every aspect of the industry from cultivation right up to manufacture and the uses of bye-products; while India remained satisfied with the ancestral knowledge, which gradually decreased as time went on." Till recently Indian canes produced only  $\frac{3}{4}$  of a ton of white sugar to the acre as against  $3\frac{1}{2}$  to 4 tons by Java. But the admirable work of the late Dr. Barbar at Coimbatore has largely made up this difference, and the rapid spread of the Coimbatore varieties of canes of high sucrose content have paved the way for a successful growth of the sugar industry in India. Besides, the recent imposition by the Government of India of a sufficient protective duty of Rs. 7—4—0 per cwt. on all imported sugar and its continuance for a period of 13 years (ending with 31st. March, 1946) which has been guaranteed by the Act, have resulted in an impetus to the establishment of sugar industries all over India. There are now 12 sugar factories in the United Provinces, 11 in Bihar and Orissa, 6 in Madras and 2 in Bombay.

Nevertheless, even now enormous wastage occurs in the manufacture of *gur* from sugarcane in many sugar cultivating areas for lack of sufficient sugar factories. It has been pointed out that India at present makes  $2\frac{1}{2}$  million tons of *gur* from a like number of acres (average 10 tons of cane per acre and 10 maunds of *gur* from 100 maunds of cane); and that if the produce from  $2\frac{1}{2}$  million acres were converted into sugar in an efficient modern factory, the monetary returns would be about double. Therefore, the starting of sugar factories in suitable centres will, apart from preventing such great wastage as occurs in *gur* manufacture, will particularly be of great benefit to the ryots who will find it more profitable to sell their canes to the sugar factories than to undergo the trouble of *gur* manufacture. This will also naturally result in a rapid increase in the cultivation of sugarcanes.

Hence the starting of a sugar factory at such a favourable time as at present would not only help the ryots in particular, but promote the economic prosperity of our country in general. The site for

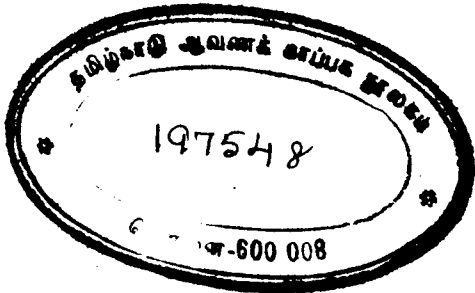
the establishment of a sugar factory has to satisfy many conditions if the industry is to have a successful development. An immediate neighbourhood having a concentrated production of sugarcane of a good variety, good facilities for irrigation, nearness of the locality to busy trading centres, satisfactory labour conditions—these are the essentials for a healthy development of the industry.

A NEW FACTORY FOR THE BELLARY DISTRICT

In the light of the facts above mentioned, the selection of Hospet in the Bellary District for the location of a new sugar factory has rightly been made. The Director of Agriculture and the Director of Industries to the Government of Madras have testified to the several advantages of Hospet as a highly suitable area for the purpose. "There is an area of 4,000 acres grown with sugarcane within a radius of 10 miles from Hospet. The average production is about 25 tons an acre. There is a perennial irrigation supplied from the Tungabhadra river. The area cultivated admits of extension. There is hardly any area in the Presidency other than that around Nellikkuppam which can at all compare with the area around Hospet for concentrated production of sugarcane." In the opinion of the Sugarcane Expert of the Government of India the sugarcane grown in Hospet belongs to the "noble" type and is of the same class as the "Pundia" of the Bombay Daccan, possessing a better commercial value than most other varieties of cane. The labour conditions, the climatic water-supply, its nearness to such trading centres as Hubli, Bellary, Kurnool, Raichur, etc., and the absence of any sugar mills anywhere within a radius of about 250 miles from Hospet—thus admitting of no chance for any competition from any other sugar factory—all these go up to make the industry develop in a prosperous manner.

From the Prospectus of the company, it is understood that the Factory will have an initial capacity for crushing over 400 tons of sugarcane per day; and an area of 2,000 acres would be ample to satisfy its demand, whereas the crops of over 7,000 acres would be actually available if required. The cane not consumed by the Factory, that is, from an area of 5,000 acres, would be treated by indigenous methods for obtaining *gur*; and, since any part of the total quality thus produced would be at the disposal of the factory, a *gur* refining plant will be an additional source of income.

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REVIVAL OF HOME INDUSTRIES

ACHARYA P. C. RAY'S ADDRESS

The following are extracts from the address delivered by Acharya P. C. Ray on the occasion of his opening the All-India Industrial Exhibition at Delhi :—

In the way in which exhibitions are held in every part of India in quick succession, I have begun to feel that without being a means to an end, an exhibition is perhaps considered to be an end in itself. It has been my good fortune to be present at many exhibitions during the last ten years and while I admire the organization and the organizers, I cannot but confess to a feeling of disappointment at the extent of industrial advance made within this time. The exhibits, while good in themselves, bring out in strong contrast what yet remains to be done. Except in the department of textiles, I regret to observe that not much has been attempted, still less accomplished. We are still dependent on foreign countries for the barest necessities of life. The mechanical and electrical industries are still in their infancy. While I deplore the backward position of our country in the scale of manufacture, I cannot be blind to the condition of Europe and America to-day, which in their mad frenzy for production on large scale have brought unemployment and destitution to the masses of people."

THE SKINS AND HIDES INDUSTRY

Mr. Jamal Mohamed as President of the Madras Hides and Skins Association puts forward a vigorous plea for protection to the skins and hides industry in India. There is of course depression universally prevalent which has a blighting effect on this as on every other industry. That however is not the only cause for the present condition of the industry. He has complained of indifference on the part of the Government in 1929 when America revised her tariff policy. She levied an import duty of 10 per cent on tanned skins, 15 per cent on tanned hides and 10 per cent on raw hides. The result was that the export of tanned skins and hides to America diminished almost to the vanishing point. If our industry is to recover, America must begin to take our tanned articles as well as our raw skins.

Mr. Jamal Mohamed's proposal is that the present export duty of 5 per cent in India should be increased to 25 per cent on raw skins and 20 per cent on raw hides. This proposal has been made since 1929 and has had the backing of the commercial and the industrial public in India. No action, however, has been taken and the industry has been reduced to desperate straits. This request for protection has now been made by the Federation of Indian Chambers of Commerce and

Referring to Khaddar, the Acharya said that its main object was to rehabilitate the defunct cottage industry in spinning and weaving and thereby improve the miserable condition of the people in the villages. "The cult of Khaddar is the symbol of cottage industry by the pursuit of which family life and village life are not disintegrated and the evils of factory labour may be avoided. I regret to say that the movement has not made that degree of progress which we all expect it should; nay, it has received a set-back.

"I would like on an occasion like this to raise my voice of protest against the modern craze for luxury articles in preference to the fundamental needs for the sustenance of life.

"Another matter which I would like to draw your attention is the necessity of interprovincial fellowship and agreement in industrial and economic matters. Why should not one province give preference to other provinces within India for raw products and manufactures, which the province does not produce within its area? Let there be a sort of economic ring amongst the provinces and States of India. Provincial Autonomy may give rise to inter-provincial jealousy, and if it does take place, it will harm the Indian Nationalist and help the foreign exploiter. That is why I plead for inter-provincial exhibition and inter-provincial economic pact if I may be allowed to use the expression."

Industry. It remains to be seen whether the Government will take any action themselves or at least ask the Tariff Board to make an enquiry.

A further complication is introduced by the fact that cheap leather shoes and articles like suit cases, hand bags, etc., are being imported from Japan threatening the indigenous industry with extinction.

Mr. Jamal Mohamed is severe in his criticism of the Government's policy in regard to exchange. He is a firm believer in the policy of leaving the rupee to find its own level. He is equally emphatic in his condemnation of exporting gold from India and would have an embargo placed upon it.

Mr. Jamal Mohamed, with regard to the question of railway freight, wants a scheme so arranged as to give concessions to raw materials going to manufacturing centres and manufactured articles going to markets of consumption and ports of export. In Madras the tanning industry draws its raw materials from far and near—from Calcutta, Cawnpore and Amritsar and also from Arkonam and Nellore. Its tanned skins and hides are sent from Dindigul, Coimbatore, Vizianagaram, Bellary etc. Railway freights are very high and there is no relief at present to the industry.

The Ottawa Trade Agreement

Messrs Vakil and Munshi have summarised their conclusions on the implications of the Ottawa Agreement thus :—

(1) That the determining factor in the proposed agreement is the need of the U. K. for a larger market in India.

(2) That the additional market which the U. K. will be able to capture in India may be estimated at 33 crores.

(3) That this will give an impetus to industrial production in the U. K.

(4) That in order to do so, there will have to be substantial additions to taxation in this country.

(5) That even if it is possible in future to reduce taxation, there will be some avoidable larger duties on the articles in question, so long as the agreement lasts, and so long as the U. K. has not captured the whole trade in those articles.

(6) That India is likely to get an additional market of 13 crores in the U. K. by accepting the agreement.

(7) That this will be brought about mainly by a diversion of our trade from other countries to the U. K. and therefore it will not lead to increased production in the country.

(8) That the displacement of our import trade with other countries to the extent of 33 crores will reduce their capacity to take our exports, and in some cases ill-will may be created.

(9) That the diversion of our export trade of 13 crores from other countries to the U. K. will not be an adequate compensation for the difficulty pointed out in (8)

(10) That India may lose on a liberal estimate a market of 8 crores in the U. K. by non-acceptance of the agreement.

(11) That this is only 2.6 per cent of our total exports, and in view of our strong position in the world market we shall not find it difficult to find markets for these goods.

(12) That the U. K. is not likely to restrict our exports as most of them are required either for consumption or for industrial purposes; besides, being interested in sending large quantities of imports to us, she would be compelled to take adequate quantities of our exports.

(13) That the agreement presupposes that India will continue to be supplier of raw materials, and will not develop industrially.

(14) That there will be no real advantage on the whole to India by the acceptance of the agreement as suggested in the Government communique.

(15) That there will be difficulties in the way of future development of our industries.

TRADE FIGURES : ASTOUNDING DIFFERENCES

The following figures for July-September 1932, taken from *The Indian Trade Journal* issued by the Government from Calcutta, show that in some of the commodities our share and prospects are very nearly zero and in others they are not bright. It should be remembered that, during this period, the terms of the Ottawa Pact were in full operation as far as our exports are concerned.

|                             | British Imports | Imports into India | Exports from India |
|-----------------------------|-----------------|--------------------|--------------------|
| Wheat (million cwt.)        | 27              | ...                | ...                |
| Rice "                      | 0.5             | 0.2                | 101                |
| Tea "                       | 149             | 88                 | 124                |
| Tobacco "                   | 37              | 4                  | 6                  |
| Hardwood " lb.              | 6               | 0.1                | 0.2                |
| Cotton " lb.                | 2.4             | 0.2                | 2.5                |
| Wool " lb.                  | 1.1             | 0.05               | 0.06               |
| Linseed " lb.               | 1.9             | 0.03               | 0.7                |
| Hydes and Skins million cwt | 0.2             | 0.9                | 0.1                |
| Pig iron, 1,000 tons        | 7.5             | 4.2                | 12.4               |

The extent to which the "Buy British" campaign has helped Britain far more than the depreciation of the currency, says the *Mysore Economic Journal*, will be seen from the following figures (millions of £)

|               | Imports | Exports | Balance |
|---------------|---------|---------|---------|
| Oct. 1932     | 61      | 34      | —27     |
| " 1931        | 81      | 38      | —43     |
| " 1930        | 91      | 54      | —37     |
| Ten months to |         |         |         |
| Oct. 1932     | 581     | 344     | —237    |
| " 1931        | 702     | 379     | —323    |
| " 1930        | 876     | 563     | —313    |

The Indian rupee has depreciated to the same extent, but Indian trade balance is moving more and more against her.

Comparing the following figures (in lakhs of rupees), we see an adverse balance of trade which have moved against us by about Rs. 6½ crores per month in two years.

|                 | Imports | Exports | Balance |
|-----------------|---------|---------|---------|
| Oct. 1932       | 998     | 1,176   | +178    |
| " 1931          | 1,000   | 1,311   | +311    |
| " 1930          | 1,278   | 1,814   | +536    |
| Seven months to |         |         |         |
| Oct. 1932       | 8,090   | 7,397   | —693    |
| " 1931          | 7,336   | 9,114   | +1,778  |
| " 1930          | 10,517  | 14,328  | +3,811  |

## Development of Trade of Negapatam

The causes for the decadence of the trade of Negapatam and some of the ways in which it can be revived formed the main theme of the speech delivered by Mr. Adam Hajee Mohamed Sait, Sheriff of Madras, on the occasion of opening the third annual meeting of the Southern India Chamber of Commerce. The trade of Negapatam has gone down considerably in spite of the numerous facilities due to its geographical situation and otherwise. With a very beautiful harbour well equipped with long wharves and other landing, shipping and storage facilities, Negapatam is the chief port for the foreign trade of the fertile districts of Tanjore, Trichinopoly and even Madura and Ramnad, and it is also the nearest safe port in the east coast for trade with the Straits Settlements, Malay States, East Indies and Ceylon. Yet it has now gone down in importance, its trade has suffered and its population, which was steadily growing till 1911, has dwindled down from 60,000 to 48,000. The circumstances which caused the downfall of the once flourishing town are, according to the speaker, the development of the neighbouring ports like Cuddalore, Pondicherry and Karaikal, the operation of the South Indian Railway special rates, the sad plight of the emigrants abroad and the removal of the South Indian Railway workshops. The decline in lungi trade has been due to the depression in the Malaya and Ceylon plantations, and it is also reported that

cheap mill-made Japanese cloth has become a serious rival to this trade.

For a revival of the trade in Negapatam earnest efforts on the part of the merchants and sincere help from the Government are necessary. Now-a-days, every country has been vigorously developing its instinct of self preservation. "When they raise a tariff wall against manufactured goods, they say it is to protect their industry, and when they raise the tariff against raw materials they say it is to protect their agriculture. This is an era of industrialism and merchants would do to well take an opportunity of finding a peg on the Indian Tariff Board on which to hang every aspiring industry." The prospects of the renewal of the export trade in groundnut kernels are anything but bright. The speaker suggests that attempts should be made to supply the entire home requirements of vegetable fat by replacing imported whale oil, the Uni-lever margarine and the Australian tallow, and by doing research and propaganda for Indian toilet soap, Indian vegetable ghee and Indian cake manure.

The permanent navigability of the shifting bar in the harbour should receive the very early attention of the Government. The South Indian Railway ought also to give every help to enable the merchants to capture the rice trade with Ceylon.

## Indian Textile Industry before and after the War

The following are extracts from a paper read before the Royal Statistical Society by Mr. A. R. Burnett Hurst:

Before the war, India produced nine-tenths of the yarns which she consumed and met the balance of her requirements, mainly medium and fine yarns, almost entirely from the United Kingdom, but the Indian mills only supplied one quarter of the mill-cloth consumed in the country. Lancashire held almost a monopoly of the import trade in grey, bleached and printed cloth, a trade valued at £ 35,000,000. The war handicapped British shippers and presented to India and Japanese manufacturers special opportunity of which they took advantage. Indian mills increased their production of fine yarns and piece goods, while Japan increased her shipments of yarn from half a million pounds pre-war to 26 million pounds in 1918-19 and of unbleached piece-goods from 3 million yards to 207 million yards. After the war, Lancashire recovered part of the best trade. The Indian mills, reconstructed and equipped from war profits soon became formidable competitors. Further the reduced purchasing power of the Indian masses, coupled with the relatively high prices of British goods, compelled consumers to turn their attention to the cheaper

and coarser products of the Indian and Japanese mills. Much of the subsequent progress of the Indian mill industry was due to the abolition of the Cotton Excise Duty in 1926, to the adoption of "discriminating protection" in 1930 and to the boycott campaign. The United Kingdom has lost ground in the yarn trade as a whole, both absolutely and relatively. Lancashire's share has declined from 88 per cent pre-war to 35 per cent in 1930-31. India now supplies nine-tenths of the market in yarns of counts above 40 per cent. The production of Indian piece-goods increased from 1105 million yards pre-war to 2561 million yards in 1930-31 whereas imports of foreign piece-goods decreased from 2632 million yards pre-war to 890 million in 1930-31. The British share in that decreased trade fell from 97 percent pre-war to 59 per cent; while Japan starting almost from zero, captured one-third of the trade in less than 20 years. In the pre-war days, Lancashire was dominant in the market for unbleached cloth and coloured goods; now, Indian mills supplied 85 per cent of India's requirements of the former and 70 per cent of the latter. Japan has captured the import trade in grey shirtings and long-cloth and during the last five

(Continued on next page.)

## LIFE INSURANCE IN INDIA

THE Figures with reference to life insurance business in India for the year 1930 published in the Insurance Blue-Book issued by the Government Actuary in August this year show that the total business effected in India during the year 1930 amounted to 145,000 policies assuring the sum of nearly Rs. 27½ crores and yielding a premium income of one crore and 60 lakhs of rupees. The business done by Indian companies alone amounted to 10,600 policies assuring the sum of 15 crores and 68 lakhs, and having a premium income of nearly 86 lakhs. The actual figures of the business of Indian and non-Indian companies for the year 1930 are as under:—

|                           | Indian           | Non-Indian   |
|---------------------------|------------------|--------------|
| Number of companies       | 92               | 23           |
| Number of policies issued | Rs. 1,05,686     | 39,523       |
| Sums assured              | Rs. 15,68,00,000 | 11,75,82,000 |
| Premium income            | Rs. 85,86,000    | 69,86,000    |

From the above it will be observed, says the *Swadeshi*, that though the non-Indian companies are only one-fourth in number of the Indian companies, they have got 43 per cent of the total business effected in the year in India, with a premium income of 45 per cent of the total premium paid on the new business during the year. It is gratifying to note that Indian companies are making steady headway and year by year they are showing increased business.

The following are further extracts from the Insurance Blue-Book:—

"The above figures are for the year 1930 only. When we consider the volume of the total life assurance business in force and how it is distributed over Indian and non-Indian Companies, the figures show the following interesting position:—

|                                                                                        |                    |
|----------------------------------------------------------------------------------------|--------------------|
| Number of policies in force                                                            | 7,16,663           |
| Total sums assured                                                                     | Rs. 1,54,00,00,000 |
| Premium income                                                                         | " 7,98,48,000      |
| Out of the above figures the share of 92 Indian life assurance companies is as under:— |                    |
| Number of policies in force                                                            | 5,13,995           |
| Total sums assured                                                                     | Rs. 84,88,91,000   |
| Premium Income                                                                         | " 4,09,02,000      |

The business of Foreign or non-Indian companies is as under:—

|                             |                  |
|-----------------------------|------------------|
| Number of policies in force | 2,02,708         |
| Total sums assured          | Rs. 69,76,48,000 |
| Premium Income              | " 3,87,46,000    |

It will be seen from the above figures, that nearly 50 per cent of the income derived from Life Insurance business in this country is still with companies not indigenous to India.

The financial position of the Indian life insurance companies in 1930 was as under:

|                            |                |
|----------------------------|----------------|
| Number of Indian companies | 92             |
| Paid-up capital            | Rs. 52,00,000  |
| Annual income              | " 5,39,67,000  |
| Total life assurance fund  | " 20,52,93,000 |
| Total assets               | " 27,00,00,000 |

The combined strength of the Indian life insurance companies shows an excellent position, strong enough not only to absorb the entire business at present in force in India but also to take care of all increases in the future.

In life assurance the first duty of every patriotic Indian should be to insure with Indian assurance companies only. By doing so, he at once helps to keep in India, moneys that are going out of India. This will not only strengthen the position of Indian life assurance companies, but also will enable them to assist immensely Indian banks, Indian industries, Indian enterprise and generally improve the economic condition of India.

Life Insurance Companies are great credit institutions. They are a part and parcel of the daily life of the people. They have been tried in many crises, epidemics, wars, floods, depressions and other devastations and they have stood their trials remarkably well. Indian life insurance companies have now come to stay; their record of service has been excellent, their financial position very good and their future is now assured.

It is for the people of India to stand by these great national concerns. Whatever life insurance has to be brought, as and when once the majority of the population of this country are satisfied with the real benefits of Life Insurance, the funds that will accumulate in the hands of Indian Life companies will be more than ample to meet every legitimate demand of India."

## INDIAN TEXTILE INDUSTRY BEFORE AND AFTER THE WAR

(Continued from previous page.)

years has made great inroads in the grey *dhuti* trade. Indian and British coloured goods are meeting serious competition from Japanese artificial silk fabrics, while the valuable trade in bleached goods, hitherto almost a monopoly of Lancashire, is now threatened in all the staple lines by Japan. The very considerable decrease in the demand for Manchester goods in India is due primarily to the rapid progress that Indian mills have made in all

the staple lines of the grey and coloured piece-goods trade; and secondly to Japanese competition. The dominant consideration in determining the demand for cotton goods in India is the price factor. The remarkable success of the Japanese manufacturers of the Indian market is due to their policy of gradual and persistent penetration based almost exclusively on the price factor. The Japanese have concentrated on the mass production of standard cloths at low prices. A self-governing India, freely using the tariff-weapon, will make it increasingly difficult for Lancashire to hold her own.

## HERE AND THERE

### FOREIGN TRADE IN MADRAS

*Telling Figures*

By C. RAJAGOPALACHARIAR

**T**HE total volume of foreign trade in Madras Presidency for 1931-32 was Rs. 42 crores.

The share of countries in the British Empire was 23 crores; Europe and America, 15 crores; Asiatic, 4 crores.

The foreign trade share of each man, woman and child in the Presidency was Rs. 10 per head.

Of which, the share of the United Kingdom and other parts of the British Empire was Rs. 5/8; European countries Rs. 3/8; Asiatic countries Re. 1.

The total imports into the Madras Presidency in 1931-32 amounted to Rs. 15½ crores: a decrease from previous year by Rs. 5 crores.

Cotton manufactures Rs. 1½ crores; reduction from previous year by a third. The United Kingdom's share was 1 crore.

Yarns reduced by a fifth to 66 lakhs; United Kingdom's share was 56 lakhs.

Import of vehicles was reduced by half a crore.

Silk 29 lakhs (reduced by a sixth).

Tobacco imports: ½ crore; in the previous year it was ¾ crore. Out of this, Rs. 16 lakhs was the value of leaves imported from America.

We import now more sugar from Java than cotton manufactures from the United Kingdom. Sugar imported from Java: 1½ crores.

Provisions: Vegetable products from the Continent 12 lakhs; a decrease of 8 lakhs from the previous year.

We still import flour and other corn products from the United Kingdom for Rs. 17 lakhs.

### AN INDIAN PRINCE'S RESOLVE

H. H. the Maharaja of Alwar deserves to be congratulated on his resolve to use only Swadeshi cloths in future, as announced in his Durbar speech on 19th April. We hope that many other Princes would follow his commendable example.

### PURE MILK FOR DELHI

According to a Delhi correspondent, the Delhi Pinjrapole Society has recently started a scientific dairy for the supply of pure milk at moderate charges. The total number of animals in the Asylum at present is 1,800 out of which only 85 are milking.

### CREAM JAGGERY—A BETTER SUBSTITUTE FOR SUGAR

A special correspondent of the "Hindu" writes: It is understood that the Department of Agriculture has evolved an improved kind of jaggery by the use of paddy husk charcoal.

A lot of paddy husk is produced every year in this Presidency and it finds little use. If it is used by the villager himself for making activated charcoal, according to the process evolved by the Agriculture Chemist at Coimbatore, he can use it in cleaning his jaggery.

The new kind of jaggery, which is called cream jaggery, has a very fine colour and it is claimed that it will fetch double the price of jaggery that is now in the market. It may be stated that sugar sells now at four times the price of jaggery. Even if ultimately the price of the new jaggery fetches fifty per cent over the price of ordinary jaggery, the value of the process that has now been invented is estimated at one crore of rupees a year in this Presidency.

The Agricultural Department is perfecting the process and hopes to be in a position to teach jaggery-makers to adopt it next year.

A great future awaits the cream jaggery industry which, while having the attractive appearance of sugar, yet retains vitamins which sugar does not.

### KHADDAR BILL

The Committee of the Southern India Chamber of Commerce agrees with the principles of the Indian Khaddar (name-protection) Bill, introduced in the Assembly by Mr. Gaya Prasad Singh. The object of the Bill is to encourage the use of hand-spun cloth and to prevent fraud on the public being played by foreign and Indian mill cloth owners.

### AN EXHIBITION TRAIN

A complete train has been shipped from England to America as an exhibit at the Chicago World's Fair. The train is the L. M. S. Flier "Royal Scot" and was loaded in a special 10,000 freighter. After the Exhibition, the train will travel thousands of miles in the United States and Canada.

### MANGOES FOR THE KING

The first consignment of the season of 60,000 mangoes, some of which are intended for His Majesty the King, was carried by the Dollar Line Steamer "President Pierce" which sailed from Bombay on 21st April. His Excellency the Governor of Bombay personally inspected the packing and other arrangements.

### NEW BOARD OF FRUIT CULTURE

A meeting of a number of gentlemen interested in fruit improvement was held in Lucknow under the presidency of Mr. E. F. Oppenheim, Senior Member of the Board of Revenue; and it was decided to form a U. P. Fruit Development Board, the membership subscription being Rs. 10 per annum. The Rajah of Jehangirbad was elected President of the Board.

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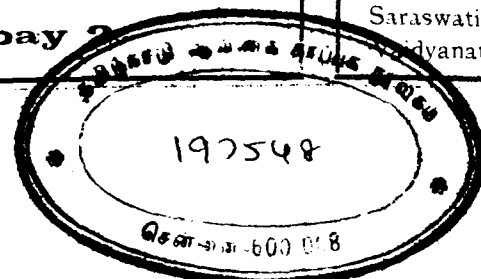
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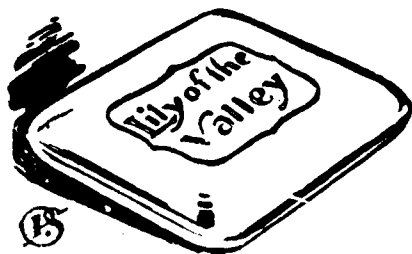




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