

Government of Madras.

EDUCATIONAL DEPARTMENT.

Recd.

Regd.

} 1913

Enclosures

Spare copies

G.O. No. 402, 3rd May 1913.

Dyeing Industry.

Requesting the Tinctorial Expert to discourage the use of inferior dyes likely to injure the export demand for handkerchiefs and addressing the Under Secretary of State for India on the subject.

BACK PAPERS.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

FURTHER PAPERS.

G.O.	No.	Department.	Date.	G.O.	No.	Department.	Date.

Government of Madras.

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Enclosures

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G.O. No. 402, 3rd May 1913.

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GOVERNMENT OF MADRAS.

EDUCATIONAL DEPARTMENT.

READ—the following papers:—

I

Letter—from F. C. DRAKE, Esq., Secretary, Revenue and Statistics Department, India Office.

To—the Chief Secretary to the Government of Madras.

Dated—London, the 3rd February 1913.

No.—R. & S. 450.

I enclose a copy of two letters that have been sent to me by Mr. John Cook (of Messrs. W. A. Beardsel and Company, Madras, and Messrs. Coles Son and Company, London). The letters are respectively from the Company of African Merchants and from the African Traders Company, the latter being, I understand, a Company controlled by Messrs. Jardine Mathieson and Company. They go to show that the Madras handkerchiefs of the class referred to have been found unsatisfactory lately, and the suggestion is that this is due to the use of aniline dyes, the use of which is said by Mr. Cook to have been encouraged, in place of vegetable dyes, by the teaching given under the Department of Industries in Madras.

It seems to be a matter for the Local Government, and I have told Mr. Cook that a copy of these letters would be sent to you.

ENCLOSURES.

(1)

Letter—from C. A. MORIE, Esq., Chairman, The Company of African Merchants (Limited), Fenwick Court, Brunswick Street, Liverpool.

To—Messrs. COLES SON AND COMPANY (Limited), London.

Dated—the 10th January 1913.

In reply to your letter regarding Real India Madras in Africa, the writer is just leaving town, and has therefore very little time to go into this question, but, speaking generally, we have had several complaints, especially from Opobo, during the past year that several of the colours in Real India Madras shipped to that port have not stood as well as they ought to have done, and that the natives have been making complaints on the subject. We cannot remember exactly at the moment the particular tints which have been complained of, but we will endeavour to get this information and let you have it.

Mr. Middleton only yesterday referred to the fact that, in a certain part of Africa with which we do not trade, the business has been entirely lost in consequence of these same complaints. No doubt you yourselves will know to what district he is referring. The writer requested him to see Mr. Drake in order to corroborate what you have said in the letter which he gave us, and which was also shown to Mr. Drake.

(2)

Letter—from W. HERRON, Esq., Assistant Manager, The African Traders Company, (Limited), 62, Queen Street, Cannon Street, London, E.C.

To—Messrs. COLES & Co. (Limited), London.

Dated—the 24th January 1913.

We beg to reply to your letter of 9th instant, with regard to the Real Indian Madras handkerchiefs, design 9022, of which two trunks have already been returned and a considerable number, probably at least 17 trunks, have still to be returned from another station.

As you are well aware, this special lot of real Indias has given us a lot of trouble, and in addition has caused a considerable amount of prejudice to our trade.

This is the first occasion in all our large experience of this trade where we have heard of fleeting colours. These particular goods now complained of, as you know, wash out almost completely, and we may say quite frankly that if we thought we ran any risk of another such experience, we should discard Real India altogether for the Manchester article.

We emphasise the point that the only virtue in the eyes of the West Coast native in Real India is the fact that the colours could be absolutely depended on, otherwise the Manchester article is much more satisfactory from every point of view.

We cannot estimate the actual damage and prejudice caused to us by this lot of bad colour Real India, but we do trust in the interests of the merchant and the native manufacturers, that steps will be taken to keep up the reputation hitherto enjoyed by Indian Madras for fast colours.

II

Endorsement No. 609-1, Educational, dated 18th March 1913.

Referred for remarks to the Superintendent of Industrial Education through the Director of Public Instruction.

L. DAVIDSON,

Ag. Secretary to Government.

III

Letter—from Dr. F. MARSDEN, Technical Expert, Madura.

To—the Director of Public Instruction (through the Superintendent of Industrial Education, Madras).

With reference to Endorsement No. 609-1, Educational, dated 18th March 1913, I have the honour to acknowledge the receipt of accompanying correspondence between certain Shipping Firms trading with W. Africa and Messrs. Coles and Company, London.

The correspondence deals with the question of Madras handkerchiefs, the colours of which have not been fast, and Mr. Cook expresses the opinion that "this is due to the use of aniline dyes, the use of which is said to have been encouraged, in place of vegetable dyes, by the teaching given under the Department of Industries in Madras."

Mr. Cook is here of course in error, for the Dyeing Expert was not appointed until March 1911, and the displacement of vegetable dyes by the synthetic products had already taken place (before the department had got to work) for the Dyeing Expert after touring the Presidency reported that he found almost everywhere the use of indigenous dye-wares had been discontinued.

Regarding the wider question of the use of synthetic *versus* natural products, there is no doubt that in the minds of all people who consider the subject from an unbiased point of view, the matter has been decided in favour of synthetic products, for the demands of the modern cotton dyeing industry can be met by the use of these products alone. Mr. Cook must know that the number of dyestuffs available, in general, is enormous and that the choice is guided by a knowledge of the demands (as regards fastness) which will be made upon the finished articles.

Synthetic dyes, superior in fastness to almost any natural one, are available, but up to the present their cost has been rather high and merchants have objected to pay the price demanded by the dyer for dyeing such colours. Under the stress of competition the price has fallen, but when the margin of profit has disappeared the dyer will naturally try to substitute some cheaper, less suitable, colour and trust to the alteration not being noticed.

The remedy for the fault referred to in the correspondence would be in the merchants placing orders to "dye to sample", specifying dyestuffs which they knew by experience satisfied their requirements, and then having the material tested before acceptance to satisfy themselves that it agreed with the specification.

No. 402, EDUCATIONAL, 3RD MAY 1913.

No. 40 I., dated 9th April 1913.

Submitted to the Director of Public Instruction, Madras, with reference to N. Ref. on Cur. No. 2505, dated 29th March 1913.

K. T. B. TRESSLER,
Ag. Superintendent of Industrial Education.

N. Ref. on Cur. No. 2505, dated 17th April 1913.

Submitted to Government with reference to Endorsement No. 609-1, Educational dated 18th March 1913.

2. The enclosures are herewith returned.

A. G. BOURNE,
Director of Public Instruction.

Order—No. 402, Educational, dated 3rd May 1913.

Dr. Marsden's report indicates that it is probably the use of cheaper and inferior aniline dyes which has given rise to the complaints regarding the quality of the handkerchiefs exported to Africa from Madras. If this is the case, it is clearly in the interests of the trade to stop the use of such materials, and the Government consider that action should be taken in that direction. Dr. Marsden will accordingly be requested to follow up the matter in conjunction with Messrs. Beardsell & Co., Madras, and Messrs. Coles, Son and Company, London, to ascertain, if possible, exactly where the handkerchiefs referred to were dyed and to do what is practicable on the evidence before him to discourage the use of inferior dyes likely to injure the export demand. A report on the result of the steps taken should be submitted to Government in due course.

2. The Under Secretary of State will be addressed.

(True Extract.)

L. DAVIDSON,
Ag. Secretary to Government.

To the Superintendent of Industrial Education,
through the Director of Public Instruction.
" Director of Public Instruction.
Copy to the Revenue Department.

GOVERNMENT OF MADRAS.

EDUCATIONAL DEPARTMENT.

No. 403.

From

THE HON'BLE MR. L. DAVIDSON, I.C.S.,
Acting Secretary to the Government of Madras,
Educational Department,

To,

THE UNDER SECRETARY OF STATE FOR INDIA,

Dated Ootacamund, the 3rd May 1913.

SIR,

With reference to Mr. Drake's letter No. R. & S. 450, dated 3rd February 1913, regarding the defective dyeing of certain classes of Madras handkerchiefs exported to Africa, I am directed to enclose, for your information, copy of the Proceedings of the Government of Madras, No. 402, dated 3rd May 1913. When the further report called for from the Timetorial Expert has been received, a statement of the result of his enquiries will be communicated in continuation of this letter.

I have the honour to be,

Sir,

Your most obedient servant,

L. DAVIDSON,
Ag. Secretary to Government.

EDUCATIONAL DEPARTMENT.

NOTES CONNECTED WITH G.O. Nos. 402, 403, EDUCATIONAL,
DATED 3RD MAY 1913.

[SUBJECT.—*Use of aniline dyes in the manufacture of Madras handkerchiefs.*]

From the India Office, R. & S. No. 450, dated 3rd February 1913.

The Secretary, Revenue and Statistical Department, India Office, forwards for information copies of two letters from two firms of African merchants, which go to show that the Madras handkerchiefs exported to Africa have been found to be unsatisfactory lately, owing probably to the use of aniline dyes in place of vegetable dyes, and that if the use of these fleeting dyes is persisted in the trade in handkerchiefs will be lost altogether. It is also suggested that the use of aniline dyes is due to the teaching given under the Department of Industries.

I don't believe it.

L. DAVIDSON—18-3-13.

2. The papers may be referred to the Superintendent of Industrial Education for remarks. A draft is placed below for approval.

Submitted not necessary. The correspondence was forwarded to the India Office only by a representative of the Madras firm—Messrs. Beardsell & Co. Madras firms are not therefore likely to be ignorant of the fact. The point with which the correspondence is concerned is whether the department is responsible for it.

C.R.—17-3-13.

T. KANAKASUNDARAM PILLAI—10-3-13.

C. RAMANUJACHARI—17-3-13.

3. It is also for consideration whether copies of the correspondence may be forwarded to the Madras and South Indian Chambers of Commerce.

L. DAVIDSON—18-3-13.

[Memorandum No. 609-1, Educational, dated 18th March 1913.]

From the Director of Public Instruction, No. 2505, dated 17th April 1913.

Please see Dr. Marsden's letter in the current file. A draft letter to the Under Secretary of State is submitted for approval.

B. GOPALACHARI—23-4-13.

It may perhaps be advisable to send a copy of Dr. Marsden's letter to the India Office.

C. RAMANUJACHARI—23-4-13.

His Excellency should see. It is rather a serious matter if Madras dyers are taking to the use of aniline dyes, which are not fast, because of the cheapness of the inferior stuff. I think we ought to try and make the local dyers realize what a mistake they are making.

L. DAVIDSON—24-4-13.

Dr. Marsden's letter does not convey his meaning so clearly and definitely as it might. I am aware of his opinion on the general question of the comparative qualities of aniline *v.* natural dyes, owing to a recent interview with him. His experience and researches in this country have convinced him of the conclusion—all-round superiority of aniline dyes, which are already largely used here.

Apparently, from this correspondence, there are bad—cheap and inferior—aniline dyes, as well as good: it is the use of these inferior aniline dyes which has led to this complaint, and which should—assuming Dr. Marsden to be right—be discouraged. I suggest therefore as follows:—

(1) Dr. Marsden should be placed in possession of all the information available, and be instructed to follow up this complaint in conjunction with Messrs. Beardsell and the other firm; ascertain, if possible, where these handkerchiefs were dyed, and do what is practicable on the evidence before him; then to discourage the use of inferior dyes, which otherwise may injure the demand for these products.

(2) India Office should be informed that these steps are being taken, and that a report will follow later.

P[ENTLAND]—26-4-13.

A revised draft order and draft letter are submitted for approval.

B. GOPALACHARI—28-4-13.

C. RAMANUJACHARI—29-4-13.

Passed with amendments. Please re-type for record.

L. DAVIDSON—2-5-13.

[G.O. Nos. 402, 403, Educational, dated 3rd May 1913.]

14 Educational Department. 6

609
C.No. 547, from the Secretary, Revenue & Statistics Deptt., India, Office, No.R & S.450, d/3-2-13.

C.No.1307, from the D.P.I., No.2505, dated 17-4-13.

Recd 3/5/13

ORDER :- No 402 & 403-5-13
P.S.

Dr. Marsden's report indicates that it is probably the use of cheaper and inferior aniline dyes which has given rise to the complaints regarding the quality of the handkerchiefs exported to Africa from Madras. If this is the case it is clearly in the interests of ~~the~~ the trade to stop the use of such materials and the Government consider that action should be taken in that direction. Dr. Marsden will accordingly be requested to follow up the matter in conjunction with Messrs. Beardsell and Co., Madras, and Messrs. Coles, Son and Company, London, to ascertain if possible exactly -- where the handkerchiefs referred to were -- dyed and to do what is practicable on the evidence before him to discourage the use of inferior dyes likely to injure the export demand. A report on the result of the steps taken should be submitted to Government in due course. ^{Under} 2. The Secretary of State will be addressed.

Recd 29/5/13
To the Superintendent of Industrial Education, ✓
through the Director of Public Instruction.
Copy to the Revenue Department. ✓

L.D.
2-5-13.

15 14 P 7
Letter. No 403 Est 83 - 5-13

To

The Under Secretary of State for India.

X
Sir,

With reference to Mr. Drake's letter No.R & S.450 dated 3rd February 1913, regarding the defective dyeing of certain -- classes of Madras handkerchiefs exported to Africa, I am directed to enclose for your information copy of the Proceedings of the Government of Madras No. 402 dated 3rd ~~xxxx~~ May 1913. When the further report called for from the Tinctorial Expert has been -- received, a statement of the result of his enquiries will be communicated in continuation of this letter.

I have etc.

L.D.
2-5-13.

4-6-13
114

Copy to Mr. Drake
4-6-13
L.D.

Current No. 600+, dated.....19
 G.O., No. 54, dated.....19

Number of MS. pages sent { Correspondence including orders 15
 Notes.....3

Docket, During S. duty - Registering
of the use of inferior papers taken
from the export demand for the
addressing the kind, Secretary of State
for India on the subject

(c)	Number of copies required when struck off (not including copies for volumes and editors' table which are retained in the Press).	Complete correspondence and orders.	Notes
FOR RECORD.*			
Madras Records	...	<u>20</u>	<u>15</u>
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Signature copies.....	<u>2</u>	<u>4</u>	<u>2</u>	
India Office.....				
Govt. of India.....Dept.				
Revenue Department.....				
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(b) Each letter, memorandum, or order, or set of orders, in the file of correspondence should be headed in succession with the Roman numeral I, II, III, etc., the number being written in red ink or blue chalk above the item. The particular papers to be printed in the special issue-copies should be indicated by the Roman numeral (I, II, etc.) by which that item has been headed in the correspondence file. All matter, including marginal remarks or references, to be printed should be written in ink and matter which should not be printed should be encircled. Initials and signatures that are not quite legible should be re-written distinctly.

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(d) In the absence of special instructions to the Press to keep matter standing for a specified period, ordinary papers of 8 pages and under will be kept standing for one week; and larger papers for two weeks only. The type of notes and of all confidential papers is distributed immediately after striking.

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(c) Signature copies of letters to the Secretary of State or to the Government of India should be printed on hand-made paper.

(d) This slip should be returned by the Press to the Secretariat when proofs are furnished; it will be sent back to the Press when proofs are returned corrected and should be finally returned to the Secretariat when struck-off copies are supplied.

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[P.T.O.]

TO PRESS, ~~REVISION~~
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READ AGAIN G.O. No. 124

DATED

CURRENT No.

ENCLOSURES TO C. No.

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LETTER OF GOVERNMENT.

STATEMENT WITH DITTO.

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