

Government of Madras.

EDUCATIONAL DEPARTMENT.

Recd

Regd.

} 1913.

Enclosures

Spare copies

G.O. No. 1146, 3rd December 1913.

Pattern book on brass and copperware.

Directing that copies of the — should be distributed free to *bonâ fide* artizans, etc., and requesting the Director of Public Instruction to submit a distribution list for approval and the Superintendent, School of Arts, to take in hand the preparation of a similar work on cotton-printing.

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GOVERNMENT OF MADRAS.
EDUCATIONAL DEPARTMENT.

READ—the following papers :—

I

G.O. No. 535, Educational, dated 18th June 1912.

ABSTRACT.—Approving the proposal to print and publish 1,000 copies of the illustrated pattern books of Indian art industries relating to metal work.

II

Letter—from the Hon'ble Sir ALFRED GIBBS BOURNE, D.Sc., F.R.S., K.C.I.E.,
Director of Public Instruction.

To—the Secretary to Government, Educational Department.

Dated—Madras, the 27th August 1913.

No.—Ref. on Cur. 6703.

The Superintendent, School of Arts, Madras, informs me that copies of the pattern book on brass and copperware prepared by him with reference to G.O. No. 535, Educational, dated 18th June 1912, are being sent to him by the Superintendent, Government Press, and that he can find no accommodation for them in the school. I have the honour to request that you will be so good as to let me know at an early date how they are to be distributed. It is understood that copies of Mr. Hadaway's former monograph on "Tinsel and Wire" were disposed of by the Board of Revenue, and I beg to enquire whether copies of the pattern book on brass and copper may not be similarly disposed of.

III

Memorandum No. 2618-2, Educational, dated 7th October 1913.

The Superintendent, Government Press, is requested to state what was the actual cost of printing and publishing the thousand copies of pattern books on brass and copperware prepared by the Superintendent of the School of Arts in accordance with G.O. No. 535, Educational, dated 18th June 1912.

(By Order.)

C. S. ANANTARAMA AYYAR,
Under Secretary to Government.

To the Superintendent, Government Press.

IV

Office-note—from T. FISHER, Esq., I.S.O., Superintendent, Government Press.

To—the Secretary to Government, Educational Department.

Dated—Madras, the 16th October 1913.

No.—18839.

With reference to Memorandum No. 2618-2, Educational, dated 7th October 1913, the Superintendent, Government Press, submits that the actual cost of printing and publishing the thousand copies of pattern books on brass and copperware prepared by the Superintendent of the School of Arts is Rs. 7,087 as per details below :—

	RS.
Printing	555
Binding	625
Paper	1,813
Blocks for illustrations	4,094
Total	7,087

Order—No. 1146, Educational, dated 3rd December 1913.

The Government consider that copies of the pattern book on brass and copperware should be distributed free to *bonâ fide* artisans and to art and technical schools, museums, public libraries and other educational institutions and also to officers of Government and others interested in the publication. The Director of Public Instruction will be requested to submit a distribution list for approval.

2. The preparation of a similar book on cotton-printing should now be put in hand and Mr. Hadaway will be requested to undertake it.

(True Extract.)

W. FRANCIS,
Ag. Secretary to Government.

To the Director of Public Instruction.

NOTES CONNECTED WITH G.O. No. 1146, EDUCATIONAL, DATED
3RD DECEMBER 1913.[SUBJECT.—*Distribution of copies of pattern books on brass and copperware.*]*from the Director of Public Instruction, dated 27th August 1913, R.C. No. 6703.*

The Director of Public Instruction requests orders as to how copies of pattern books on brass and copperware, printed in accordance with G.O. No. 535, Educational, dated 18th June 1912, should be distributed. He quotes the case of the monograph on "Tinsel and Wire", copies of which were distributed by the Board of Revenue. Submitted that the natures of the two publications are different. While

Cf. paragraph 1 of office-note on page 1 of notes with G.O. No. 83, Revenue, dated 11th January 1909.

the monograph was called for by the Government of India and was intended to provide a basis for a complete survey of the art industries of India, the publication now in question, namely, pattern books, is intended for use by manufacturers and artisans as guides to workmen. Further, it does not appear that the former was intended for distribution to the public or for sale* to them; it is not known how many copies were printed. Only such of the copies as were required by the Local Government and the Government of

Page 2 of G.O. No. 106, Educational, dated 21st February 1905.

* List of books for sale at the Government Press, does not include this publication.

Cf. G.O. No. 98, Revenue, dated 10th January 1910.

India were forwarded by the Board of Revenue to Government.

2. As regards the present publication, the conference of the principals of the schools of art in India, to which was left the question of details under paragraph 8 of the Resolution of the Government of India, No. 423, dated 29th June 1905, recommended that the best method of getting the books into the hands of the artisans and thus diffusing their influence

Paragraph 5, page 3 of G.O. No. 797, Educational, dated 29th November 1907.

as widely and expeditiously as possible, could only be satisfactorily attained by distributing the patterns for at least the first few years free to all *bonâ fide* artisans through such officially recognized channels as the schools of art, Government museums, technical schools, educational inspectors and approved trade societies on application. No definite pronouncement was made by the Government of India on this suggestion, but it may be observed, that that Government did not at least object to it. Please compare paragraph 2 of the letter from the Government of Bengal printed at page 3 of G.O. No. 705, Educational, dated 10th October 1908. Before deciding on the agency to undertake the distribution, it seems necessary to determine—

(a) whether the distribution should be free as recommended by the conference, and

(b) to what institutions and persons they should be so distributed.

As this is the first publication of the kind, these questions have not been dealt with till now. In any case the Board of Revenue does not at present seem to be the proper agency to undertake the distribution. One thousand copies of the artisan edition have been printed. It is submitted that the Director of Public Instruction may be first asked to offer

his remarks on the points referred to above.

C. RAMANUJACHARI—13-9-13.

Yes: the Superintendent of the School of Arts could probably advise also.

W. FRANCIS—18-9-13.

To the Director of Public Instruction.

OFFICE OF THE DIRECTOR OF PUBLIC INSTRUCTION.

I place below a letter from Mr. Hadaway suggesting means of distributing the book, and I think most of them may be adopted. His method of personal distribution strikes me as rather expensive however. He might supply lists of artisans at the important centres of the industry and copies could be sent in sufficient numbers to Collectors for distribution.

The distribution to museums, technical schools, etc., can be done from the Government Press on lists supplied by this office.

It seems clear that unless the distribution is gratis the book will not reach the people it is meant for.

J. H. STONE—1-10-13.

ENCLOSURE.

Letter—from W. S. HADAWAY, Esq., Superintendent School of Arts, Madras.
To—the Director of Public Instruction, Madras.
Dated—the 25th September 1913.
No—R.O.C. 831/12.

In answer to your R.C. No. 6703, dated 24th September 1913, I have the honour to state that in my opinion the distribution of the pattern books to *bonâ file* artisans should be free.

In regard to the manner of distribution, I have the following suggestions to make.

The work in ornamented brass and copper of the Presidency is confined, except in rare cases, to a very few large centres, such as Madras, Tanjore, Tirupati, Madura and Trichinopoly. In other places there are artisans who work at ornamented articles only occasionally. (a) I therefore suggest that the best way of distribution at first, would be to visit the five centres named, with a sufficient quantity of the pattern books and to distribute them to the workmen who are known to us to be actual artisans, making at the time, a brief record of the names of the persons to whom copies are so distributed. (b) As the method above would make the work known fairly soon, and it would be inevitable, that some artisans would be missed in a first distribution it might be intimated at the time that further copies could be had from the School of Arts on application. (c) The Superintendent, Government Museum, might be given a few copies to distribute to artisans with whom he is brought into contact, and of course a copy should be kept in the Connemara library and in all other libraries in Madras. (d) Each technical school in the Presidency should have a copy. (e) The various Government art schools outside the Presidency, such as those of Calcutta, Bombay, Lahore, etc., should have at least two copies each. (f) Approved trade societies might be given copies for their libraries and other copies might be distributed through them to artisans on application. (g) Collectors of districts in which there are only a few metal workers might have copies to distribute to them on application and to this end a notice could be sent to all Collectors.

I do not recommend that educational inspectors be given copies for distribution, except in a few cases where the individual inspector is known to be somewhat interested in the subject.

I would be glad to have 25 or 30 copies for myself to present to various friends who have helped me in one way or another with the book and to libraries, and the Assistant Superintendent who did considerable work on the book would also, doubtless, like to have a few copies.

Mr. Edgar Thurston who started the work should also receive a copy.

In regard to paragraph (a) above, if the work were undertaken *en bloc* so to speak, I believe it would be the cheapest way in the end. The book is of a considerable size and postage or railway carriage would rapidly mount up if distribution were undertaken piece-meal, and few copies would reach their proper destination if we waited for individuals to send for them and pay carriage.

I am in touch with the artisans in the centres named and could easily, in school holidays, distribute the book with the help of an officer from the school and a peon, the expenses thus being kept at a minimum and the great advantage being that the books would reach the persons for whom they are intended. A record would, of course, be kept of each distribution.

To the Educational Department.

EDUCATIONAL DEPARTMENT.

It is for consideration whether the proposals for the free distribution of copies of the book submitted by the Superintendent of School of Arts, supported by Mr. Stone, may be approved. As regards the objection to personal distribution raised by Mr. Stone, it is doubtful whether the Superintendent will be able to prepare a list of the artisans from Madras. The proposal itself is apparently made in view of his inability to do so. Further personal distribution may enable the officer to determine whether the artisan is worth the presentation. Except the District Collector, there is no suitable agency in the districts which can make the selection of the artisans; and the Collector has hardly the time and facilities for such a work and has to depend on his subordinates for the purpose. There seems therefore to be no suitable alternative to the proposals of the Superintendent, if it is decided to make the free distribution.

C. RAMANUJACHARI—2-10-13.

What did this edition of 1,000 copies cost?

W. FRANCIS—3-10-13.

Submitted that no information is available as to the actual cost of the edition. Please see the portion marked A on page 2 of the notes with G.O. No. 535, Educational, dated 18th June 1912. For orders as to whether the information should be called for from the Superintendent, Government Press.

C. RAMANUJACHARI—4-10-13.

Yes, please. I think it is necessary to have some idea in connection with the question whether this policy should be prosecuted.

W. FRANCIS—4-10-13.

A draft memorandum is submitted for approval.

C. RAMANUJACHARI—4-10-13.

C. S. ANANTARAMA AYYAR—4-10-13.

[Memorandum No. 2618-2, Educational, dated 7th October 1913.]

From the Superintendent, Government Press, dated 16th October 1913,
No. 18889.

Please see the letter from the Superintendent, Government Press, on page 4, wherein the cost of printing and publishing the 1,000 copies of the pattern books is reported to be Rs. 7,087. It is for consideration whether the proposals of the Superintendent of the School of Arts for the free distribution of the book may be approved.

E.A.V.—23-10-13.

C. RAMANUJACHARI—24-10-13.

The whole idea of the preparation of this book was that it should be issued either free or very cheaply to artisans as a pattern book to keep them to approved patterns. Please see paragraph 5 of the report of the conference of the principals of schools of art on page 3 of G.O. No. 797, Educational, dated 29th November 1907.

2. The edition has cost Rs. 7,087 for 1,000 copies, or Rs. 7 per copy.

3. I can think of no better way of distributing the copies than that suggested by Mr. Hadaway and this may, it is submitted, be approved. The whole success of the expensive scheme depends upon the copies getting into the right hands.

Edl: DEPARTMENT.

CDV 7A
1-12-12 1-12-13

To the D. P. J. ~~(992)~~
 500 dup
 19.12.13
 1000
 5.12.13

RESS, ~~MAINT.~~
OOTY.

A

lease send proof in triplicate. The
papers have been carefully edited.

B

Proof returned corrected. Please strike
off and send number of copies as indicated.

Type may be released after usual interval
at once.

C

As the matter is clear manuscript and
has been carefully edited, (b) proof need
not be sent. Please print and supply
number of copies as indicated.

Type may be released after usual interval.

.....Clerk.

.....Clerk.

.....Clerk.

.....Supdt.

.....Supdt.

.....Supdt.

(b) Three copies of proof of all notes should be sent for approval, except when instructions are given to the contrary.

SPECIAL INSTRUCTIONS.

Pattern Book on brass & copperware.

to printing that report of the —

*should be distributed free to lower-side artisans to
and requesting the Supdt. to submit a distribution list for approval
School of Arts to
take in hand the preparation of a similar work
on cotton printing.*

TO BE FILLED IN BY THE PRESS.

Diary.	Initials of Press official.
Received in Press on.....	8/12/12 <i>ALB</i>
First proof furnished on.....	12/12/12 <i>LB</i>
Call for revised proof received on.....	
Revised proof furnished on.....	
Corrected proof received for striking on.....	13/12/12 <i>LB</i>
Final copies supplied on.....	18/12/12 <i>LB</i>

Account of copies.	Complete copies.	Notes.	Issue copies.
Supplied to Secretariat for Record.....	31		
" " " Issue.....	5		
For Volumes.....	16		
For E. T.....			
Total ...	52		