

Home (1916) Department.
Education

Ordinary SERIES.

G.O. No. 1052

DATED 4. 10. 16

[Despatch Abstract.]

Soap experiment.

Directing that the word Sirkar should be used as the
general brand
~~generic~~ name for the soaps manufactured at the experi-
mental soap factory in the Department of Fisheries.

C No. 2940 Ed

H O M E DEPARTMENT.

(EDUCATIONAL)



Received 91 . Registered 10/8 1916.

Subject.

ENCLOSURES.

No. _____

Spare copies _____

No. 675

Station Madras, Dated the 27 August 1916

From (Name) Sir F. A. Nicholson, K.C.I.E.,

(Designation) Honorary Director of Fisheries.

To The Secretary to the Government of Madras,

H O M E Department.
(Educational)

Sir,

I have been casting about for a suitable trade mark and generic name for the soaps to be made hereafter at the Government soapery, and which should by October be taking a distinct commercial place in the market. Soaps like Vinolia, Sunlight, Monkey Brand, etc. are immensely helped by a crisp distinctive name which denotes a whole series of soaps with merely special differences.

2. I write therefore to know whether there will be any objection to my using the words "Broad Arrow" as a generic name with some appropriate design—which, however, can never be elegant—carrying the Broad Arrow mark. Since the soapery will be a Government factory, the name

9K

2.

and mark seem appropriate; the name has the advantage that no private firm can have adopted the name or mark, a difficulty which has already stopped my use of ^{various} ~~a~~ marks and names. The only grave objection is that if Government hereafter sell the factory and goodwill which would carry all trade marks, the private purchaser would ^{desire} ~~be entitled~~ to use the Broad Arrow name and mark. This, however, is perhaps looking too far ahead.

3. If approved, all soaps turned out at the Soapery would be called "Broad Arrow" soaps, and be asked for by consumers by that name as a general brand name; but each specific sort of soap would, as usual, bear its specific name such as "Vegetol", "Washwell", etc. in the same way as Vinolia is a brand and Vinolia Premier, Vinolia Toilet, Vinolia Vestal, are ~~a~~ specific classes of Vinolia.

4. If the words "Broad Arrow" are not approved, (or if preferred) I will use a name such as "Miranda", bearing a double meaning and with an effigy of the Shakespearian maiden for the generic name and mark. As the soaps are to be Government soaps, Government may desire to have a say in the matter.

5. As I have to cut my moulds and dies I beg to ask for early orders.

I have the honour to be,

Sir,

Your most obedient servant,

F. A. Nicholson

Honorary Director,
Madras Fisheries.

V.M.S.

Again G.O., No. , dated 190 .
Current No. from the , No. , dated 190 .

Current No. 29400 from the Hon^{ble} Director, ^{Ret} No. 475, dated 8.8.1916.
of Fisheries

SUBJECT.

Name & mark for the
soaps manufactured
by Sir Frederick Nicholson.

Submitted that the soap
factory established under the
supervision of Sir Frederick
Nicholson is only for experi-
mental purposes. When the
feasibility of commercial
manufacture of soaps
has been sufficiently ~~demon~~
demonstrated to the public
the business may have to
be transferred to a private
agency. Any name & mark
now used by Sir F. Nicholson
may then be used by the
private agency. It is there-
fore for orders whether the
~~broad~~ arrow mark which
is the distinctive mark of Govt
articles

for No. 3725 (M)
10.1.16

articles may be used for the
soaps or whether Sir F. Nicholson
may be told to use some
other mark & name.

St

11-8-16.

Ref. 191

Submitted that the broad arrow
mark may be accepted. Sir Frederick Nicholson
seems to prefer it. Any private agency
that takes up the business later on
may change the mark; and even if
it does not, it does not seem to be any harm.

CA
18.5.20

St G

19.5.16

"Broad Arrow" is rather misnomer: & also
has a sinister connection with "convids".
Would not "Malabar" - "Tanur" - "Kerala" -
or some local appellation serve the mimetic
purpose?

Sir F. N. might perhaps be asked for further
suggestions.

This should be dealt with urgently: as he
requests:

P

19.8.16.

Sir Frederick Nilsen
for soap remarks. Uo.

My Uo
21/10/16

Exh. 29404
22-8-16

* practically all
toilet soaps only.

The ~~Broad~~ "Broad Arrow" trade mark
has its disadvantages, and I am not
enamoured of it. Neither does the
name "Star of India," as suggested in a
letter by Purvis & Co, approve itself to
me: (1) there are several articles already
with that word (still trademark): (2) it is
not crisp enough for an article in very
common demand; a single word with good
connotation like "Sunlight," or mellifluous
like "India," is desirable; (3) the name
of the premier Order of Honour in India
seems undesirable for soaps; "Bath
soap" is all right but not "Order of the
Bath" soap.

It is not possible to use names of
places such as "Malabar" &c, (1) because
such names are not reputable as
trade names, (2) because the location of
the soapery may shortly be changed.

I cannot devise any very suitable

names but I append a few :-

"Stella" (if not already in use);

"Corona" (used for cigarettes);

"Arbor", crisp and being reference to
main source of our oils, e.g.

cocoanut, ^{sluggi}, sunna, pongon, castor, &c.

The trade mark would be most

in a cocoanut, ^{specially} appropriate for

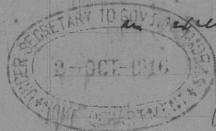
India :

"Miranda", already in use.

on the whole "Arbor" seems ^{to me} about
the best, being crisp, easily remembered
& asked for, distinct from other names,
suggestive of a good & indicative
trade mark, &c.

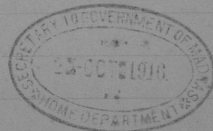
27/9/16. F. A. Nicholson.

I attach a further doc. from
Sir Frederick Nicholson in which
he suggests "Linker" as a suitable
trade name, & am to say that
his Secretary accepts this as
a suitable suggestion.



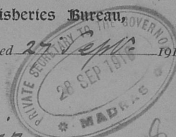
(Kynner)

Kettner
29.9.16



Fisheries Bureau

Conor
Chepauk, dated 27 Sept 1916



My dear Mr. ...

I return herewith
the file sent me, U.S.,
relating to a generic
name for the Govt
schools -

I'm very sorry for the
delay, due partly to
inability to discuss a
suitable name, partly
(in the last 10 days)
to ill health, viz.
symptoms of a trouble
(appendicitis) such I

once in hand from:
I am thy son
off.

Yours sincerely,

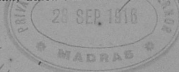
F. A. Nicholson.

Kindly let me have an
early copy of his
excellency's settled
programme for the
17th prox. and any
instructions thereon.

F. A. N.

Fisheries Bureau,

Commonwealth, dated 25 Sept. 1916.



My dear Sir

In my note yesterday about a generic trade name for my soaps I quite forgot to add "Sirhar" as a good possibility; it is crisp, a well known appellation in India, and suggests, at least suggests, the Govt connection with or source of the soaps.

The above spelling is, perhaps, the best; it is usual, and gives both the proper and unmistakable pronunciation; if written,

puristically, "Sarkar"
the first syllable would
probably be pronounced
as though rhyming with
"Jar" = "Circar" is
prettier to look at,
but might ^{suggest} ~~give~~ an
erroneous connection with
the Circars. However,
this is a matter of
opinion.

Yours sincerely,

F. A. Nicholson

Home (Ev.) Sept

A Draft order is submitted for approval.

8th. Sir F. Nicholson will perhaps come up about 2.10.16. a trademark like it has been in use.

2.10.16

2.10.16

10.16

[Handwritten signature]
4.10.16

500-7-14.

1916.

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n,

Soap experiment. Home (Esp)

Directing that the word "Sinkar"
 should be used as the generic name
 for the soaps manufactured
 at the experimental soap factory
 in the Dept. of Fisheries.

READ AGAIN G.O. No. 191.

191.

READ ALSO:-

C. No. 2940, From the Hon^{ble} Director, No. 475, dated 8.8.1916.

J. Fisheries

191.

191.

ORDER.

No. 1052, dated 4-10-1916.

This

a - general brand name
 vide p 2 of.

The Govt consider
 that the word "Sinkar"
 should be used as the
 generic name for the
 soaps manufactured
 at the experimental
 soap factory in the
 Dept. of Fisheries.

8A

2.10.16.

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2/10/16

E.A.H.
1/10/16

To

The Hon^{ble} Dir. of Fisheries (6/6)

When given for copying

When copied

When examined

When signed

191

HEAD AGAIN C.O. No.
191

DATED

CURRENT No.

ENCLOSURES TO C. No.

ORDER OF GOVERNMENT

A A A A A A A

LETTER OF GOVERNMENT.

STATEMENT WITH DITO.

PAPERS NOT FILED UP, BEING MEANT FOR DISPATCH
IN ORIGINAL.

N.B.—

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