

Home (1917) Department.
Education

Ordinary SERIES.

G.O. No. 1519

DATED 30. 11. 17

INDEXED

[Despatch Abstract.]

Dyes.

Requesting the Government of India to arrange with the India office for the supply direct to the Madura Technical Institute of the samples of British dyes required for instructional purposes.

PAPERS PUT UP WITH CURRENT No. _____

Papers of the department to which the current belongs.

Number.	Date.	Original (= O.) or spare copy (= S.O.)	Remarks. (In this column such of the papers as have been removed for copying, printing, etc., should be marked with a cross.)	Initials of Referencer with date in token of return to Reference department.

Papers of other departments.

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2-13.

C.P.—29.

DEPARTMENT.

Received



Registered

8 191

Subject.

Submitting copy of a report from Dr.

Marsden requesting that he may be supplied, for use
in the dyeing section of the Madura Technical
Institute, a full range of samples of British dyes.

ENCLOSURES.

No. (one.)

Spare copies

Acc No. 1807

Station M a d r a s , Dated the 5th November 1917

From (Name) C. A. Innes, Esqr., I.C.S.,

(Designation) Director of Industries.

To The Secretary to the Government of Madras,
Home (Education) Department.

Sir,

I have the honour to submit for the consideration of Government the accompanying copy of a report No R.O.C. 146 dated the 30th October 1917 which I have received from Dr. Marsden, the Dyeing Expert. The report was written after consultation with me and under my instructions. Dr. Marsden points out that unless British dye manufacturers take steps to get their products and packages known in India, the Indian dyer will return at the first opportunity to the use of German dyes, and he dwells on the necessity of a free distribution of samples pattern cards, works literature and the like. No action is necessary on this part of the report. Some time ago

Dr. Marsden, at my request, wrote a full report on points of this kind, and I forwarded this report to Mr. Chadwick the Indian Trade Commissioner and suggested that he might think it worth while to forward it on to Sir Evan Jones, the Commissioner for Dyes at home. But Dr. Marsden now suggests that steps should be taken to obtain for him, for use in the dyeing section of the full Madura Technical Institute, a ~~fair~~ range of samples of British dyes. It is hoped to open the Dyeing section some time next year, and to provide technical instruction in dyeing. The samples will be required for instructional purposes, and the use of them, in preference to German dyes, will do something to make the South Indian dyers acquainted with British dyes.

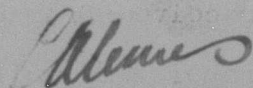
2. It would be quite easy for me to approach Sir Evan Jones through Mr. Chadwick, and I will do so if necessary. But the recommendation of Government conveyed through the India office will carry great weight.

3. Stress may be laid on the importance of the South Indian market for dyes and of Madura as the centre of that market. The imports of Alizarine and aniline dyes into Tuticorin (which imports were mainly intended for the Madura market) were valued in 1912-13 and 1913-14 at Rs. 6,13,950 and Rs. 6,13,308 respectively, and the weaving and dyeing population of the Madura district was returned at the last census as being nearly 60,000.

I have the honour to be,

Sir,

Your most obedient servant,



Director of Industries.

M.N.

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Copy of letter No.R.O.C.146 dated the 30th October 1917 from F. Marsden Esq., Dyeing Expert, Agricultural College, Coimbatore to the Director of Industries, Madras.

"In connection with the scheme for providing Technical Instruction in Dyeing at Madura, it would be eminently desirable for us to arrange for a full range of samples of products of British Firms. With the tremendous strides which I understand have been made by Messrs. Levinstein Ltd., British Dyes Ltd., and other firms it would be possible I think for the full requirements of Indian Dyeing to be met without having to go to Germany for supplies, but unless these firms get their products and packages known in India, the conservative Indian Dyer will at the first opportunity return to the materials which he has known in the past.

This can only be avoided by a campaign of advertisement and organisation and we have no knowledge of the attitude of the manufacturers in question to this important consideration. They are presumably fully occupied at present in meeting pressing requirements but it will not be sufficient for the future if they leave the meeting of Indian demands to General Importers and do not themselves institute branches here.

It has been my past experience that English firms in this line have not taken sufficient note of the importance of the meeting enquiries regarding samples, Pattern Cards, and works literature in general, and the style of their productions has not compared with that of the large German Firms. Whether it was for the works with which I was connected or for teaching Institutions, I never heard of the slightest difficulty in obtaining from the ~~latter~~ latter, full sized samples (tastefully put up), special books, general Pattern Cards or Leaflets; the mere request was sufficient, and even at Madura when I desired to hold my experimental class the Bombay agencies instructed their continental Houses to forward me representative colours and I

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received a range of bottle samples eminently suited to my purposes. Had I been ready for them I could also have obtained a full range of intermediate products illustrating the manufacture of dyestuffs from Coal Tar, but it was arranged that these should be forwarded later.

I am not in touch with the new British Firms as I was with most of the German ones, and I cannot say what the development of their "Advertising" Sections may be or whether they will consider that any advantage might accrue to them by putting the Madura Institute on the list to which specimens of their production suited to the Indian Market should be forwarded, and South Indian Market should be forwarded, and South Indian Dyers thus be made acquainted with their Dyestuffs.

[For Instructional purposes, I shall require $\frac{1}{4}$ lb. samples of representatives of the various classes of dyes and though I could obtain the bottles through the ordinary commercial channels I would be dependent upon the Dyemaking firms for the selection and supply of the dyestuff samples. I would like these samples to be really representative of the main classes, and wherever possible to include those which are of historical interest and the constitution of which is given in the general literature, such as

1. Green's "Organic Colouring Matters."
2. Cain and Thorpe's "Synthetic Dyestuffs"
3. Von Georgevics "Chemistry of Dyes"

The classes from which I would like to obtain a fair range of Dyes are as follows:-

1. Diphenyl, Triphenylmethane, Azine, Oxazine, Thiazine and other Tannin Dyes for Cotton.
2. Sulphonic acid derivatives of the Triphenylmethanes.
3. Direct cotton colours of various types.
4. Direct Cotton Colours for Aftertreating and Diazotising and developing.
5. Sulphur Colours.
6. Acid Wool Colours
7. Acid Chrome Colours.
8. Eosine and Rhodamine Colours.
9. Anthracene and other Mordant Colours.
10. Vat Colours.

also samples of Coal Tar derivatives and Intermediate products will be of

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great use to us.

As stated above I am not in a position to use my personal influence to obtain these dyes, unless it be through Professor A.G. Green who has recently become Director of Messrs. Levinstein's Ltd., but the main difficulty is that I have been unable to obtain information regarding the individual products which the firms are making, and as this detailed information is only likely to be obtained by personal conversation and enquiry there seems nothing for it but to request the assistance of Sir Evan Jones, the Commissioner for Dyes and to make the best of things until I can go Home and renew personal acquaintance with workers in this branch.

Box 38
Circ 29. 11.17
Recd 4. 17
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NOTES.

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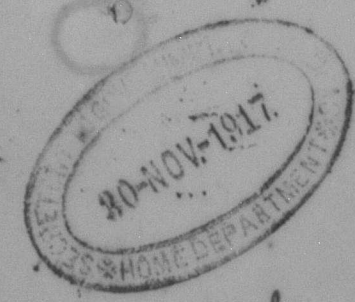
Home (Education) Department.

(C.No.3395 A), From the Officer in charge of the Department of Industries, R.O.C.1807, dated 5th Novr. 1917.

Subject:- Supply of samples of dyes manufactured in England to the Madura Technical Institute.

At the instance of Dr. Marsden, the Dyeing Expert, Mr. Innes requests that the India Office may be moved to arrange for the supply to the Madura Technical Institute of a full range of samples of dyes manufactured in the United Kingdom. Dr. Marsden hopes to introduce the English dyes among the Madura dyers by his demonstrations in the dyeing section of the Madura Institute. In letter No.840, dated the 23rd June last, the Government of India were informed about the requirements of dyers in this Presidency and it was pointed out therein that travelling agents of British dye-producing firms should travel round dyeing centres, studying the local market and the idiosyncracies of dyers, and proving by actual demonstrations and the distribution of free sample packets that the dyes were of good quality. It is not known what action the Govt. of India have taken in the matter.

2. As the question of the means to be adopted for popularising British dyes is already under the consideration of the Govt. of India, it appears desirable to make the present request to that Govt. and to ask them to arrange with the India Office for the supply of samples required for instructional purposes in the Madura Technical Institute. A draft ~~order~~ letter is submitted for approval.



30/11/17
30/11/17
30/11/17

S. L. 27/11/17
H.M.

28/11/17

Home (Education) Department

LETTER:-

To

The Secretary to the Govt. of India,
Dept. of Commerce & Industry.
(with extract)

Sir,

I am directed to invite a reference to my letter No. 840, Home (Education), dated the 23rd June 1917, forwarding a list of the dyes most commonly used in the Madras Presidency and to state that it is proposed to open a dyeing section early next year in the Govt. Technical Institute at Madura to provide instruction in dyeing. Dr. Marsden, the Dyeing Expert, requests that arrangements may be made for the supply of a full range of samples ~~into~~ British dyes for use in the ~~labour~~ section. The samples are required for instructional purposes and the use of them, in preference to German dyes, will do something to make ~~the~~ South Indian dyers acquainted with British dyes. An extract from Dr. Marsden's letter describing the classes of dyes required for use ~~in the Institute~~ is enclosed.

2. ~~It is well known~~ The South Indian market consumes ~~a~~ large quantity of synthetic dyes. Madura is the centre of ~~the market~~ and the imports of alizarine and aniline dyes

8/1/11

14/1/11

(Picture enclosed within square brackets on pages 4 & 5)

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into Tuticorin (^{these being} ~~which~~ imports ~~were~~ mainly intended for ~~the~~ Madura ~~markets~~ [^] ~~which~~ were valued in 1912-13 and 1913-14 at Rs. 6,13,950 and Rs. 6,13,308 respectively. The weaving and dyeing population of the Madura district was returned at the last census as being nearly 60,000.

3. In view of the above ^{fact the Government} ~~consider~~ ^{to request} that the Government of India will be pleased to arrange with the India office for the supply direct to the Madura Technical Institute of the samples of British dyes required for instructional purposes. ~~And they~~

~~Institution~~

I have &c.

25/4/17

28/11/17

When given for copying
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When signed

191

REAR AGAIN G.O. No.
191

DATED

CURRENT No.

ENCLOSURES TO G. No.

ORDER OF GOVERNMENT

LETTER OF GOVERNMENT

STATEMENT WITH DITTS

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

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