

Home (1917) Department.
(Education)

Ordinary SERIES.

G.O. No. 8240

DATED 23.6.17

[Despatch Abstract.]

Dves.

Forwarding to the Government of India a list of -----
required in this Presidency.



No. 1054-C.D.

GOVERNMENT OF INDIA.

DEPARTMENT OF COMMERCE AND INDUSTRY.

Delhi, the 6th March 1917.

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From

A. H. LEY, Esquire, I. C. S.,
Deputy Secretary to the Government of India,

To

The Chief Secretary to the Government of Madras.

Sir,

I am directed to say that the Government of India understand that synthetic dyes are now being made on a not inconsiderable scale in England, and that it may be possible to relieve, to some extent, the great difficulty which is at present being experienced by the weaving and dyeing industries in various parts of India in getting supplies of dyes, if their exact requirements were made known to the British manufacturers. The Government of India therefore propose to send to the Board of Trade, London, a list of dyes of which there is most need in India at present and to ask the Board to consult the British makers of dyes as to the extent to which they could supply the colours most required.

I am accordingly to request that with the permission of His Excellency the Governor in Council

the Government of India may be furnished at an early date with a detailed list of the synthetic dyes which are most commonly used in Madras Presidency.

If without involving any unnecessary delay in replying to this reference any information can also be given as to the estimated quantities of each dye annually required, this would be useful.

I have the honour to be, Sir,
Your most obedient servant,

C. & L.-E. 219.

Deputy Secretary to the Government of India.



CN 45728

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GOVERNMENT HOUSE,
GUINDY.

29th January 1917.

My dear Rajagopalachariar,

I am to send you a copy of a private letter dated 29th November 1916 written by His Excellency to the Secretary of State and also copies of the Secretary of State's reply dated 4th January 1917 with its enclosures to be added to the file regarding the supply of dyes for necessary consideration.

Yours sincerely,

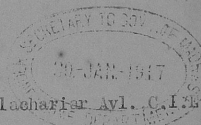
Le Mani

The Hon'ble

Diwan Bahadur P. Rajagopalachariar Ayl. C. I. E.,

Secretary to Government, Home Department,

Fort St. George.

43.1347 (2)
12.12.16*gk*

My Dear Chamberlain,

In my letter of the 24th July last I gave you some particulars of an auction of Alizarine and Aniline dyes which had just taken place in Madras and of the prices realised. These prices were a sufficient indication of the great scarcity of dyes in this country which has so seriously affected the weaving and dyeing industries in centres such as Madras.

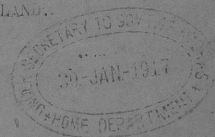
I take this opportunity to send you a copy of a recent note by Dr. Marsden the dyeing expert to the Madras Government. Our difficulty in dealing with all these questions arises from the fact that we have very little knowledge of what is happening and as regards Swiss firms I believe that Dr. Marsden is under a misapprehension. If our information is correct, the export of dyes from Switzerland has been prohibited by the Swiss Government but a certain quantity is reserved for England in accordance with a reciprocal arrangement under which we supply the coal tar products necessary for their manufacture. I do not suppose therefore that there is any chance of Swiss high grade dyes being available for India. It is possible however that the efforts which have been made to develop the manufacture of dyes in England are now resulting in increased quantities being produced part of which may be available for this country. I shall be greatly obliged if you could give me any information as to how matters stand and whether anything could be done to give some relief to the dyeing industry in this part of India. If a list of the principal firms in England which are now engaged in the manufacture of dyes and if the dyes which they are in a position to supply could be furnished, it would be of considerable assistance to us.

Yours sincerely,

PENLAND.

The Right Hon'ble

Austen Chamberlain, M.P.



3/5
INDIA OFFICE,

Private

Whitehall, S.W.

4th January 1917.

My dear Pentland,

You wrote to me on the 29th November in regard to the supply of Lyes for Madras. I cannot do better than send you a Note prepared by Mr. Winkely who has been closely into the matter with the Board of Trade on my behalf, and a letter from Mr. Ashley of that Department. If your Government can supply a list of the Lyes specially required in Madras we will do what we can to ascertain whether supplies of these Lyes are available and to assist Madras applicants. At the same time I think it would be well if on your side you instructed Dr. Marsden, or some competent authority, to see whether the local distributing agency is in all respects efficient.

Yours sincerely,

AUSTEN CHAMBERLAIN.

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NOTE BY MR. WAGLEY.

I discussed this question of dyes for Madras last week with Mr. Ashley, who deals with these matters at the Board of Trade, and he has written the letter below summing up the position. He showed me the Board of Trade list of applications for export licenses, from which it appeared that licenses for export to India were being issued daily, and that no applications were being refused; and he explained that there was nothing in the arrangements made by the Board of Trade to check export to India. It is of course not suggested that India's whole normal requirements could be met at present; but there seems no doubt that more could be done for Madras if the consumers' requirements were made clear and something were done in the way of setting up, or making known, agencies through which they could buy. As regards the suggestion made at the end of Lord Pentland's letter, Mr. Ashley thought it would be much easier and more satisfactory to start at the other end, i.e. with a statement of Madras' requirements. He pointed out that a list of dyes that makers are at present in a position to supply would not be a satisfactory indication of what they could supply if asked; the output might in many cases be modified to meet requirements. It seems to be the case, as Mr. Ashley says, that we have never supplied the Board of Trade with any comprehensive and explicit list of India's requirements. It appears from the Note enclosed in Lord Pentland's letter that Dr. Marsden furnished a list for Madras in October 1915; but I cannot find any trace of this in Madras Proceedings received up to date. Possibly 1915 should be 1916. There is a list in Dr. Marsden's Report of the 15th January 1915, which includes also some interesting remarks on the general position. But this list seems to be merely a selection from an obsolete

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As regards the second point, viz. the facilitating of the buying by consumers of dyes that are in fact available in this country, Mr. Ashley refers to the possibility that the Madras Government might itself purchase and distribute the dyes. In this connection, reference ~~XXXX~~ may be made to the Stores Department (papers below) which show that the United Provinces Government is doing something on these lines, and that quotations have been obtained from the manufacturers for all the dyes asked for.

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Board of Trade,
7 Whitehall Gardens, S.W.
2nd January 1917.

Dear Wakely,

With reference to our conversation on Friday last, the position as regards the export of dye stuffs from the United Kingdom to India is that for a long time past we have granted licenses without restriction, whether the dye-stuffs were of United Kingdom manufacture or imported into the United Kingdom from Switzerland. In a very small number of cases we have had to suggest that the application be reduced owing to the position of the supplies of the particular dye-stuff at the time, but on the understanding that further applications could be made later. I find that since the 1st September we have licensed exports to the amount of 375 tons.

Applications for licenses can be made by the agents in this country of all Indian buyers, or by firms ordinarily shipping to India as merchants, or by manufacturers of dye-stuffs in this country in pursuance of orders which they may receive direct from India, and no distinction is made in the treatment of these various classes of applications. I do not understand the statement to which my attention, that Madras appears to have been treated ~~ferently from the rest of India~~ we have of course made such differentiation and if Madras has had difficulties than the rest of India in getting supplies, I can see that this is due to some defect in the supply of dyes in Madras.

vat dyes. In this connection I cannot find that we have ever had any list of colours chiefly required in India; the only list is that given in the paper entitled - Government of Madras Revenue Department G.O.No.148, 15th January 1915 - but that, as you will see, is only a list of dyes which could be exported from the United Kingdom under general licenses which were abolished long ago. It is a list in fact of what was being produced in the United Kingdom at that time on a fair scale, not of what was wanted in India. If the Madras Government could furnish a list of specific dyes needed in their country, they could consult the British makers as to the extent to which they could supply.

You mentioned the Swiss firms: the only case we have of as being regarded with suspicion by the Indian Authorities was that of the Sandoz Company which I think the Government of Madras blacklisted for a time at the suggestion of the Collector of Customs, but after my communication with Mr. Kershaw they were advised that there was no reason for such action on their part. As the India Office are aware, we are supplying the Swiss firms with material on condition that a proportion of the resultant output of dyes is sent to this country, and the Swiss firms have been very keen in developing their trade here and have been very helpful. As I have said above, we place no obstacle in the way of Swiss dyes brought into this country being exported to India if Indian buyers can procure them, but it must be admitted that the agents of the Swiss firms in this country would generally be reluctant to sell for export as they are very anxious to keep their clientele ~~XXXXXXXXXXXX~~ ~~XXXXX~~ here supplied as much as possible. There is of course no obstacle so far as we are concerned to the Indian buyers entering into direct communication with the makers in Switzerland, though I imagine that it would be found most convenient for any dyes obtained as the result of such communication to be shipped through the United Kingdom owing to the fact that the

Home (Est.) Department.

In the Secretary of State's letter on page 3 ~~supra~~ it is suggested (1) that this Govt. ^{should} supply a list of the dyes specially required in Madras, and (2) that Dr. Naraden or some competent authority should see whether the local distributing agency in regard to dyes is in all respects efficient.

2. With regard to the first suggestion it is submitted that ^{a list was furnished} ~~was furnished~~ by Dr. Naraden ^{in October 1915} ~~in October~~ ^{last} ~~for the Govt.~~ ^{for the Govt.} This list is on page 59 of Govt. No. 434 Est., dated the 19th April 1916. It appears ^{to be} ~~to be~~ desirable to obtain a list of dyes specially required with reference to the present ~~present~~ ^{present} position of the industry.

3. With reference to the second suggestion of the Secretary of State it is submitted that in 1915 it was proposed to take over the dyes ~~ex~~ ^{of} B. S. Osarenger + to distribute them to bone ~~bone~~ ^{for}

Page 53-63 + 70-434
19-4-16

Elk
19.2.17

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dyes. Dr. Karsten suggested in that connection that, if regular supplies of dyes from England could be arranged for, a central depot might be established under his charge and that issues therefrom might be made on requisitions signed by the applicants & countersigned by the Tahildar or other official as a guarantee that the applications were bona fide. This procedure can be applied in the case of the distribution of dyes to small dyers. A good portion of the consignment may have to be given to ^{the} millers ~~as they should~~ ^{and by} be told to obtain the dyes required by them direct from England. In the note by Mr. Wakely it is stated ~~that~~ that the United Provinces Govt. have established some sort of Govt. agency for the distribution of the dyes. It is for orders whether Mr. Lanes may be requested to consult Dr. Karsten and selected representatives of the ~~industry~~ ^{factory} and report

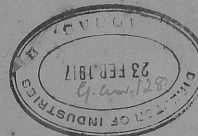
p. 5-8 supra

Elk
19. 2. 7

(Gp. No. 434, dated the 19.4.16.
was put up with another file
& was available only on
the 8.2.17.)
8.2.17.

Edlus 457-1

21.2.17



Notes in CR

30.4.17

P. 3 Supra.

Page 59 to 61 of pp. 434 (2)
19.4.16

What improvement, if any,
can be effected in the method
of distribution of dyes.

8.2.17.

12/4/17

Mr. James U.O.

Edlus 457-1

19.4.17

I apologize for the delay in sending back
this file. It was not an easy one to deal with.
It needed careful thought, and I had to consult not
only Dr. Marsden, but also the Hon'ble Mr. Silver,
Director of Industries in the United Provinces,
Mr. Faddison Collector of Madras and through him
the Madras Dyers' Association, Messrs. Walker and Co
Madras, Mr. Jal Phiroz late agent of the Badische
Aniline and Soda Fabrik and others.

2. It is first suggested in the Secretary of
State's letter that Government should send home a
list of the dyes specially required in the Madras
Presidency. Apparently the list prepared and sub-
mitted by Dr. Marsden in October 1915 was not sent
home to the Secretary of State. That list has now
been revised and brought up to date by Dr. Marsden.

NOTES.

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Messrs. Walker and Co. also kindly prepared for me a list of dyes most in request in Madura, and their list has been most useful. Finally Mr. Jal Phiroz, who as already mentioned was for many years the travelling agent of the Badische Company, and whose knowledge of the dyeing trade in South India is unrivalled, was good enough to go through our list and it has been amended with reference to his suggestions.

3. In regard to this list, which is given below, two points must be very carefully noted.

(a) Dr. Marsden has given the names of the various dyes on the market before the war. In some cases, such as Alizarin, Congo red, Indanthrene blue and so on, the actual dye may now be made by the British firms. But where this is not the case, what is wanted is a dye giving the same shade as, and possessing similar properties to, the German dyes mentioned in the list.

(b) Secondly, following Mr. Jal Phiroz's suggestions, I have mentioned in the list the packing required. Mr. Jal Phiroz was my source of information. It is a most important point. One of the reasons why the auction at Oakes and Co., Ltd. on the 23rd instant, to which reference will be made below, was such a failure was that the packing of many of the dyes put up to auction was not such as the dyers had been accustomed to.

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The list is as follows.

Serial Number.	Name of dye.	Packing required.
1.	Alizarin (for blue shade) 16 %, 20 % or 40%.	1 cwt. } 2 cwt. } casks. 4 cwt. }
2.	Indanthrene Blue.	4 cwt. casks.
3.	Congo Red.	4 cwt. casks. 28 lbs. kegs. 1/2 lb. tins. 1 lb. tins. half in smaller half in bigger packings.
4.	Benzo Fast Scarlet 4 B.S.	1 lb. tins and bigger packets.
5.	Pyramine Yellow G.	1 lb. tins.
6.	Oxamine Pure Blue A.	1 lb. tins.
7.	Diamine Black B.H.	1 lb. tins. 28 lbs. } 56 lbs. } kegs
8.	Methyl Violet B. (B.A.S.F.)	1/2 lb. tins. 1 lb. tins.
9.	Brilliant Green Crystals.	1/4 lb. 1/2 lb. and 1 lb. tins.
10.	Auramine concentrated.	1 lb. tins.
11.	Victoria Blue B. (B.A.S.F.).	1 lb. tins.
12.	Rhodamine 6 G.	1 lb. tins. 28 lbs. } 56 lbs. } kegs.
13.	Rhodamine B.	1 lb. tins. 28 lbs. } 56 lbs. } kegs.
14.	Immedial Black NW or Sulphur Black T extra (Ber.)	1 lb. tins. 1 cwt. drums.
15.	Orange No. 2	1/2 lb. tins.
16.	Metanil Yellow.	1/2 lb. tins.
17.	Scarlet R, RR and RRR (B.A.S.F.)	1/2 lb. tins.
18.	Magenta in crystals (to be packed in cotton to prevent crystals breaking)	1/2 lb. tins. 28 lb. tins.

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Serial Number	Name of dye.	Packing required.
19.	Oxamine Maroon. (B.A.S.F.)	1 cwt. { 2 cwt. { casks. 4 cwt. {
20.	Oxamine Claret. (B.A.S.F.).	1 lb. tins. 28 lbs. drums.
21.	Cotton Korinth (B.A.S.F. or Beyer).	1 lb. tins. 1 cwt. casks.
22.	Pyramine Orange R.	1 lb. tins. 28 lb. cakes.
23.	Delta purpurine.	1 lb. tins. 28 lb., 56lb. 112 lb. kegs.
24.	Turkey Red powder (Berlin or Beyer)	1 lb. tins. 1 cwt. casks.
4.	For the dyeing of Indanthrene blue, supplies of sodium hydro-sulphite will be required, and for the dyeing of sulphur blacks supplies of sodium sulphide concentrated.	
	There is also a demand for aniline salts for aniline black dyeing.	
5.	AS regards the estimated quantities of each dye required annually, Mr. Jal Phiroz informed that in the Madras Presidency or rather in South India al ^{JMU} varin was required as compared with aniline dyes roughly in the proportion of 80 to 20. This estimate is borne out by the Sea Customs Returns relating to the period before the war.	

The following are the figures:-

Imports of dyes into the Madras Presidency.

Dyes.	1911-12 67,200	1912-13 67,200	1913-14. 67,200	Average. 67,200
Alizarin.	1,254,830.	1,761,709.	1,479,124.	1,498,554.
Aniline	313,353.	457,292.	486,011.	418,883.

According to these figures, 78 per cent of alizarin and 22 per cent of aniline dyes are required. The proportion is important, not the actual figures.

For with dyes, cotton and yarn at their present prices and for other reasons to which I will refer below, South India could not absorb dyes on the same scale as before the war.

6. So much for the list of dyes specially required. The next question is whether the local distributing agency is in all respects efficient, and it is suggested in Mr. Ashley's letter that we should follow the example of the United Provinces by purchasing the dyes required and making ourselves responsible for their distribution to consumers. The object in view of course is to ensure that the dyes sent out reach the actual dyers and are not cornered by dealers and not only sold at an exorbitant price but also adulterated.

7. I have been in correspondence with the Hon'ble Mr. Silver, Director of Industries in the United Provinces. I understand that Rs. 50,000 worth of dyes have been ordered by the United Provinces Govern-

p. 6 Imports

ment. When they are received, Mr. Silver proposes to inform District Officers and Honorary Trade Correspondents what dyes he has for sale and approximately at what prices, and to invite orders from genuine users only. No dealers will be supplied, nor is it proposed to supply the large textile mills, unless there is a surplus left over after the requirements of the small users have been met. Mr. Silver does not regard this contingency as likely. He has already purchased and distributed in the above way a certain quantity of dyes from the prize cargo ex S.S. Barenfels as well as some aniline salts which were imported direct from home. As noted by office, Dr. Marsden proposed a somewhat similar scheme in 1915. He proposed that a central dye depot supervised by himself should be established, and that deliveries should be made against requisitions signed by the applicant and (as a guarantee that the applicant was a bona fide small dyer) countersigned by the Tahsildar or some other official.

8. Dr. Marsden however has abandoned this scheme, and was at first inclined to deprecate any interference on the part of Government in the matter of the supply and distribution of dyes. From para 2 of Mr. Ashley's letter of the 2nd January 1917, it appears that there is little or no restriction on the export of such dyes as are available in England, and Mr. Ashley suggests that if Madras dyers are not getting their

p. 9 ~~supra~~.p. 57 of No. 434
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share it must be because of some defect in the organization for distribution. Dr. Marsden disputes this suggestion. Before the war, the distributing agency was perfectly well suited to Madras conditions. The German dye firms had their importing agencies in India. The importing agencies sold to 'contractors', and the 'contractors' had their own organisation for selling to dyers in the different dyeing centres. The importing agencies no longer exist as they used to be, which is only natural since they were branches of the German dye firms. But their place has been taken to some extent by their ~~only~~ contractors, many of whom have taken to importing dyes on their own account from England and America. To take one instance only, Messrs. Praj^hee Singh, a Bombay firm, ^Shave now travelling agents in England and America, and Dr. Marsden heard quite recently that this firm has just sent an agent with a selection of American dyes to Madura to try to get a market there. There are other firms of the same nature at Bombay, and an organization for the distribution of dyes still exists. If therefore Madras dyers are not getting ^{the} ~~these~~ dyes... they want, some cause other than that of defective organization must be sought. On this point Dr. Marsden writes as follows:- "I would say at once "that the factors which interfere with the sale and "use of dyestuffs at present in the country are (1) "the high prices ruling and (2) the distrust and

"suspiciousness of the dyer and his fear of being
"swindled. In the South of India, the general
"demand is for cloths dyed to a full shade, and
"with the price of cotton at its present figure,
"and dyes at 25 to 30 times above the pre-war
"normal, the cost of a full dyed cloth is out of
"all proportion to what the purchaser has been
"accustomed to, and there is no profit, I understand
"to the producer. Practically all the dye-houses
"have been shut down, and I gather that only a few
"dyers who made favourable purchases, are keeping
"going. Many smaller dyers however working on
"less expenses, and employing only family labour,
"seem to be able to keep going in spite of high
"dye stuff prices, but it is a source of wonder to
"me how they manage. With the price and
"quality of right, there would be no trouble about
"the dye stuffs finding their way to the dyer, and
"no Government organisation could hope to serve the
"dyer better than that which is available and at
"work under normal conditions. Government assist-
"ance was expected to place the dyes in the hands
"of the dyer at a much lower figure than is possible
"after the middleman has taken his profits.... I
"am of opinion that Government, were it to obtain
"dyestuff in bulk, would have to be prepared to lose
"heavily for dyers throughout the country.

"(1) would plead extreme poverty and demand to
"be supplied at pre-war prices;

list of dyes allowed to be exported from this country, and it
would be more satisfactory to get from Madras an up-to-date
list of what they actually want.

"(2) would not purchase dyes of which they
"knew nothing, unless by the distribution of
"samples and demonstrations such as the old dye
"firms gave them, they were convinced of the value
"of the dyes.

" Further if any loss in dyeing arose they would
"throw the blame on the dye-stuffs, and the Govern-
"ment agency would be held responsible."

9. In other words, Dr. Marsden attributes the
stagnation of the dyeing industry in Madras not to
any defect in the distributing agency, at any rate
in India, but to

- (1) the extremely high price of dyestuffs,
- (2) the high price of cotton and yarn, and
- (3) the fact that the tickets or labels of
British dyes are not known to and do not command
the confidence of the South Indian dyers.

10. In illustration of the two first points, I
may mention that last year Messrs. Harvey and Co.
of the Madura Mills imported at the cost of great
trouble and expense, a very large consignment of
alizarin. I understand that the consignment
amounted to 30 tons. The Madura dyers have
always clamoured for alizarin, and they do still,
as will be seen from Mr. Paddison's letter quoted
below, but when I saw Mr. Harvey in December, he
had sold only a small portion of the consignment
and I understand that he has done no better since

December. A variety of explanations of this fact have been given me. Mr. Harvey told me that the big Madura dyers were too busy speculating in yarn to bother about dyeing; other people say that the dye gives the wrong shade; others again that Messrs. Harvey and Co. won't sell the dye unless their yarn is bought also; but the real explanation, I believe, is that the price is too high. Mr. Jal Phiroz tells me that it does not pay to buy alizarin at more than Rs. 600 per cwt. (the pre-war price being Rs. 50!) Messrs. Harvey and Co., I believe, offer their alizarin at Rs. 850/- a cwt. At any rate, whatever the cause, the fact remains that Messrs. Harvey and Co. spent £30,000 in getting out this consignment of alizarin and that they are experiencing great difficulty in disposing of it.

11. The 3rd point is a most important one for the future of British dyes in India, and I cannot lay too much stress upon it. If the British dye firms want to get a footing in the South India market, and to retain that footing after the war, they must take the opportunity given them by the war of getting their tickets known and the value of their products recognised. The South India market is a very important one, and its idiosyncrasies must be studied. This is the time to do it when the field is clear of German dyes. If this oppor-

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tunity is not taken, then unless an absolutely prohibitive duty is put on German dyes, those dyes will inevitably recapture the market after the war. In fact Mr. Jal Phiroz tells me that the margin of profit made by the German dye firms was so great that he doubts whether any duty will prevent them from recapturing the market. He suggests that the only remedy is for the British dye firms to appropriate the German labels! On the 23rd instant an auction of German dyes was held by Messrs. Oakes and Co. Ltd. It was an absolute failure, and of 134 cases and 4 casks put up to auction 112 were bought in. The reason was that except in one or two cases in which cases high prices were realised the tickets were not known and the packing (8 oz. tins instead of 1 lb. tins and so on) not such as the dyer was accustomed to. The suspicions of the dyers were aroused, and it was generally believed that dyes which had been obtained from China had been adulterated and then repacked.

12. So much for Dr. Marsden's opinion. I have also consulted Mr. Paddisson and through him the Madura Dyers' Association. I quote his reply in extenso.

"I found great difficulty in getting the dyers to meet me on 31st the only day I was in Madura. However I got two members of the Association. They say they can do nothing without

"alizerine: others perhaps for mixing with it, but
"nothing without alizerine. As for price they would
"not say but thought Rs. 2000 per 4 cwt. of 40% paste
Would be about the figure at which it would be worth
"while starting again. The price of this is now
"Rs. 8000 (it was Rs. 324 before the war). Marsden
"says he knew of a case of Rs. 10,000 demanded or
"accepted, I forget which. As you doubtless know
"the alizarin dye works were blown up by the big
"munitions explosion in February in Kent. So at
"present it is practically not to be had. The
"only use made of alizarin now is to do borders on
"white cloths which of course takes so little that
"price does not matter so much. Harveys still
"have difficulty in selling, and according to Marsden
"they are willing to sell it at Rs. 6400 or Rs. 7000.

"The dyers say the small dyers are using
"madder a good deal. Ever since Harveys have fail-
"ed to sell the dyes they have I am very sceptical
"about any attempt of ours to procure dyes being any
"good. They say they want samples and prices before.
"they can really say whether they would buy: but
"Rs. 2000 is of course out of the question for a long
"time to come. The big dyers have stopped dyeing
"altogether. The market is a difficult one to deal
"with as the dyers are a very shy and suspicious
"people especially since they were planted with mud
"instead of dyes by one Govinda Ayyar some months
"ago".

13. On the other hand, Messrs. Walker and Co. are strongly of opinion that Government ought to assist in the importation of British dyes, and provided that dyes of the right shades are available in fair quantities, and provided that the quality is as good as that of the German dyes, they are prepared to undertake the distribution, charging out of pocket expenses only, and they are prepared to guarantee that the dyes are sold even if prices are high.

14. I may now state the conclusions I have arrived at. They have been arrived at in consultation with Dr. Marsden and Mr. Jal Phiroz, and have the concurrence of both. Admittedly British dyes are available in gradually increasing quantities, but they have not yet penetrated to the South Indian market. One reason for this fact is that British Dyes Ltd., one of the largest, if not the largest, British Dye firms, has to give priority in the matter of supplies to its shareholders. Other causes contributing to the same result are

(1) the very high price of dyes, especially alizarin

(2) the high price of cotton and yarns, and

(3) the fact that the Indian dyers, especially small dyers, are all suspicious and difficult to deal with and are shy of dyes to which they are not accustomed and of which they do not know the names, numbers and tickets.

The first two difficulties are serious, but where dyes are used only for borders, a high price need not prevent the dyes being used. As regards the third point, I have already pointed out how important it is that the British dye firms should not miss this opportunity of getting their products and their labels known in the South Indian market. What they want is not only agents in Bombay and Madras, but commercial travellers who should be skilled dyers and should travel round the dyeing centres studying the market and the idiosyncrasies of the dyers and proving by actual demonstrations and the distribution of free samples that their wares are of good quality. This was the method employed by the Badische and other German dye firms with such success. One of the partners of the Badische Company himself spent six months in Madura, and Mr. Jal Phiroz, the Badische travelling agent, gave me an interesting account of the difficulty he experienced in getting the Badische dyes taken up. His first consignment of dyes was on his hands for 6 months, and he could sell them neither in Madura nor Madras. What is really required is that the British ^dye firms should do this pioneer work for themselves, but I suppose that this course is not possible partly because of the difficulty of finding men and partly because they can sell all the dyes they make.

Page
in England. This being so I think that Govt
ment ought to intervene (1) because dyes are a
'key' industry and the maintenance of this industry
is a matter of national importance, (2) because
dyes are badly wanted in the Presidency and (3)
because of the importance of utilizing this oppor-
tunity of familiarizing the dyers of South India
with the British dyes. 26

15. I propose therefore that Government should
get out a consignment of at least Rs. 50,000
worth of dyes, four fifths of the total quantity
(not value) of dyes bought should be alizarin
provided that (a) it is available, which is doubt-
ful since I believe that the works of the British
Alizarine Company were blown up in the Kent explo-
sion of February last and (b) that it can be
bought at a price not exceeding Rs. 600 per cwt.
of alizarin 20 %. If the alizarin cannot be
bought at this price or is not available at all,
the other dyes mentioned in my list need only be
bought. If possible the dyes should be put up
in the packings suggested in my list, and all
packages should be labelled with distinctive
pictorial labels which will serve to impress the
brands on the minds of the dyers. If the dyes are
packed in the manner suggested, small sample
packages for free distribution should also be
sent, and these samples should also be marked

page 12 + 13 impa

with the label of the brand. 1 Oz. samples will do in the case of powder dyes, 1 lb. bottles in the case of liquid dyes. If the dyes can't be sent out otherwise than in bulk, packages of labels for distribution with samples should^{also} be supplied. We must be informed of the prices of the dyes, and it would be no good instituting the scheme unless regular supplies could be guaranteed. The cheapest method of distribution would be to carry out Dr. Marsden's scheme of 1915, but the objection to this scheme is (1) that it is not dynamic enough, actual pushing of sales by free distribution of samples by travelling agents is required and (2) that Government do not want to embark on a business of this kind without seeing a very early prospect of turning it over to some firm. The best plan therefore would be to entrust the distribution to some firm on a commission basis and on the understanding that Government would purchase further supplies on their account. I have no doubt that Messrs. Walker and Co. or Mr. Jal Phiroz or Mr. Rengachari would take up the business on this basis in the hope of securing a lucrative agency in the future. Messrs. Walker and Co. in fact have already agreed^{ed} to do so, but we must leave the details of the arrangements till we know whether we can get dyes and at what prices. The objection of selling through an agent of course

57 ggr. 434^(B)
19.4.16

is that it will be difficult to ensure that genuine dyes alone are supplied. But I think it more important at present to push British 16. There is a certain risk involved of but it is not very great. Also there may protests from Messrs. Harvey and Co. that we interfering with the disposal of their stock alizarin. But I do not think that we need worry about this.

Chambers
27.4.17

Secretary to Government,

Home (Education) Department,

U.O.

OFFICE NOTE.

SUBJECT.

Supply of dyes for
the England.From the Govt of India No 1
of the 6.3.

Register No. 1207.

Submitted that recently in connection with an unofficial communication from ~~the~~ H.E. the Governor on the subject of the supply of dyes required in Madras & other places the Board of Trade suggested that a list of the dyes required in this country might be sent to them. It was also suggested that enquiry should be made to see whether the present agency for the distribution of dyes in the Presidency ~~area~~ could be improved. The papers were sent to Mr. A.

letter on the 21st February last.
The present communication
may also be sent to him
in continuation & he may
be requested to obtain
& submit the information
required by the Govt of India.

SA

15/3/17.

18/4/17

Elk
19.5.17

SA

Encls 1207-1

19.2.17

4. encls 128

21-3-17

Mrs. in CR

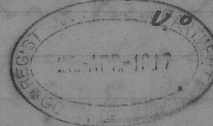
30.4.17

Plan see work
in linked file

Calcutta

27.4.17

Home Dept (20)



Home (P.S.) Department

Plan see linked file

SA
20/4/17

SA

Home (Est.) Depa

Pages 10 to 26 supra.

pages 12 + 13 supra.

para 9, p. 18
+ para 14, p. 22 supra.

Para. 15 page 24 supra

Cf. unpublished file

Please see Mr. Innes' note above
~~The Govt of India~~ He has furnished
a revised list of dyes required
in this Presidency. As regards
the method of distribution he has
shown that the present stagnation
of the dyeing industry is due
not to any defect in the agency
for distributing the dyes but
to various other causes. He
however proposes a scheme
of Govt purchase of dyes from
the United Kingdom to overcome
these causes. The Govt of India
have ~~since~~ recently asked
for a list of dyes which are
most commonly used in the
Madras Presidency and they
propose to ask the Board of
Trade in England to consult
the British makers of dyes as
to the extent to which they could
supply the requirements of Indian
dyers. The Innes' list may be
forwarded to the Govt of India.
~~that list~~ It may perhaps be
sufficient if the measures suggested
by

Chh
4.5.11

by him for popularizing the British dyes in this country are intimated to that Govt. ^{15/3/17} ~~that Govt. has decided to order a large quantity of British dyes for the purpose of distributing them to the public.~~ ~~that Govt. has decided to order a large quantity of British dyes for the purpose of distributing them to the public.~~ ~~that Govt. has decided to order a large quantity of British dyes for the purpose of distributing them to the public.~~

but it is for consideration whether it will not be safer to obtain samples of the dyes available for demonstration purposes before deciding to order large quantities for distribution and sale. It will also be necessary to ascertain beforehand the prices at which the dyes can be supplied.

8K
20/4/17.

2 It does not appear necessary to send a formal reply to the Secretary of State's letter on page 3 and as the Govt. of India are taking the necessary action in the matter.

Encl.
Chill
11.5.17

AM
21/5/17

As regards quantity the Govt. should acquire Rs 50,000 worth. The view of the Joint Commissioners and the need to capture the S. Indian market for British produce. I submit that this may be approved at once.

Chill
11.5.17

There are two matters dealt with in this file (1) The Govt. of India wish a list of the dyes in use in this country ^{approx.} annual consumption. The object is to enlighten the British producing firms as to requirements. The inform is meant to be sent to the

NOTES.

Page 31.

Board of Trade. The Director's note does not give the information required.

(2) The second is a proposal for the Director to invest Rs 50,000 in British dyes & sell it, probably unremuneratively, to popularise British made dyes in Southern India. This question should be considered on its merits. But I think Sanyal's reply to the Govt of India letter is more useful.

Please gather as much information as possible & send a reply soon.

My 25/17

The Director has not furnished information as to the quantity of each dye annually required in the Presidency. ~~hence~~ It is not likely that his office will be able to give this information. He may have to obtain it from collectors of districts. In 1915 Dr. Narayan set about collecting such information by reference to collectors. But as he thought that there would be considerable delay in obtaining replies from them he submitted to Govt.

Page 55 of 88-434
19.4.16

page 6 + 61 of ^(B) 434
19.4.16

page 12 + 13 Supra.

Cf.

Govt. an approximate estimate framed by himself based on the total quantities of dyes usually imported into the several districts. It is doubtful whether that estimate may be taken as a fair approximation of the present demand for dyes. (Some of the dyes in Dr. Nasden's list of 1915 do not find a place in the list now sent by Mr. Sures). In the present instance the Govt. of India say that if without involving any unnecessary delay information could also be given as to the estimated quantities of each dye annually required, it would be useful. A reference to collectors may involve some delay. It is therefore for consideration whether Mr. Sures should be asked to obtain the information. If so, the ~~draft~~ no. note below may issue to him.

SK

8/5/17

MM

~~Ch~~ S. Ch.

Home (Esq) Sec
CN-1207. From the Govt of India N-1054 C.S.,
dated the 6th March.

c.f.

In the Govt of India's letter
quoted above, that Govt ask
for ~~information on the following~~
~~particulars~~

- (1) a list of the synthetic
dyes which are most com-
monly used in the Madras Presid.
- + (2) information as to the esti-
mated quantities of each
dye annually required.

The letter was referred to Mr. Innes
Esq. for furnishing the infor-
mation required by the Govt
of India. In his Esq. note, dated
the 27th April 1917, Mr. Innes
has given a list of the dyes
~~in use~~ ~~required~~ but has not furnished
~~the~~ information as to their
quantities ^{required}. It is submitted
that he may be requested
to obtain + submit to Govt
information on the latter
point also, if it is easily available.
8X If it is not, approximate estimate

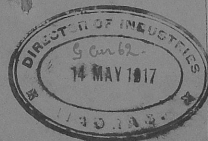
pages 27 + 28 ~~Refer~~

See also letter of
State's private
letter of 4 Jan 1917
see

114
8/10/17
8/10/17

page 60 & 61 of p. 424
19. 4. 16

Eden. 2.0.1207A.2
11. 5. 17



p. 13 Supra.

may be given. The com should be treated
as urgent. A list prepared by D. Manser is on
record but may be wrong checked

Elk
10. 5. 17

Mr. Innes (U-0)

11/9/17

I don't quite see
how this question can
be answered, for the
quantity of each kind
of dye required obviously
depends not only on
the price at which the
dye can be supplied but
also on other factors such
as the price of yarn &
cotton. That is why I
embodied myself in with
referring to the point merely
in general terms in para
5 of my note of the 28th in
April

2. However I have not to
the list of customers a
list showing quantities

NOTES.

Page 3

and his eyes in his
in 1913-4. The names
don't always agree with
H. Hearn's names, &
I am afraid I must
consult him before replying
to his reference.

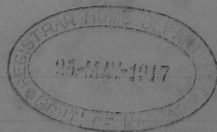
3. I am writing to
him to day & will
send a fuller reply
later.

Chalmers

23/5

Home Dept (W)

V.1



Home (Edn) Dept.

For orders whether the fuller
reply promised by the Limes may
be awaited. In this case, it is
for consideration whether
the list of names is to be
sent to the Limes.

G. Cur 62

5.6.17.

Page 12 and

p. 14 *hence*C/m 2198 & son
8.6.17

Page No. 36



Office of the Director of Industries.

-7- JUN 11 Madras. 5th June 1917.

Please see my reply dated 23rd May to Home Department's U.O. No. 1207-A-2 dated 11th May regarding dyes.

2. I sent a copy of the Customs' House lists to Dr. Marsden and attach to this note (1) the lists and (2) a copy of Dr. Marsden's note.

3. It will be seen that in the light of the particulars furnished by the Customs' Collector, Dr. Marsden would add to the list of dyes given in para 3 of my note G. Cur. 128 dated 27th April

Sulphide Blue and Sulphide green. These additions may be made.

4. For the reasons given by Dr. Marsden, the list of dyes imported in 1913-14 is not very helpful. Still I have endeavoured with Dr. Marsden's assistance to compile from this list a statement showing the approximate quantities of the aniline dyes mentioned in my list imported in the last normal year before the

war. The statement is as follows:-

1.	Alizarine	14,791, 124 lbs.
2.	Indanthrene Blue	No information.
3.	Congo Red	... 75,000 lbs.
4.	Benzo Fast	
	Sca. 4 B.S.	27,000 lbs.
24.	Turke	
	ould sub	

6.	Oxamine pure Blue A.	800 lbs.
7.	Diamine Black B.H.	40,000. lbs.
8.	Methyl Violet B.	1,450. lbs.
9.	Brilliant green crystals	2,400. lbs.
10.	Auramine concentrated	1,400. lbs.
11.	Victoria Blue B.	4,400. lbs.
12.	Rhodamine 6 G.	16,800. lbs.
13.	Rhodamine B	
14.	Immedial Black NN or Sulphur Black T extra	78,000. lbs.
15.	Orange No. 2	2,000. lbs.
16.	Metanil Yellow.	15,400. lbs.
17.	Scarlet R, RR, and RRR.	6,900. lbs.
18.	Magenta in crystals.	4,000. lbs.
19.	Oxamine Maroon.	13,700. lbs.
20.	Oxamine Claret.	1,450. lbs.
21.	Cotton Korinth.	2,200. lbs.
22.	Pyramine Orange R.	3,800. lbs.
23.	Delta purpurine.	10,800. lbs.
25.	Sulphide Blue.	9,100. lbs.
26.	Bright Sulphide green.	12,500. lbs.

4. Subject to the reservation in Dr. Marsden's note, the above may be taken roughly to represent the prewar normal requirements of South India in respect of the dyes given in my list.

Home (Education) Department.



Chhimes
5/6/17

28

40

Particular of Aniline dye imported into the
Chief Port of Madras during 1913-14.

		The Number below indicates the dye in Director of Industries list in G.O. No. 128, 27-4-17, which would serve as a substitute in the question of registration.	
Aceto purpurine dye	1120	28	
Am violet green	100	20	
Algal brown	28	—	
Auramine patent	100	10	
Auramine	1200	10	
Atashi Madras fast red	672	4 or 24	
Blue black	11636	7	
Bright madras red	1244	4 or 24	
Bengo dark green	150	—	
Bengo green	672	8 or 23	
Bengo purpurine	1904	22	
Bengo brown	178	—	
Bengo fast orange	200	4 or 24	
Bengo sky blue	100	20	
Bengo violet	112	7	
Bengo fast	28	—	
Bengo fast black	224	4 or 24	
Bengo azurine	200	20	
Black f.f. extra	1000	—	
Brilliant fast acule	2912	7 (?)	
Chloramine	1250	3	
Chloramine orange	500	23 (?)	12 or 13
Cardal black	2200	—	
Carmine red	2226	7	
Castamine	1500	3	
Chrysophenine	100	22	
Cotton black	584	21	
Cotton red	224	20	
Cotton orange	11490	3	
Cotton corinth	17932	3	
Cotton rubine	380	3	
Congo			
Congo red			
Congo circus			
Columbia black			

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ufficiently

Quantity
lbs.

Choloramine yellow	168	5
Coarset black	320	9
Delta purpurine	6308	23
Davi black	3136	7.14
Diago black	3438	7
Direct yellow	150	5
Direct orange	100	23
Direct black	200	7
Diamond green	300	9
Extra rose	200	10.13
Cocaine yellow shade	100	
Fast red	1612	17 or 17.5
Fast Pink	28737	12
Fast blue black	10584	7
Fast prime orange	1000	22
Fine blue	50	11.5
Fujarat Congo	3360	3
Indoine blue B.A. powder	200	
Kati Indigo	5600	(0.5% / 1% Immediate blue)
Kati deep black	8960	14
Kati khaki	448	
Kati green	12544	(0.5% / 1% R)
Katigen deep black	48344	14
Katigen violet	560	
Kangra black	5640	7 or 14
Kajamiah black	800	
Kryogene black	1400	14
Kupfs rose	100	
Madrasa Turkey red superior	336	4 or 24
Madrasa Fast red	3640	4 or 24
Madrasa Turkey red	212	4 or 24
Matchite green	50	
Mkys blue	150	9
Magenta large prism	550	18
Metanil yellow	14700	16
Magenta large	450	18

Quantity
lbs.

Dragonite rubin methyle of crystals	312	18
Magenta aniline dye dry	200	18
Nagal furamine	1200	
Orange	750	probably 18
Orange balaje	1050	
Oramine moron	3528	19
Oramine red	2136	7
Oramine black	3024	7
Oramine violet	112	20
Oramine fast scarlet	28	4
Patent primrose orange	100	22
Prima orange	500	22
Prima fast orange	100	22
Prish orange	100	22
Pyramine orange R	350	22
Red	500	
Rhodamine	7520	69
Rose scented metanil yellow	500	16 (special)
Raham	112	
Ruling blue	1000	11
Rubbin methyle of crystals	112	18
Scarlet	4830	17 probably
Soluble blue	400	11
Superior metanil yellow	150	16
Superior Congo	800	3
Superior violet	1150	8 probably
Superior pink	600	12
Superior green	1600	9
Superior Congo red	200	3
Sulphur Indigo	3136	(0.5% / 1% R)
Superfine diamond magenta	150	18
Shiv Kasi black	650	7 probably
Silk black	1140	7
Silk blue in grains	1150	11
Sai dapor	200	
Timmelly blue	20	

well to meet present

uld subst

efficiently

4/

Quantity
lbs.

Tanin blue	550	9
Tanin violet	100	9
Tanin green	350	9
Turnsvelly green	100	9
Turkey red extra	336	4 2 2 4 5
Violet Circus	200	8 probably
Vishivi black	450	7
Aniline dyes (Particulars not declared in the Bills of Entry)	794 7/8	1
Yellow shade		
Red		
Blue		
Green		
Indigo		
Black		
Orange		
Pink		
White		
Grey		
Brown		
Gold		
Silver		
Platinum		
Iron		
Copper		
Lead		
Zinc		
Aluminum		
Chromium		
Manganese		
Nickel		
Cadmium		
Barium		
Strontium		
Calcium		
Sodium		
Potassium		
Lithium		
Ammonium		
Magnesium		
Silicon		
Germanium		
Antimony		
Bismuth		
Polonium		
Astatine		
Radon		
Francium		
Radium		
Actinium		
Thorium		
Uranium		
Neptunium		
Plutonium		
Protactinium		
Curium		
Berkelium		
Californium		
Einsteinium		
Fermium		
Mendelevium		
Nobelium		
Lanthanum		
Cerium		
Praseodymium		
Neodymium		
Europium		
Gadolinium		
Terbium		
Dysprosium		
Ytterbium		
Lucentium		
Hafnium		
Tantalum		
Tungsten		
Rhenium		
Osmium		
Iridium		
Rhodium		
Palladium		
Silver		
Copper		
Gold		
Platinum		
Palladium		
Rhodium		
Iridium		
Osmium		
Rhenium		
Tungsten		
Tantalum		
Hafnium		
Lucentium		
Ytterbium		
Dysprosium		
Terbium		
Gadolinium		
Europium		
Neodymium		
Praseodymium		
Cerium		
Lanthanum		

Particulars of Aniline dye imported into the ^{at} ^{the} ^{out} of the Madras Presidency during 1913-14.

Quantity
lbs.

Mordamine violet	250	?
Mordamine extra	200	?
Aniline dye dry. (particulars not declared in Bills of Entry)	12521	?
Acid Deep chocolate red	112	19
Benzol Blue Black	224	7
Berlin orange	336	22
Black	50	7
X Blue Black	672	7
Brilliant Haffos	386	19-2
X Carpet black	2352	?
Columbia Fast Scarlet	672	4
X Congo	8736	3
Congo B.B.B.B.	6272	21
- do - Cornish	1120	?
- do - Dark	672	?
- do - Light	224	?
X - do - Red	7822	3
X Chloramine Rose	946	23
X Chrysophenine	896	5
- do - Extra	1008	5
X Conda Blue Black	560	7
- do - Haffos	2240	19-2
- do - Red	1008	3
Cornaline Red	1120	3 3 4
X Cosmos Red	1120	3
X Cotton Cornish	524	21
- do - Red	4916	3
X Delta purpurine	700	23
Diamit Black	1232	7
- do - Blue	112	6
- do - Brown	952	-
- do - Fast red	224	4
- do - Fast Scarlet	784	4
- do - Red	784	4
- do - Violet	112	2

	Quantity
Direct maroon	280 19
Erica blue	600 12
Fach Black	139 4 7
" Blue	672 6
" Blue Black	3192 7
" Pink	14286 12
" Pink Superior	50 12
" Scarlet	336 4
" Violet	672 20
Gujarat Cango	5600 3
Helidore Fach Scarlet	28 —
" Pink	280 —
Holy red	224 —
Imperial Kappos	112 19
Indigo dry	224 —
Kajamiah Black	350 7 a 14
Kangra Black	4592 7 a 14
Madras Fach Red	6776 4
" Maroon	112 19
" Turkey Red	1446 4 a 24
Magenta Superior	100 18
" Crystals Large	300 18
" Crystals Small	1736 18
Malla chita green	112 ? 9 parts
Methyft Violet	100 8
Orange	112 15 parts
Oxamine Kappos	1568 19
" Maroon	6432 19
" Red	1624 4
" Violet	112 20
Pakka Kalka	56 1
Pyramin orange	380 22
Rhodamine	300 12 a 13
" Blue	300 11
Rosamine	200 12
Scarlet dry	412 17 parts
"	112 8

Quantity	
43	116289
	722 2 14
	50 3
	66 11 1/2
	4536 14
	336 OF. 81
	140 11 3
	1310 9 7 1/2 14
	150 11
	212 22
	112
	224 3 1/4
	2128 4 1/4
	178 11
	150 11

45/44
Copy of note dated 29th May 1917 by Dr. Marsden.

It must be remembered that dyes have been put up and sold under "standard" names from which their constitution and properties are evident to those conversant with the Trade and also under "fancy" names, which take in a local market but give no information to anybody outside the selling firm.

Without the aid of ^{the} importing agencies (which are of course now closed) we should find it impossible to characterise (without wearisome investigation of a sample) a very large proportion of the dyes mentioned in the Customs List of imports and to submit that list to dye-makers at Home would be of no use whatever as the names in many cases would convey no information and some of the most important dyes (like Methyl Violet, Rhodamine BN., Indanthrene) appear but very little or not at all and must be lumped in the "aniline dyes particulars not declared".

In comparing the lists it is essential to keep in mind the conditions under which we conceived ours. Knowing the absolute futility of putting up names which would give no information to the people at home and bearing in mind the necessity of concentrating on as few dyes as possible (which was the policy being followed in England) we drew up a list which indicated only such dyes as we considered essential, and ignored the question of slight immaterial differences of shade which could very well be ignored without causing any hardship. To have given every brand which had been imported would have involved us in a muddle of petty data, as you will gather from the Customs list, and if any English Firm had had a representative here he would have known (or ought to have) the competitive dye of his firm against any individual dye imported in any quantity.

I have noted in the last column of the Customs House List against each dye, the number of the dye in your list in G. Cur. No. 128 of 27-4-1917 (pages 25 - 27 in your office file) which in my opinion would substitute it sufficiently well to meet present two cases

46
45
have referred to other lists given in my note to you as in Office File pp. 81-82. The prevalence of fancy names in the list, the absence of any mention of Brands, and the fact that I have not my Pattern Cards at hand to refer to makes the classification rather an approximate one, but it is absolutely sufficient to meet practical requirements, for Diamine Black BH for instance will serve the purposes of such other Direct Blacks as Benzo Black, Benzo Fast Black, Black FF extra, Columbia Black etc., just as Immedial Black or similar dye would replace Katigen, Kryogene or Thiogene Blacks.

In the light of the Custom House List I would only add Sulphide Blue ^{and} Sulphide green to your list and maintain them that the information which any dye-maker may expect from this side is complete and could only be improved upon by a direct testing of the market in a commercial way. Any attempt at present to give definite quantities might produce a very wrong impression but if it must be done I would suggest that both your note (or extracts from it) and the Custom House List be sent Home and the Dye-makers may be informed that the requirements in Madras appear to be similar to those of the rest of India so far as cotton and silk colours are in ~~xx~~ question. In my opinion however nothing of real value can be done until the English Firms have ~~xx~~ a properly equipped Importing Branch and distributing agency at work here; until then we can only do our best with the dyes which they send us.

Home (252) Deptt

The list now furnished by Mr. Innes
page 36 & 37 ^{supra} maybe forwarded to the Govt of
India. A draft letter is submitted
for approval.

8th
8/6/17.

11/11/17

Please indicate

- a/ when the exact quantity of dyes is
required is given
- b/ when it is stated that the marks used
should be the same as used by the German,
in the draft say.

E. W.
12-6-17

- (a) Attention is solicited to the portion
marked in red chalk on page 14 ^{supra}.
- (b) On page 20 ^{supra}, Mr. Innes states
that Mr. Jal Phiroz suggests that
the only remedy is for the British
dye firms to appropriate the
German labels. From this it was
assumed ^{by the office} that the "distinctive picture"
labels" referred to in para 15 of
Mr. Innes' note on page 24 ^{supra} were
the labels used by the German firms.

8th

Mr. Luns does not make any direct recommendation in his note that the British firms should appropriate & use German labels; he says that distinction pictorial labels should be used which will serve to impress the brands on the minds of buyers; this I believe is always done in the Indian market. There is some harm in the Phiniz label's suggestion, which (as modified) is included in the draft; I do not know how far the buyers will be taken in by the substitution & influenced by the similarity of marks; but it might be tried. (Clean copy of draft please)

CLH
12.6.17

Clean copy is submitted.

SK
12.6.17.

12/6/17

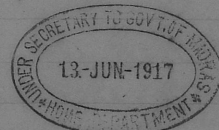
S.

CLH
12.6.17

Wright

Please revise draft on the lines noted

13/6/17



A revised draft is submitted for approval.

8K
14.6.17.

S.

ELC
14.6.17

Draft for approval. after issue, a copy may be sent to the Secretary of State with reference to his private letter to H.E., with a covering letter explaining the best means of local distribution

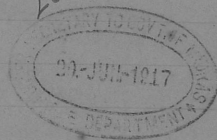
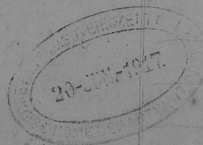
my 6/17
15

Hm 3

H.E. the Governor }

Let me have a
Clear copy of the
draft please.

20.6.17



Box 41
Circ 18.6.17
Neth 20.6.17

A clean copy of the draft is submitted.

8X
20.6.17.

Re circulate.

49

19
21/6/17

21.6.17

Box 80
Circ 21.6.17
Recd. 22.6.17

21/6/17

22.6.17



Issue
25/6/17

Submitted for orders if any D.O. reply should be sent to the letter page 3 supra. & if the reply would issue from the P.S.'s file.

The file may be returned after it is done with.

25/6/17

P.S. G (u-o)

20. 457 a-2
26 627

No reply seems necessary

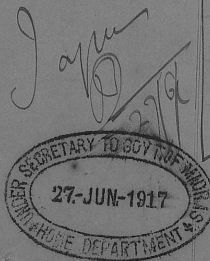


The only other point for consideration in this file is the Special officer's proposal to buy about 50,000 Rs worth of dyes on Government account and sell them through an agent as Government business.

This last letter from the Government of India shows that the British producer will probably do the needful himself once he knows our requirements and will do the business better than Government. The proposal involves an unwarrantable interference with the course of private trade. For the present the real difficulty seems to be the low output of dyes in Britain & high prices consequent thereon. I think all Government action in the matter of distribution of dyes may be deferred till the results of our last communication can be gauged.

Luty

Not much in this argument



Draft
28/6/17

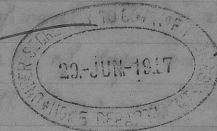
H M (Ruomes)
Rosen W. L. Jones

27-6-17

Draft published

51

114
29/6/17
29/6/17
29/6/17

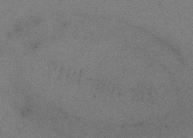
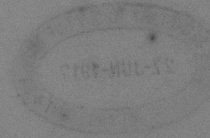


The only other point for consideration is the effect of the proposed change on the amount of wages or salaries paid to the employees.

The first letter from the Government of India states that the British Government has agreed to the proposed change.

The second letter from the Government of India states that the British Government has agreed to the proposed change.

The third letter from the Government of India states that the British Government has agreed to the proposed change.



8/11/17

Home (Col.) Dept.

50, 12, 457 A-3

9, 6, 17

Dear Mr. Jones,

Page 369

With reference to the correspondence ending with your own official note no 62 dated the 5th June 1917, I am desirous to forward for your information a copy of a letter ^{addressed} to the Govt of India no 840 of the 23-6-17 on the subject of ^{British} dyes. The Govt have carefully considered your suggestion that they should purchase Rs 50,000/- worth of dyes in England and sell them through an agent to popularise their use in this Presidency. ~~They have~~ ^{As} the Govt of India have called for a list of dyes in use for communication to British makers, ^{who} ~~these~~ ^{probably}

probable that the latter will ^{be able to distribute & popularize} these wares
themselves to the ^{like} successful ^{with}
result more they get to know
the requirements of Indian
dyes, and it may also be
expected that the business
will be done better by them
than by a Govt. Agency, the Govt.
accordingly propose to defer
action in the matter of the
purchase and distribution
of dyes till the results of
the communication recently
made to the Govt. of India
can be ^{an} gauged.

May 16/17

ΣΚΗ
29.6.17

*See also only
copy
1916*

*Depts with
enclos
2/7*

Ct Lanes Reg Des

*Officer in charge of
the Dept of Education*

$\frac{22}{217}$ $\times 100$

N^o 840823.6.17.

The Secretary to the Govt. of India,
Department of Commerce & Industry

With reference to your letter No.1054 C.D., dated the 6th March 1917, I am directed to forward a list of the dyes most commonly used in this Presidency. The approximate quantity ^{is} ~~are~~ ~~each~~ required in a year and the mode of packing usually adopted are also noted.

2. For preparing the list the Customs returns for 1913-14 were first examined. These showed that nearly 176 kinds of aniline dyes were imported into this Presidency, some of the dyes being described under "standard" names which could be recognised by persons conversant with the trade, but several appearing under "fancy" names which could give no information to ~~W.M.~~ British dealers. Further, as it has been considered ~~W.M.~~ necessary at present to concentrate on as few dyes as possible, Dr. Marsden, the Dyeing Expert, has put into the list only

2. only such dyes as are considered essential and has ignored slight differences of shade. In the case of dyes such as Alizarin, Congo Red, Indanthrene Blue, and so on, the actual dye is probably now made by the British firms. But where this is not the case, what is wanted is a dye giving the same shade as, and possessing similar properties to, the German dyes mentioned in the list.

3. As regards the quantities noted in the list I am to explain that they are the requirements of a normal year. The quantities actually required will necessarily depend upon several considerations. The prices of cotton and yarn have gone up, and, if the prices of dyes are also high, the cost of dyed articles must be high and the demand for them proportionately low. The higher the prices, not only of dyes but of yarn, the less will be the consumption of the dyes themselves. The quantity noted against each dye in the list is only approximate and includes minor brands which give a shade only slightly differing from that of the principal dye mentioned.

4. There is one other matter which is of some importance in this connection. The consumers of dyes in this Presidency have been accustomed to particular names, numbers and tickets, and are suspicious and shy of dyes to which they are not accustomed. It is very necessary that the dyes should be put up in the packings mentioned in the list; and all packings

54
should also be labelled with distinctive pictorial labels which will serve to impress the brands on the minds of dyers. If possible, the labels formerly used by German firms should be used or similar ones.

5. It may also be brought to the notice of the firms in England that generally Alizarin forms 78 per cent. and aniline dyes 22 per cent. of the total quantities consumed in this Presidency.

6. Finally, I am to say that the list is as accurate as is possible at present. Much will however depend on the activities of the producing or exporting firms. It is important that travelling agents 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 are of good quality.

I have etc.

Cham Singh & Dey
written by H. M.

May 23/17

Thats.

C.A.H.

21.6.7

Enclosure.

Enclosure

List of dyes

55

<u>Name of the dye.</u>	<u>Packing required.</u>	<u>Quantity consumed</u>
1. Alizarin		14,791.24 1,458,554 lbs
2. Indanthrene Blue	4 cwt. casks	No information
3. Congo Red	4 cwt. casks 28 lbs kegs 1 lb tins 1 lb. tins half in smaller half in bigger packings	75,000 lbs.
4. Benzo Fast scarlet 4 B.S.	1 lb tins and bigger packets	27,000 lbs.
4A. Turkey Red	1 lb tins	
5. Tyramine Yellow G.	1 lb tins	5,500 lbs.
6. Oxamine Pure Blue A.	1 lb tins	800 lbs.
7. Diamine Black B.H.	1 lb tins, 28 & 56 lbs. kegs.	40,000 lbs.
8. Methyl Violet B	1 lb tins 1 lb tins	1,450 lbs.
9. Brilliant Green crystals	1 lb, 1 lb and 1 lb. tins	2,400 lbs.
10. Auramine concentrated	1 lb tins	1,400 lbs.
11. Victoria Blue B.	1 lb tins	4,400 lbs.
12. Rhodamine 6 G	1 lb tins 28 lbs kegs. 56 lbs)	16,800 lbs.
13. Rhodamine B.	1 lb tins 28 lbs. kegs. 56 lbs.)	
Immedial Black NN or Sulphur Black T extra	1 lb tins 1 lb tins 1 cwt. drums	78,000 lbs.
15. Orange No. 2	1 lb tins	2,000 lbs.
16. Metanil Yellow	1 lb tins	15,400 lbs
17. Scarlet R, RR, and RRR.	1 lb. tins	6,900 lbs.
18. Magenta in crystals	1 lb tins 28 lbs. tins	4,000 lbs.
19. Oxamine Maroon	1 Cwt. 2 Cwt. 4 Cwt.) casks	13,700 lbs.
20. Oxamine Claret	1 lb tins 28 lbs. drums	1,450 lbs.
Cotton Korinth (B. A. S. F. or Beyer)	1 lb tins 1 Cwt. casks.	2,200 lbs.
21. Oxamine Orange R.	1 lb tins 28 lbs casks casks	3,800 lbs.

Name of dye.	Packing required
23. Delta Purpurine	1 lb tins 28 lbs, 56 lbs. 112 lbs. bags. kegs.

Quantity
10,800 lbs

When given for copying
When copied
When examined
When signed

191

24. Sulphide Blue
25. Bright Sulphide green

9,100 lb
12,500 lb

READ AGAIN G.O. No.
191

DATED

(Berlin or Beyer) 1 cwt casks

For the dyeing of ~~indanthrene~~ Indanthrene blue, supplies of sodium hydro-sulphate will be required, and for the dyeing of sulphur blacks supplies of sodium sulphide concentrated.

There is also a demand for aniline salts for aniline black dye.

CURRENT No.

ENCLOSURES TO C. No.

ORDER OF GOVERNMENT

LETTER OF GOVERNMENT.

STATEMENT WITH DETAIL.

APPROVED FOR FILING UP, BEING MEANT FOR DISPATCH IN ORIGINAL.

N.B.—

A = Copy in full.
B = Not to be copied.
P = Copy abstract only.
Q = Copy heading only.

A A A A A A A