

OFFICE OF THE HIGH COMMISSIONER FOR INDIA



REPORT
on the work of the
INDIAN TRADE COMMISSIONER
during 1934-35

By
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OFFICE OF THE HIGH COMMISSIONER FOR INDIA.

INDIA HOUSE, ALDWYCH,
LONDON, W.C. 2.

No. T. 40A-2-3.

10th September, 1935.

*From: The High Commissioner for India,
London.*

*To: The Secretary to the Government of India,
Department of Commerce.
Simla, India.*

SIR,

I am directed to forward herewith for the information of the Government of India the report prepared by the Indian Trade Commissioner in London on the work of his Department during the year which ended on the 31st March, 1935.

2. The report contains an instructive analysis of trade developments within the group of countries whose currencies are on a sterling basis as compared with those in the countries included in the "gold bloc." Two interesting conclusions emerge from this examination:—

- (1) The British Empire and the other countries in the sterling group have during the year relatively improved their trade position in the United Kingdom market, and
- (2) the recovery has, generally speaking, been more rapid in this group.

3. Some effects of the Tea and Rubber Regulation schemes are briefly described in the report. Sir B. N. Mitra is gratified to note that as a result of the representation made on behalf of India to the International Rubber Regulation Committee, the quotas originally allotted to India and Burma have been increased.

4. The report does not attempt to analyse the results of the Ottawa Agreement, the working of which has been the subject of a detailed examination in India by the Director General of Commercial Intelligence and also by a committee of the Indian Legislatures. The main features of the export trade with the United Kingdom during the year were an increase in the supplies of both long and short staple cotton and of tea and a decline in respect of coffee, unmanufactured tobacco, oilseeds and raw jute. Indian rice suffered considerably owing to Spanish competition, but, as a result of representations made by India, the duty on imported non-Empire paddy has been raised, with a view to enabling India to derive the full benefit expected from this concession under the Ottawa Agreement.

5. The report includes as usual chapters on Timber, Lac, Minerals and Publicity, written by the special officers attached to the Department. Teak continues to be the main timber imported, and the principal decorative timbers in demand are Indian Silver-greywood and Indian Laurel. Considerable progress is recorded in regard to research work on the application of lac products in industry. The Department took part in 16 trade exhibitions, as against 9 in the previous year, and the number of trade enquiries at exhibitions rose from 670 in 1933-34 to 820 in 1934-35, the main articles which attracted attention being rice, chutneys, curry powder, carpets, leather, skins, sports goods and jute webbing.

6. An important development in regard to the organisation of the Trade Department was the opening of the Milan office under a separate Trade Commissioner, Mr. M. R. Ahuja.

Sir Harry Lindsay retired from the post of Indian Trade Commissioner on the 30th September, 1934, after holding this office for more than 11 years. Sir B. N. Mitra wishes to take this opportunity of placing on record his high appreciation of the ability and zeal with which Sir Harry performed his duties and of his constant solicitude in regard to the interests of Indian trade.

I have the honour to be, Sir,

Your most obedient Servant,

B. RAMA RAU,

Deputy High Commissioner.

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REPORT OF THE WORK OF THE INDIAN TRADE COMMISSIONER, LONDON, 1934-1935.

INTRODUCTION.

The object of this report is two-fold—(1) to take stock of such economic and other conditions and events during the year 1934-35 in the United Kingdom and India as affect the trade between the two countries, with a passing reference to similar conditions and events, of more than local importance, in European countries, and (2) to keep the general public in the United Kingdom and India informed of the principal activities of the Indian Trade Commissioner, London.

The Indian Trade Commissioner, London, *qua* Trade Commissioner, deals with all enquiries connected with the export trade from India to the United Kingdom; but as Secretary to the High Commissioner in the Trade Department he is also in touch with the work of the Indian Government Trade Commissioners in Hamburg and Milan, who look after the similar trade matters affecting India in Northern and Southern Europe respectively. It may be noted here that the Milan office was opened on the 1st February, 1935, and it should now be possible to deal more effectively and expeditiously with enquiries that arise in Southern Europe connected with Indian trade.

Sir Harry Lindsay worked as Indian Trade Commissioner to the 30th September, 1934, when he retired from the post to take up his new duties as Director of the Imperial Institute. He was appointed Indian Trade Commissioner on the 1st February, 1923, and, except for short intervals which he spent in India and the United States of America on official work, continued in that post for over eleven years. Mr. Y. N. Sukthankar, Deputy Trade Commissioner, London, officiated as Indian Trade Commissioner from 1st October, 1934, to the 17th January, 1935. I took over charge as Indian Trade Commissioner on the 17th January, 1935. Mr. M. R. Ahuja officiated as Deputy Trade Commissioner from the 1st October, 1934, to the 16th January, 1935, when he proceeded to Milan to open the new office of the Indian Government Trade Commissioner there. Sir Hugh Watson acted as Timber Adviser to the High Commissioner throughout the year; Mr. Tipper as Minerals Adviser and Mr. Gibson as Special Officer, Shellac Enquiry. Mr. B. D. Asli, the Indian Trade Publicity Officer who has charge of the Publicity Section of the Trade Department, proceeded to Ottawa on the 2nd August, 1934, in connection with the Toronto Exhibition and returned to London on the 22nd September, 1934. Detailed information

regarding this Exhibition will be found in the quarterly Report for the quarter ending September, 1934.

As has been explained in previous reports, the work of this office falls under three main heads:—Commercial Intelligence, Commercial Publicity and Commercial Committees. The term Commercial Intelligence covers not only trade enquiries from Indian exporters seeking to extend their connections with the United Kingdom and America, and from importers in those areas desiring to import Indian goods, but also correspondence with and services rendered to official, semi-official or unofficial bodies in India. These services include research work undertaken on behalf of the Imperial Council of Agricultural Research in India and the testing of local markets for the prices obtainable for Indian goods. Special reports are written from time to time by this office on special features of India's export trade, and these reports are published in the Indian Trade Journal if they are not of a confidential nature. Where these reports are written at the request of a private firm, they are not published until sufficient time has elapsed to enable the enquiring firm to take full advantage of the information supplied as a result of the enquiry.

As a general rule it is recommended that trade enquiries relating to foreign markets and arising in India should be addressed, in the first instance, to the Director General of Commercial Intelligence and Statistics, at 1, Council House Street, Calcutta; this procedure will, in the long run, save time as the office in Calcutta may already have on record the whole or part of the information required and, if not, can obtain it with little delay from the Indian Trade Commissioners in London, Hamburg or Milan. Replies to any enquiries received direct from business men in India are invariably addressed in duplicate to the Director General of Commercial Intelligence and Statistics, Calcutta, who forwards one copy to the enquirer and retains the duplicate so that the information which it contains may be on record in his office and may assist him in replying to any future requests for similar information which he may receive direct from other enquirers in India.

The office is not concerned directly with the import trade of India, and enquiries of this character are usually returned with the suggestion that they should be addressed to the British or foreign trade commissioners or consular authorities in India within whose jurisdiction they properly fall. As an exception to this general rule import enquiries from Indian firms, either local or situated in India, are taken up provided they do not relate to goods which would enter into competition with Indian products. Further, we endeavour to assist Indian merchants who encounter difficulties in their dealings with foreign merchants, whether in import or export lines of trade. We have thus been able to settle disputes in which Indian firms were at a disadvan-

tage, either through their remoteness and lack of close personal contact with western firms or through misunderstandings having arisen on either side. We are also prepared to furnish information regarding machinery or processes to business men or Government Departments in India desiring such assistance for the purpose of furthering the agricultural or industrial development of India.

Commercial publicity also covers a wide range of activities, from the organisation of Indian stands at exhibitions and fairs, including cookery demonstrations of Indian foodstuffs, and the sale of samples of Indian food products, to the collection, editing and display of Indian films, the giving of lectures and distribution of pamphlets on Indian trade subjects and the loan of lantern slides and films to schools and other institutions. The Exhibition Hall, the Library, and other public rooms at India House serve a useful purpose in their display of panelling, furniture and flooring manufactured entirely of Indian decorative woods. All the timber used for constructional or furnishing purposes in the entire building is Indian and the woodwork is the frequent object of admiration and enquiry by visitors. In addition, the Exhibition Hall contains an exceptionally fine collection of artistic products of India, including gifts by Their Majesties the King-Emperor and the Queen-Empress and gifts by the Central and Local Governments in India and by Indian States. Finally the Director of the Imperial Institute co-operates with the High Commissioner for India in the display of samples of Indian produce and manufactures in the Indian Gallery of the Institute. At India House itself, the co-operation of the Departments of Agriculture and Forests in India, of the Imperial Council of Agricultural Research, the Geological Survey of India and the Indian Central Cotton Committee, has made it possible to display samples of the best grades of agricultural, mineral and forest products of India.

The chapters in this report which deal with Commercial Intelligence under the various heads of agriculture, timber, lac and minerals and with Commercial Publicity, have been written by the officers of the Trade Department primarily concerned with those subjects. The general arrangement of the chapters remains the same as in the last year's report.

Chapter I.—Modern Trade Tendencies.

Survey.

The work of the Indian Trade Commissioner and his Department proceeds against two backgrounds—the Indian and the European—and this survey, brief as it is, has to include a

reference to certain broad features of Indian as well as European economic conditions during the year under review. In order to make the survey self-contained, some reference has also to be made to the economic conditions in other important trading countries such as Japan and the United States of America. Generally speaking, these conditions have been more satisfactory than in the preceding year, although the improvement is very varied from country to country, and even at the close of the fifth year of the depression there is not much evidence of a general recovery. All that can be said after examining the figures relating to industrial production, employment, prices, trade, both external and internal, etc., which ordinarily are taken as indicators of prosperity, or otherwise, in a country, is that some of the European countries have recovered a little of the lost ground. Their progress is by no means uniform, and such improvement as there is has been confined very largely to the sections of trade and industry which are primarily concerned with domestic markets.

It will not be out of place here to give briefly a broad outline of the main economic features of some of the more important European countries, quoting a few facts and figures in support of these observations. First of all it must be noted that these countries fall generally into two groups, the "sterling group" and the "gold bloc." When Great Britain suspended the gold standard in September, 1931, several countries, sooner or later, followed sterling on account of their trading or other connections with the United Kingdom. All the nations included within this sterling group comprise over one-third of the estimated population of the world and account for about the same proportion of the total value of international trade; but in this group the countries with which we are mainly concerned in this survey are:—The British Empire, Egypt, Denmark, Sweden, Norway, Finland and Portugal. The members of the "gold bloc" on the other hand are:—France, Netherlands, Italy, Poland and Switzerland, and these again may be divided into two sub-groups:—

- (a) the countries still retaining the pre-war gold content of their currency unit, e.g., Netherlands and Switzerland; and
- (b) those countries whose currencies were devalued in terms of gold in the early post-war period, e.g., Belgium, France, Italy and Poland.

The reasons for adhering to one group or another differ from country to country, but it may be stated that the main feature, which the members of the sterling group have in common, is their interest in the United Kingdom market. A number of the countries in the gold bloc are endeavouring to adhere to gold mainly because of the memory of the chaotic conditions which arose during periods of previous uncontrolled depreciation of their currency units.

During the year under review, Great Britain maintained the progress which she had made during the previous year. As stated previously, the improvement was mostly found in the home market and the industries which served the home market. Those industries which have done particularly well are the building trade industry, the iron and steel industry and, to some extent, the coal industry. The cotton industry did not share, to any appreciable degree, in the improvement experienced during the year, although efforts have been made and are being continued to reorganise the industry and put it on a sound footing.

In spite of this fairly general improvement, the problem of unemployment in the United Kingdom is still serious. In December, 1934, the total number of unemployed was 2,086,000, as against 2,263,000 in December, 1933. The number of persons employed, however, has risen to the average of 1929. It is difficult to dogmatise about the causes of improvement in any particular country, as from a general survey of the European countries it will be observed that the same methods applied to different countries have not led to the same results. Yet, it can be stated with some degree of confidence that the moderate devaluation of the currency, which brought prices and costs of production more into line, cheap money and the boom in the building industry, which can be attributed to cheap money and public assistance, has assisted in bringing about the recovery which is in evidence at present in Great Britain. In general, industrial production is now above the 1928 level. There has also been a distinct improvement in overseas trade as the following figures published by the League of Nations (Review of World Trade, 1934, p. 33) will show:—

Year.	Imports retained in the United Kingdom.				Exports (domestic produce).			
	Quantum	Price.	Value.	£ (000,000's)	Quantum	Price.	Value.	£ (000,000's)
Per cent. of 1929.			Per cent. of 1929.					
1933	89.6	62.8	56.3	625.9	64.4	78.3	50.4	367.9
1934	94.9	64.6	61.3	681.1	69.1	78.6	54.3	396.1

But of greater importance than this improvement is the change in the direction of trade. The United Kingdom imports in merchandise from the British Empire average 37% of the total imports in 1934 as against 28% in 1931. Similar figures for the imports from foreign countries in the sterling area are 19% (1931) and 21% (1934) and for the total sterling area 48% (1931)

and 59% (1934). Similarly, the exports of British produce to the British Empire worked out in 1934 at 46% of the total as against 43% in 1931, with the foreign countries in the sterling area at 17% as against 16% and with the total sterling area at 64% as against 59%. It is obvious, therefore, that the Empire and the other countries in the sterling area have improved their relative trade position in the United Kingdom markets and together have captured the greater share of that market and similarly they have purchased an increased proportion of the United Kingdom imports.

Other European countries in the sterling area which deserve mention are Sweden, Norway, Denmark, Finland, and Portugal. The industrial production in Sweden has risen from 97% of the 1928 average in December, 1933, to 109% in December, 1934. There has also been a steady increase in Sweden's foreign trade. Non-revenue producing public works have been launched and financed by raising loans. The recovery of Sweden from the depression can be attributed mainly to three causes:—(1) Expanding exports due to the devaluation of its currency; (2) Cheap money; and (3) Public works programme. Norway, Denmark and Finland have also shown some progress, but the rate of progress in these countries is less than in Sweden. Among the gold bloc countries a hurried glance may be taken at the Netherlands, Switzerland, France and Belgium. In the Netherlands the production index at the end of 1934 was as low as 63% of the figure for 1928 and is the lowest since 1932. Switzerland registers only a slight improvement. The following figures for France will show that conditions in that country during 1934 have not been very satisfactory:—

Year.	Imports.				Exports.			
	Quantum	Price.	Value.	Fr. (000,000's)	Quantum	Price	Value.	Fr. (000,000's)
	Per cent. of 1929.				Per cent. of 1929.			
1933	92.8	53.6	49.7	28,205	59.7	62.6	37.4	18,249
1934	79.6	50.5	40.2	22,845	62.1	58.0	36.0	17,596

The number of applicants for work rose from 345,000 in December, 1933, to 455,000 in December, 1934. Further, the industrial production index declined from 84 (1928=100) in November, 1933, to 74 in November, 1934. Belgium has fared equally badly. Being a highly industrialised country, her activities, particularly in the export industries, were hard hit by the depreciation of the currencies of many of her competitors, and

secondly by the raising of trade barriers in some of her export markets. The case of Germany is on an entirely different footing. There has undoubtedly been some improvement in the home market there. The industrial production averaged 87% for the first eleven months of 1934 (1928=100) as against 69% in 1933. There was an extensive public works programme and several measures were taken by the State to spread out work over the labour available and cut down unemployment as much as possible. As against this internal improvement there has been a serious decline in the export trade, as will be seen from the following figures:—

1929	R.M. 13,482 millions	(Value of exports)
1933	R.M. 4,871	„ „ „ „
1934	R.M. 4,167	„ „ „ „

From September, 1934, the economic life in Germany has been completely subordinated to the State and a rigid system of supervision and permits is in operation to ensure that imports into Germany from any one country are not allowed to exceed the amount of foreign exchange of that country available for their purchase. The outstanding economic events in the United States of America which deserve notice in this review were the devaluation of the dollar to the extent of 40% and the monetisation of silver. America also held the centre of the stage on account of the various measures inaugurated by the Administration in order to bring about Reform and Recovery. In spite of all the special legislation and huge public expenditure, however, the improvement achieved appears to have been relatively disappointing. An account of the economic activities in Japan during the year under review presents interesting features. Unemployment, for example, has been reduced to normal proportions. There has been an increase in wholesale prices to the extent of 20% due to the depreciation of the Yen. At the same time there have been deficit budgets from 1931/1932 and these deficits have been covered by loans. The additional money thus made available has been partially devoted to public works but the greater portion has apparently been utilised for military expenditure. Although Japan's share in the world's trade is still small, it has risen from 2.87% in 1929 to approximately 3.5% in 1934; the actual figures of exports having risen from 1,118 million Yen in 1931 to 2,134 million Yen in 1934.

It would appear from this rapid survey that countries which have effected controlled depreciation of their currencies in unison with sterling have, in general, fared better than the countries which have maintained the gold parity; that, broadly speaking, the sterling group has recovered to a greater extent than the

gold group, and that countries in the sterling group supplying raw materials have shared in this improvement. At the same time, the main obstacles which prevent recovery seem to be even now (1) the lack of international stabilisation of currencies; (2) the formidable trade barriers in the shape of high tariffs, quotas and clearing agreements. Quotas and clearing agreements have perhaps been the most effective means by which a country seeks to reduce its imports from another country with which it has a passive balance of trade; but such measures, which are only intended to affect the two countries which are parties to the agreements, are bound to affect others and by increasing the number of frictions to be overcome in international trade they result in a reduction of world trade as a whole with a consequent decline in demand and a fall in prices.

Although the forces behind unrestrained economic nationalism do not show any signs of slacking, the importance of the liberation of trade from the hampering restrictions which are the order of the day, is being increasingly realised; and to refer to an event which really took place after the close of the year under review, the Congress of the International Chambers of Commerce held in June, 1935, in Paris, laid great stress on the stabilisation of exchanges and the removal of trade barriers. It is significant that among the recommendations contained in the resolution on international trade to the Governments of the world, one is to the effect that it is an incontestable economic principle that the movement of goods and services be allowed in settlement of trade and other obligations and that each country with a creditor's balance against the world in general must accept payment in this way. Put simply, this means that the creditor nations must import more than they export or leave their balances at long term with the debtor nations and debtor nations must be given facilities to export more than they import or be given long term credits. With a refreshing sense of realities, the Congress has admitted that although the final responsibility for executive action must lie with Governments, these are a reflection of public opinion. The Congress, therefore, called upon the members of the International Chamber of Commerce in all countries to influence public opinion and Government action in the directions set out above.

During this same period India has not lagged behind, but has shown some signs of moderate improvement. In the year under review the monsoon conditions were generally satisfactory and the exports of Indian merchandise to the United Kingdom amounted to Rs. 47.53 crores as against Rs. 47.20 crores during the previous year. The total value of the exports of Indian merchandise to all countries during the same period increased by

approximately Rs. 5 crores to Rs. 151 crores, as compared with the corresponding period of last year. The total value of the imports into India for the same period increased by approximately Rs. 17 crores to Rs. 132 crores. The imports from the United Kingdom into India during the period advanced by Rs. 6 crores to Rs. 54 crores in round figures. The increased shipments of raw cotton (the increase under this item being Rs. 8 crores as compared with 1933-34) and of tea (the increase amounting to approximately Rs. 29 lakhs as compared with 1933-34) were mainly responsible for the increase in the value of exports during the year under review as compared with the previous year. The total visible balance of trade in favour of India amounted to Rs. 78.10 crores as against Rs. 91.96 crores in 1933/34 and Rs. 68.15 crores in 1932/33. Of this amount the balance of transactions in treasure (private) including gold, silver and currency notes accounts for Rs. 55.07 crores as against Rs. 57.23 crores and Rs. 64.93 crores in the two previous years respectively.

Other signs have not been wanting of improved conditions in business in India during the year under review. The following tables showing the figures month by month for the years 1933/34 and 1934/35 of notes in circulation and cheque clearances, give an indication of the upward trend in business:—

NOTES IN CIRCULATION

(THE VALUE ON THE LAST DAY OF EACH MONTH).

(IN CRORES OF RUPEES.)

Last day of	1933-34	1934-35
April	1,77	1,77
May	1,76	1,79
June	1,77	1,81
July	1,79	1,84
August	1,80	1,85
September	1,80	1,85
October	1,80	1,86
November	1,80	1,86
December	1,78	1,84
January	1,78	1,84
February	1,77	1,83
March	1,77	1,86
Average	1,78	1,83

CHEQUE CLEARANCES
(IN CRORES OF RUPEES).

	1933-34	1934-35
April	167.1	129.7
May	139.5	139.1
June	146.0	147.9
July	112.7	122.9
August	113.5	127.2
September	132.6	159.3
October	109.9	122.1
November	114.2	131.1
December	155.7	182.1
January	129.7	149.1
February	140.3	150.7
March	179.9	180.6
Total	1,641.1	1,741.8

Index numbers of $3\frac{1}{2}\%$ Government Paper and Non-speculative and Speculative Industrial Securities support this indication of improved conditions still further, as the following figures will show:—

$3\frac{1}{2}\%$ GOVERNMENT PAPER.

	1933-34	1934-35
April	91	92
May	88	92
June	84	92
July	87	93
August	89	93
September	88	95
October	86	95
November	86	97
December	86	101
January	87	102
February	88	101
March	92	99



FOOD SECTION, INDIAN STAND, BRITISH INDUSTRIES FAIR 1935.

NON-SPECULATIVE INDUSTRIAL SECURITIES
(MAINLY PREFERENCE SHARES AND DEBENTURES).

				1933-34	1934-35
April	107	113
May	109	114
June	109	116
July	110	116
August	110	118
September	111	121
October	110	125
November	110	126
December	110	127
January	110	129
February	111	133
March	112	133

SPECULATIVE SECURITIES.

				1933-34	1934-35
April	167	196
May	174	195
June	178	200
July	177	199
August	175	205
September	173	212
October	174	227
November	175	239
December	172	241
January	181	250
February	184	247
March	194	236

The index-number of All-India wholesale prices does not show any large variation throughout the year. In June, July and August, 1934, there were slight declines in the monthly index-number as compared with the corresponding months of the previous year, while in other months there were increases which ranged from 1% to 7% as against the figures of the corresponding month of the previous year.

The Bank Rate remained unchanged, at 3½% throughout the period and, generally speaking, money conditions were easy. A further indication of improvement in business conditions was the increase in the total approximate gross earnings of all State-owned Railways, which advanced by Rs. 265 lakhs to Rs. 89,79 lakhs during the period under report from 1st April, 1934, to 31st March, 1935, and in the total wagons loaded on Class I Railways.

During the same period the total number of wagons loaded on the broad gauge was 4,167,000 as compared with 3,968,000. On the metre gauge, an increase of 153,000 wagons was recorded, bringing the total number of metre gauge wagons loaded up to 2,674,000.

All these indications point in the direction of progress. No general recovery, however, is possible in a predominantly agricultural country such as India unless the cultivator obtains prices for his agricultural produce which bear a higher ratio to the prices of non-agricultural products, rents, etc., than they do at present; in other words, unless his purchasing power is improved. With this question of increased purchasing power is also bound up the question of improvement in his standard of life. The former will react favourably on the latter, and given proper direction and guidance, the Indian agriculturist will utilise his increased purchasing power for the improvement of his standard of life. An improved standard of life would mean better roads, better drainage, better habitations in the villages and would thus remove much of the unnecessary waste, including the waste of "human capital," which takes place at present. Improved conditions of life would be bound to increase his capacity for work and react favourably on his power to produce consumable goods and, even in the present abnormal conditions of international trade, on purchasing power. The Rural Improvement scheme, recently inaugurated by the Government of India on a national scale, therefore, is of great importance and the actual working of the scheme, for which one crore of rupees is being distributed to the Provinces to enable local Governments to carry on the economic development and improvement of rural areas, will be watched with great interest.

The Discovery and Application of Scientific Method.

The expression "Discovery and Application of Scientific Method" is no longer confined to such agricultural and industrial research investigations as lead to an increase in agricultural or industrial production but embraces what is known as "Planning" of agriculture and industry. Only such results of the application of this method as would encourage exports or advance their value are strictly relevant to the present report. The measures taken to secure these results in the United Kingdom and India could be classified as follows:—

- (1) Those regulating the production of Indian commodities.
- (2) Those directing them to new uses.
- (3) Those encouraging the existing exports.
- (4) Those intended to stop the decline of, or to remove the actual or potential obstacles to the export trade,

The first class would include the Tea and Rubber Regulation Schemes. The total exports in tea increased from 317,816,111 lbs. in 1933-34 to 324,836,404 lbs. in 1934-35 and the value advanced from Rs. 19,84,49,836 to Rs. 20,13,08,642; but the increase in value was proportionately far smaller than that of the preceding year. In fact the index number for the price of tea in Calcutta fell from 112 in November, 1934, to 103 in February, 1935. It must, however, be noted that the tea offered in February was of poor quality and could not, therefore, command high prices.

The export of raw rubber to the United Kingdom rose from 3,338,818 lbs. in 1933-34 to 10,363,228 lbs. in 1934-35 and the value advanced from Rs. 7,60,478 to Rs. 30,42,743. The International Rubber Regulation Scheme, which India has signed, subject to certain reservations, came into force from the 1st June, 1934. The quotas allotted to India and Burma were:—

		1935	1936	1937	1938
India	...	8,250	9,000	9,000	9,250
Burma	...	6,750	8,000	9,000	9,250

These quotas, however, were considered unsatisfactory in India and the Government of India represented to the International Rubber Regulation Committee that they should be increased. It has been agreed after prolonged negotiations that the quotas should be raised to the following amounts:—

		1935	1936	1937	1938
India	...	12,500	12,500	12,500	13,000
Burma	...	8,000	8,500	9,000	9,250

The protocol embodying these changes has still to be signed.

In the second class will fall the work on which the Special Officer Lac Enquiry and the Indian Research workers have been engaged for some time. This work is described fully by the Special Officer Lac Enquiry in a later chapter of this report. It is incumbent that new uses should be found for Indian Lac and Shellac and that these commodities should prove their superiority to the synthetic substitutes if Indian Lac is not to go the way of Indigo. Mention may also be made here of Indian barley, some varieties of which are at present being subjected to brewing and malting tests by the Brewery Institute in the United Kingdom. Also under this and the following classes mention may be made of the steps taken by the Indian Central Cotton Committee to expand the sales of Indian cotton in this country. The Indian Central Cotton Committee is at present actively pursuing enquiries in regard to the extended use of Indian cotton, especially in such industries as the manufacture of belts, hospital lint, furnishing material, motor-car upholstery, etc. The activities of the Lancashire Indian Cotton Committee

have been fully described in their First Annual Report for the year ending 31st December, 1934, and need not be reproduced here.

In the fourth class may be mentioned the attempts made to have the existing duty on silk reduced and to resist the menace of the imports of foreign paddy into the United Kingdom which were cutting into the value of the preference secured for Indian rice at Ottawa. Some idea of the severity of this menace can be formed from the following figures which show the increase in the imports of foreign paddy month by month:—

IMPORTS OF SPANISH PADDY INTO THE
UNITED KINGDOM.

	<i>Cwts.</i>
April, 1934	Nil
May, 1934	1,000
June, 1934	16,750
July, 1934	16,947
August, 1934	101,071
September, 1934	92,664
October, 1934	6,791
November, 1934	Nil
December, 1934	Nil
January, 1935	23,971
February, 1935	49,698
March, 1935	58,568
	367,460

A passing reference may be made here to the Crop Planning Conference held by the Government of India on the 8th and 9th June, 1934. Ever since the rapid fall in prices, in the earlier part of the depression, India has appreciated the extreme importance of watching and developing her internal as well as her external markets and of providing for a co-ordinated and continuous study of the problems relating to the cultivation of her principal crops. A Marketing Officer was appointed during the year at the headquarters of the Government of India and a scheme for the appointment of provincial officers to co-operate with him and supplement his work, is on foot. As soon as this organisation is functioning it should prove of great help in creating a useful link between the agriculturists and the consumers and in maintaining and improving the standards of the commodities which are marketed. As regards external markets the opening of the Milan Office from the 1st February deserves mention. The recent tendency of some of the European States actively to pursue policies of economic nationalism and to regulate the imports from other countries to trade done on a compensation

basis, makes it important to have a representative on the spot to look after Indian interests.

The attitude of the Government of India to the whole question of planning may be gathered from the following extract from paragraph 10 of the Finance Department Resolution No. F.16 (1)—F/34, dated 5th May, 1934:—

“ An essential complement to any programme for marketing is the regulation of production in adjustment to the demand. The discussions initiated by the Governments of Madras and the Punjab on rice and wheat disclosed the danger of serious relative over-production of these important crops having regard to the world position, and, as regards wheat, as the result of the rapid opening up of the areas irrigated by the Sukkur Barrage. On the other hand it is to be remembered that the demand for other crops, or for products of animal husbandry in substitution for crops, may be relatively more favourable and in particular that the Ottawa preferences have created opportunities for Indian produce in the British market (notably for linseed, barley, etc.) of which it is vitally important that India should take full advantage. The Government of India consider that it is a matter of most urgent importance that all possible steps should be taken to co-ordinate a plan of agricultural production for India as a whole.”

India and the United Kingdom Market.

Appendix A gives the range of prices of stable Indian commodities in the United Kingdom market during the last three years. The analysis of the highest and lowest prices reached during the year under review and their comparison with the last two years yields interesting results. Out of the sixteen commodities included in the list in Appendix A—1, the highest prices exceeded those during the two preceding years in the case of the following commodities, namely, castorseed, linseed, shellac, tin, manganese ore, wolfram and chromite. The lowest price exceeded the lowest price for 1932/33 and 1933/34 in the case of six commodities, namely, linseed, tea, Fine M.G. Broach cotton, tin, manganese ore, wolfram and chromite. In the case of tea, the highest price was higher than the highest price in 1932/33 but lower than the highest price in 1933/34, whereas in the case of cotton the highest price improved as compared with 1933/34 but declined as against 1932/33. The lowest price declined as compared with the lowest price in 1933/34 and 1932/33 in the case of the following commodities—rice, groundnuts, groundnut cakes, copper and zinc. The lowest price remained steady as compared with the two previous years in the case of shellac, tin

and lead, and to this list may be added jute, in which case the lowest price has declined as compared with 1933-34, but has not gone below the lowest price levels of 1932/33. This analysis indicates the following conclusion, that on the whole the raw materials and especially the "metal and ores" group, with the exception of copper and zinc, have shown a decided improvement. After this group, the textiles group has done fairly well. Foodstuffs have done either badly or failed to keep up the promise of improvement shown in the previous year, e.g., rice and tea. These results naturally tally with the tendencies of world prices of these groups of articles. In this connection the following extract from the *Review of World Trade*, 1934, published by the League of Nations (p. 16), will be found interesting:—

"During the early part of the depression, the share of foodstuffs in trade rose considerably. Recently, however, this share has fallen while that of raw materials has increased. The share of manufactured articles has declined owing partly to the drop in capital exports to the debtor countries whose imports consist largely of such articles.

"The movement of average prices and the quantum of articles belonging to the three groups is estimated as follows:—

	1929	1932	1933	1934
Price movement (1929 = 100)				
Foodstuffs	100	52.5	46	42
Materials, raw or partly manufactured	100	44.5	40.5	40
Manufactured articles... ..	100	64	55.5	50
All articles	100	53	47	44
Quantum movement (1929 = 100)				
Foodstuffs	100	89.5	82.5	84.5
Materials, raw or partly manufactured	100	81	87.5	88
Manufactured articles	100	58	59.5	64
All articles	100	74	75.5	77.5

The study of the price developments, however, is not sufficient in itself and has to be supplemented by a study of the volume of trade in each commodity. Some of the articles examined below have secured a preference under the Ottawa Agreement on import into the United Kingdom. It is not the intention, however, to examine the working of that agreement here, as this will be done in due course by the Director-General of Commercial Intelligence, to whom figures relating to the export of commodities governed by the agreement for the year 1934/35 have been supplied. The working of the Ottawa Agreement for the fiscal year 1933/34 has already been examined in the report issued by the Director-General of Commercial Intelligence, Calcutta, and also by Committees specially appointed by the Legislative Assembly and the Council of State. All that it is proposed to show here are the figures relating

to the export to the United Kingdom of certain principal Indian commodities for the last quarter of the year 1934/35, which is also the first quarter of the calendar year 1935 (Appendix A—II), the figures for earlier quarters having been reported already in the Indian Trade Commissioner's quarterly reports which have been published in the *Indian Trade Journal*.

RICE.

The imports in the United Kingdom of Indian whole rice registered an increase during the first quarter (January-March) of 1935 as compared with the corresponding quarter of 1934, but they were well below the figure for the first quarter of 1933. The imports of Spanish rice have also declined but the serious nature of the menace of these exports to the benefits secured for Indian rice under the Ottawa Agreement can be seen from the figures relating to the imports of Spanish rice during the calendar year 1934 as compared with the previous calendar year:—

				<i>Quantity.</i>	<i>Value.</i>
1933	27,615 cwts.	£16,503
1934	175,516 cwts.	£88,155

Spanish rice was imported largely in the form of paddy in order to take advantage of the 10% ad valorem duty on paddy as against the import duty of 1*d.* per lb. on foreign cleaned rice. The representations made by the Government of India against these unexpected inroads on the benefits secured to India at Ottawa have been successful and the duty on paddy has now been raised to 2/3 of a penny per lb. The imports of Indian rice, broken and mixtures, have declined from 69,000 cwts. to 55,000 cwts. French Indo-China supplied 30,000 cwts., which, although less than the supplies from that source for the same quarter last year, are still considerably in advance of the quantity supplied for the same period of 1933. The bulk of the rice meal and dust still comes from India.

TEA.

The imports of Indian tea into the United Kingdom in the quarter under consideration have increased; but tea prices have shown a tendency to decline. It has been reported that the consumption was tending to a lower level. The exports of tea from the principal producing countries, India, Ceylon and Dutch East Indies, are still regulated under the International Scheme which has been agreed to for the period which runs till 31st March, 1938.

COFFEE.

There was a further decline in the imports of Indian coffee into the United Kingdom during the first quarter of 1935, whereas British East Africa definitely improved her position as a supplier of coffee to the United Kingdom market. The following figures for the last three fiscal years will show how the imports of Indian coffee have declined:—

	1932-33	1933-34	1934-35
Quantity ...	51,868 cwts.	50,414 cwts.	27,972 cwts.
Value ...	Rs. 33,91,338	30,31,924	17,01,470

The Coffee Section of the Empire Producers' Organisation is at present making an intensive study of the world markets for coffee and collecting useful information which is being forwarded to the Imperial Council of Agricultural Research. The coffee interests in India are also considering what steps should be taken to stop the decline in the exports. These measures fall into two main classes:—

- (1) Scientific developments necessary to improve the quality of Indian coffee; and
- (2) Measures necessary to improve the marketing organisation.

TOBACCO UNMANUFACTURED.

Indian imports into the United Kingdom during the first quarter of 1935 have declined as compared with the corresponding period for the two previous years and imports from the United States of America have advanced considerably in comparison with 1933. It will be seen that a large portion of the tobacco consumed in the United Kingdom comes from foreign sources. These large imports of foreign tobacco are mainly absorbed in the manufacture of cigarettes, whereas the Indian tobacco, which comes to the United Kingdom, is considered more suitable for pipe smoking. Tobacco is at present the subject of an enquiry by a Sub-Committee appointed by the Imperial Economic Committee.

OILSEEDS GROUP.

Linseed, in this group, suffered a setback and the imports into the United Kingdom from India declined from 48,000 to 17,000 tons while imports from the Argentine have risen from 18,000 to 52,000 tons during the quarter under review. Some of the reasons put forward by the trade for this decline in imports into the United Kingdom of the Indian linseed were: (1) Unduly high prices for Indian linseed; (2) a shortage of supply due to damage to the linseed crop in the cold weather. The quarterly figures

for the imports of Indian linseed cake and meal into the United Kingdom (January-March, 1935) have shown an improvement, but from the figures for the fiscal year 1934/35, as given in the Seaborne Trade and Navigation Accounts for March, 1935, the exports of linseed cake from India to the United Kingdom have declined from 39,000 to 32,000 tons. The quarterly figures (January-March, 1935) for imports of Indian castorseed into the United Kingdom show a slight increase, but, again, figures given in the Seaborne Trade Accounts for the year 1934-35 show a decline of 7,000 tons in the exports of castorseed from India to the United Kingdom as compared with 1933-34.

TEXTILES GROUP.

The quarterly figures for raw jute, naturally show that India has a monopoly of this commodity, and, as far as the United Kingdom market is concerned, the same remarks apply to jute piecegoods and jute sacks and bags. The imports of raw jute, however, have declined, being 68,000 tons during the quarter under review as against 77,000 tons during the same quarter in the previous year. Similarly the imports of jute piecegoods have declined from 20,917,000 square yards to 17,128,000 square yards during the same periods. The imports of jute sacks and bags into the United Kingdom have, however, advanced from 175,000 square yards in the first quarter of 1934 to 179,000 square yards in the quarter under review. The supplies to the United Kingdom from India of both long and short staple cotton show an increase. The Lancashire Indian Cotton Committee is taking active steps to popularise the use of India cotton, and the measures taken are fully described in the Committee's first annual report for the year ending 31st December, 1934. The total imports for the quarter under review of long staple cotton into the United Kingdom have declined from 2,671,000 centals (of 100 lbs.) to 2,111,000 centals, but the imports from India of long staple cotton have advanced from 214,000 centals to 223,000 centals. The imports of long staple cotton from U.S.A. have declined during the same period from 1,715,000 centals to 1,198,000 centals, and those from Egypt from 350,000 centals to 235,000 centals. During the same quarter in 1933 the imports of long staple cotton from India were 124,000 centals, from U.S.A. 2,043,000 centals and from Egypt 201,000 centals. It would therefore appear from a comparison of the figures of import for these quarters during the last three years that the United Kingdom market is taking an increasing interest in the Indian long staple cotton. The bulk of short staple cotton imports into the United Kingdom came from India and Indian imports during the quarter under review amounted to 220,000 centals as against 85,000 and 174,000 centals during the same quarter of 1933 and 1934 respectively.

The total imports of wool, other than merino and cross-bred, have gone down from 39,000 lbs. to 19,000 lbs., and the imports of this variety coming from India have been reduced proportionately.

During the first quarter of 1935 imports into the United Kingdom of Indian carpets have increased from 407,000 square yards to 442,000 square yards, although the total imports from all countries into the United Kingdom for the same period have been reduced from 1,131,000 square yards to 998,000 square yards. The imports of Belgian and Persian carpets have declined somewhat as compared with the previous year. They, however, still figure largely in the total imports. The figures for coir yarns, coir mats and matting in the quarter under review show that the bulk of the imports into the United Kingdom come from India. The Indian imports of coir yarn have advanced from 29,000 cwts. in the first quarter of 1934 to 41,000 cwts. in the same period in 1935 and the imports of coir mats and matting from 1,928,000 square yards to 2,174,000 square yards during the same periods.

* HIDES AND SKINS GROUP.

The imports into the United Kingdom from India under this group again show a slight decline during the quarter under review, but the decline is more marked under goat skins, dry and dry-salted, than under the hides, leather undressed and goat skin and sheep skin, leather undressed.

METAL AND ORES GROUP.

This group has done well during the quarter under review as compared with the same quarter in the previous year. Tin ores and concentrates and pig iron have fared a little better than pig lead.

TIMBERS.

The imports of Indian sawn teak wood into the United Kingdom has increased from 247,000 cubic feet in the first quarter of 1934 to 411,000 cubic feet during the first quarter of 1935. Taking the figures for the year 1934-35 in the Seaborne Trade accounts for March, 1935, and comparing them with the previous years, the exports of teak wood from India to the United Kingdom have risen in quantity as well as in value.

* Chapter II.—Agricultural Products.—Foodstuffs.

From the record of prices of certain Indian foodstuffs which is kept in this Office, it would appear that foodstuffs, as a group, have not done so well in the year under review as in the two

* Chapter written by Mr. Y. N. Sukthankar, I.C.S., Deputy Trade Commissioner.

previous years and they have fared somewhat badly when compared with the group of raw materials. This is not due, however, to any lack of interest in them, for a large number of enquiries have been received in this Office. These enquiries fall into two classes, (1) those received from importers in the United Kingdom and other countries, and (2) those received from exporters in India seeking connections in the United Kingdom or in Europe. The enquiries for connections on the continent are transferred to the Hamburg or the Milan Office, as the case may be. In this chapter it is proposed to deal with some of the typical principal enquiries received in connection with foodstuffs exported by India.

CHUTNEYS, PICKLES, JAMS, ETC.

In reply to an enquiry from Chester for trade introductions to firms dealing in pickles, the names of five Indian firms exporting from different parts of India were supplied. An enquiry was received from Surrey for the names of firms dealing in curry powders, curry paste and chutneys, and the names of two Madras firms, two Calcutta firms and one Bombay firm were supplied. An enquiry was received from a firm in Toronto, regarding the names of firms supplying chutneys and curry powders. The names of eight firms were given and it is understood that the Toronto firm has put itself in touch with these firms direct. A complaint was received from a well-known firm in London to the effect that the small manufacturers of sliced mango chutney with whom they did business were somewhat irregular in their supplies. This firm wanted to be put in touch with firms which would make small regular shipments of sliced mango chutney of the highest grade. The firm was accordingly given the name of four Indian firms of standing. An exporter of poppadams from South India, in reply to his enquiry, was given full information regarding the present conditions of the market. He was also informed that careful packing in zinc-lined cases, with the poppadams separated by oil-paper so as to prevent them from becoming too dry, was the best method of sending them to this country. Interest in these articles at the various exhibitions and fairs continues as before and sales have been quite successful.

GINGER.

Samples of Indian ginger were sent to the Pharmacopœia Commission at the General Medical Council Office. Their Expert Sub-Committee on Crude Drugs is examining these samples with a view to deciding as to their suitability for inclusion in the British Pharmacopœia.

TOBACCO.

Complaints regarding certain tobacco shipments were received from a well-known importing firm in London, which also wanted

to be introduced to suitable and reliable shippers in India. The firm was accordingly given the names of three shippers, two in Calcutta and one in Rangoon.

RICE.

A Calcutta firm, which had not done export business in rice previously and wanted to take it up, was put in touch with a firm of importers here.

TEA.

An enquiry was received from a certain firm in the United Kingdom regarding the names of exporters of Indian tea who have no representatives in this country. The names of ten such firms were supplied in reply.

COFFEE.

The Coffee Section of the British Empire Producers' Organisation is making useful enquiries regarding the world markets for coffee. All the information resulting from these enquiries has been sent to the Imperial Council of Agricultural Research. The whole question of the future of the Indian coffee trade in this country is receiving attention at present in the direction:—

- (a) Of improving the quality of the coffee;
- (b) Of improving the marketing facilities in this country.

BEANS.

The Agricultural Department, Burma, was supplied with quotations for Burma butter beans, Rangoon and Madagascar beans.

FRUITS.

A firm from Rawalpindi was supplied with the names of firms in this country interested in the import of fruit. Seville oranges were received from the Agricultural Officer, N.W.F. Province, and the market for these fruits was tested by a Covent Garden firm of fruiterers. In the opinion of this firm the colouring and the taste of this particular variety were not suitable for the United Kingdom market. A consignment of mangoes was received from the Horticulturist, Bombay, in reply to a request from a firm of fruiterers in Covent Garden market who wanted to test the possibilities of mangoes as a commercial proposition. The London firm was quite satisfied with this particular consignment and they thought that if the fruit was received here properly packed and graded, and if the supplies were duly regulated, the prospects of marketing this fruit in London should be satisfactory. Arrangements were made to send the consignment of United Provinces mangoes received from the Agricultural Department, United Provinces, to the Covent Garden Laboratory, through the

Department of Industrial and Scientific Research. A consignment of pears was received from the Agricultural Officer, N.W.F. Province, and the fruits were sent to the Department of Scientific and Industrial Research for the purpose of obtaining a report on them. The report, which is confidential and cannot be published here, was sent to the Agricultural Department, N.W.F., for their confidential information and guidance. Enquiries were received from a London firm of importers for the names of firms in India interested in the export of pomeloes in tins. Only one Bombay firm expressed any interest in this enquiry, which had been advertised in the *Indian Trade Journal*, and the name of this firm was communicated to the London firm.

Miscellaneous.

Considerable interest was shown in Cashew Nuts and enquiries were received from firms in New York, Liverpool and London. The names of Indian firms in different parts of India exporting cashew nuts were supplied to these enquirers. Enquiries were received from a firm of importers in Canada regarding celery seeds, Bombay red lentils and Karaya gums. The names of two Calcutta firms, two Bombay firms and one Karachi firm interested in the export of lentils were supplied. Similarly the names of other firms in the Punjab, Bombay, United Provinces and Bengal, who do business in these various commodities and had expressed an interest in the enquiry, were supplied to the Canadian firm. In reply to a Cawnpore firm making enquiries regarding the prospects of Indian celery seed in the United Kingdom market, the drawbacks of Indian celery seed as compared with the French seed were reported. Enquiries were received from a Canadian firm regarding the export of shelled peanuts or groundnuts, and the names of one Bombay firm and one Calcutta firm were communicated in reply. In reply to a firm in Karachi asking for the names of importers interested in dried fruits and nuts, the names of four London firms and one Liverpool firm were supplied. Further to an enquiry from a London firm regarding the names of firms exporting walnuts, the names of four firms in the Punjab were supplied. The Agricultural Department of the North-West Frontier sent an enquiry regarding Shilghoza Seed (Pine Nuts) and the requirements of the United Kingdom market were reported, and enquiries were also made in Germany and Italy for machinery suitable for dehusking these nuts.

Desiccated Nuts: The names of Indian shippers were supplied to a firm in London in reply to their enquiry.

Arrowroot Flour: A consignment sent by the Imperial Council of Agricultural Research was tested by the Imperial Institute. The conditions of the market in London were reported to the Imperial Council of Agricultural Research, and the names of four

importing firms in Trieste, obtained through the Indian Government Trade Commissioner, Milan, were sent to the Council. The names of three firms in London interested in barley of the pearl and powder varieties were supplied to a Calcutta firm.

Gur or Jaggery: Enquiries were made here regarding the names of firms interested in the import of Gur or Jaggery, but none were forthcoming.

Lactose: A Bombay firm was informed that it would not be economic at present to export lactose, as the daily demand for whey was as low as 500 to 700 pints, and other methods of disposal should be sought.

* Chapter III.—Agricultural Products.—Industrial Materials.

It is proposed in this chapter to give an account of the principal enquiries received in this Office from exporters in India or importers in this country relating to raw materials for industries and manufactured and semi-manufactured articles.

RAW MATERIALS.

Cotton: A firm in Ontario, Canada, made enquiries regarding the supply of cotton linters and was given in reply the names of four Bombay firms. In reply to an enquiry regarding Comilla cotton, the Liverpool Chamber of Commerce was given the names of eight Indian firms.

Jute: An enquiry was received from Canada regarding the supply of jute bags for cocoa and sugar. At the same time the firm wanted to know the names of importers in London of lentils, tea, linseed oil and castor oil from India. The firm was accordingly supplied with the names of three importers for each of these commodities.

Hemp: The names of seven firms in India were given to an Irish firm which wanted to take up representation in Ireland of Indian exporters of hemp. A firm in Leeds asked for and was supplied with the names of six exporters of hemp from India. An enquiry received from the Director of Industries, Bombay, was transferred from the Empire Marketing Board. The Director of Industries wanted information regarding use of sisal fibre in the manufacture of fishing twine and fishing nets, with the object in view of developing the use of such nets in the fishing industry in Bombay. He was supplied with the report of the firms dealing in this fibre.

* Chapter written by Mr. Y. N. Sukthankar, I.C.S., Deputy Trade Commissioner.

Wool: The Chamber of Commerce, Liverpool, was supplied with the names of seven exporting firms in India dealing in wool and seven firms dealing in hair. The Chamber of Commerce was also supplied with the names of eight firms who had no agents in London, although they exported wool from India. The French *Chambre de Commerce* in London was given the names of nine importers in this country, four of whom were representatives of Indian exporters. In reply to an enquiry from Philadelphia, received through the Indian Railway Bureau, New York, the names of six firms of dealers and exporters of Indian cowtail hair and six firms dealing in goat hair were forwarded. The names of six London importers and six exporters from India of goat hair were supplied to a Bradford firm. The names of four importers of rags (cotton and woollen) and of fibres were supplied to an enquirer from Trivandrum, who sent a sample of fibre and wanted to know the names of buyers of rags for paper making. This enquiry was received through the Imperial Institute.

Hides and Skins: In reply to an enquiry from a London firm regarding Indian lamb skins from Multan and Delhi, the names of six firms from the Punjab were supplied. The names of the exporters of raw skins and hides were supplied by the Director-General of Commercial Intelligence through this Office to a firm of London importers.

Oils, Oilseeds and Oilcakes: An enquiry was received from Buenos Ayres regarding the supply of essential oils for perfumery. The names of four exporting firms in India were supplied. The names of five importers in this country of groundnut cake and groundnut oil from India were supplied to a London firm. The Liverpool Chamber of Commerce was supplied with the names of eight Indian firms supplying oilcakes and five firms supplying cattle food, fodder and bran. A Glasgow firm was supplied with the names of five exporters of oilcakes from Bombay. A London firm, wanting a list of reliable Indian shippers of Bombay groundnut cakes and meal was given the names of suitable firms. The name of a Russian firm importing essential oils was given in reply to an enquiry from a Bombay firm for a trade connection in that country. The names of six importers of sandalwood oil were supplied to a Bombay firm. Four importers in Great Britain of the following oils and cakes—castor oil, groundnut oil and cake, linseed oil and cake, were supplied to a Bombay firm, together with the names of four firms dealing in vegetable oil in Italy, which were received from the Indian Government Trade Commissioner, Milan. The names of nine exporters in India of oilseeds (general) were given to a firm of oilseeds importers, London. The United Kingdom Trade Commissioner in Dublin, in reply to an enquiry regarding a particular brand of Bombay and Madras

castor oil, was referred to the appropriate exporters. The names of six Indian firms exporting castor oil were given to a Glasgow business concern.

Miscellaneous material: Enquiries were received from Tangiers regarding henna, turmeric and spiced products. The names of exporters of these products from India were supplied and information was also given regarding the growing of henna in India. The name of importers of Bispath and Jhuli tobacco leaf, kapok and turmeric from India, were supplied to a Manchester firm. A list of gum products exported from India was supplied to a London firm. The names of five exporters of Indian hoofs and horns were supplied to a firm in Lancashire. Similarly the names of six importers of these materials from India were supplied to the Indian Government Trade Commissioner, Hamburg. An enquiry was received from Scotland regarding the supply of horns of Himalayan or other large-horned sheep; the names of three supplying firms in the Punjab and one in Karachi were supplied. Narcissus bulbs received from the North-West Frontier Agricultural Department were sent for trial to the Agricultural Institute, Kirton, Boston, Lincolnshire, through the courtesy of the Ministry of Agriculture and Fisheries. Although the report was not altogether satisfactory, the Ministry has kindly agreed to give a further trial during a second season, as these bulbs do not usually prove satisfactory during their first season.

At the request of the editor of a certain Chemical Journal in London, arrangements have been made for the publication of periodical reports on Senna crops in Madras in the *Indian Trade Journal*. Enquiries were received from a firm in London regarding "Entava Scandens." The firm was put in touch with a Research Laboratory in Calcutta and also the offer of the Forest Utilisation Officer, Bengal, to supply this seed at certain stated rates, was passed on to the enquirer. The names of importers from India were supplied to a London firm interested in waxes of all kinds, bonemeal, and bone glue, gelatine, groundnuts, groundnut cake and oil, leather and hides and tanning materials. Several enquiries were received regarding the supply of wood charcoal and coconut-shell charcoal. The names of Indian exporters were given in reply to these enquiries. Extracts from publications on coconut-shell charcoal were supplied by the Director-General of Commercial Intelligence, in reply to a request from the Commercial Attaché to the French Embassy. The Commercial Attaché also wanted the names of importers of Indian Mowra meal in this country, and the names of six firms in London, one in Stafford and one in Leeds, were supplied. The names of four firms exporting Mowra meal from India were supplied to a firm in Lincolnshire.



INDIAN CARPET STALL, TEXTILE SECTION, BRITISH INDUSTRIES FAIR, 1935.

Sports Goods: A list of firms interested in importing sports goods was sent to the Director-General of Commercial Intelligence in reply to enquiries received by him from several Indian firms desirous of exporting sports goods. An interesting enquiry was received, through a Sussex firm, from an individual in Spain wanting to represent Indian firms exporting sports goods from India. The names of seven exporters of sporting requisites were sent on to him. A London firm was also given the names of exporters of sports requisites from India.

Coir Mats and Matting: Considerable interest was shown in the imports of coir mats and matting from India. The names of seven importers of these goods in this country were supplied to a Sheffield firm. In reply to an enquiry from an Ipswich firm, the names of four London brokers dealing in Indian coir mats were supplied. In reply to an enquiry from a Spanish firm, the names of two Calcutta firms, one Malabar firm and one Bombay firm, were supplied. An enquiry was received from the Federation of British Industries for the names of importers of grass mats, similar to those made in China from sea-grass. The names of nine exporting firms in India were supplied to a firm in Toronto in reply to an enquiry for "India coco door mats." A London firm was supplied with the names of seven South Indian firms who manufacture coconut mats but who were not represented in this country. An Alleppey firm was given the name of a firm prepared to re-export coir goods to Continental countries.

Jute Goods: A Calcutta firm was given a list of firms in this country interested in importing Hessian bags. A Swansea firm was given a list of manufacturers of jute bags in India with their London addresses. A Cardiff and a London firm were given the names of five firms in Calcutta exporting fancy jute webbing. A London representative of a firm in Chicago wanted to be put in touch with the sources in Calcutta of supply of jute articles and was given the names of six exporters of jute twine and cordage rope from India.

Carpets: A Spanish firm was given the names of six London importers of Indian mats and matting, carpets and rugs, and cotton piecegoods. The London Chamber of Commerce was supplied with the names of four Madras manufacturers of "Deccan rugs" and four Bangalore firms exporting Bangalore carpets (Wallajas). A London firm was given the names of eight manufacturers of carpets in the United Provinces. Another concern was given the names of four Mirzapur manufacturers of hand-woven rugs, as he specified the Mirzapur district. An enquiry was received from a Dundee firm for the exporters from India of rugs, numdahs, etc., and the names of six Indian exporting firms and five importers from India in this country were supplied.

Arts and Crafts, Cottage Industries and Fancy Goods: An enquiry was received from one of the big Departmental Stores in London for cotton bedspreads supplied by Patna cottage industries, and the enquirers were put in touch with sources of supply. The North-West Frontier Agricultural Department was put in touch with a firm in London interested in Indian arts and crafts with a view to dispose of "Pariala" workbaskets. Samples of "Gota" and "Keka" chains were received from Patna in order to test the market here. The enquiries are still in progress. The names of seven importers of Indian artware were sent to the Director-General of Commercial Intelligence to meet an enquiry from a firm in Benares.

Ivory: The names of three manufacturers and exporters of carved ivory were given to a Tourist Agency in London. The names of two manufacturers of celluloid works in India were supplied in reply to an enquiry from a Surrey firm. Madras hand-made lace exhibits received from a firm in Madras were displayed in the British Industries Fair and the firm was given advice as to a suitable medium in which to place the advertisements which they desired to insert. The names of five importers were supplied to another manufacturer of lace from Madras, and the samples sent by the firm were retained in this Office for the inspection of enquiring importers as the occasion arises.

MISCELLANEOUS MANUFACTURES.

The names of three importers in this country of real Madras handkerchiefs were supplied to a Manchester firm. In reply to a further enquiry from the same firm the names of five Indian exporters were supplied. A firm in London was put in touch with four manufacturers and exporters of glass and china ware in India. The names of five manufacturers and exporters of musical instruments from India were given to a London firm which was interested in them as a result of an enquiry from South Africa. Names of exporters of canes and rattans were supplied to a London firm in reply to an enquiry. The names of seven manufacturers and exporters of candles were supplied to the Federation of British Industries. Enquiries are being made in India regarding the manufacture of "pearl" and horn buttons to be communicated to a London firm. Enquiries have been received from Oslo through a London firm regarding the sources of supply in India of chromite, manganese ore, oilseeds, ground-nuts and rapeseed. The required information was duly supplied. The names of four Indian tanners were supplied to a London firm interested in leather imports. The names of eight manufacturers and exporters in India of tanned chrome leather were supplied to a Leicester firm. An interesting enquiry was received from a gentleman regarding Indian tents. This was not a

trade enquiry but he wanted to recommend them to his friends, as he considered that Indian tents were superior to English tents for purposes of summer camping in this country. The names of suppliers of Indian tents were also supplied to the Crown Agents for the Colonies, who had received enquiries from the Conservator of Forests at the Gold Coast. The names of four importers of drugs in London were given to a firm in Bhopal. The names of four Consulting Chemists were forwarded to a firm of soap manufacturers in Calcutta.

* Chapter IV.—Indian Timbers.

There was a marked increase in the quantity of hardwoods imported into the United Kingdom during 1934. Indian timbers other than teak did not, however, bulk largely in this increase. Heavy competition continues to keep prices low and freight charges handicap Indian timbers. Teak continues in demand for ship and railway use, but in all forms of construction there is heavy competition from substitutes. The increased use of veneers limits the demand for decorative woods.

In terms of thousands of loads (generally a load is 50 cubic feet, but in the case of softwoods and pitprops imported in the round it is 40 cubic feet) the quantity of unmanufactured timber imported into the United Kingdom from all sources of supply during 1934 compares as follows with the imports of 1933 and the average imports of the five-year period 1926-30:—

In (000) loads.

	Average of 5 years 1926-30.	1933	1934	Change in 1934 on average of 1926-30 + or -
Hardwoods	731	587	740	+ 9
Softwoods	5,477	5,930	6,698	+ 1,221
Not definitely classed as hardwoods or soft- woods	3,567	3,053	3,657	+ 90
Total	9,775	9,570	11,095	+ 1,320

In addition to timber, 10 million cubic feet of plywood were imported in 1934 as against eight million cubic feet imported in 1933.

* Chapter written by Sir H. W. A. Watson, Kt., Timber Adviser to the High Commissioner for India.

The above figures illustrate the large quantities of timber required for use in the United Kingdom in spite of the competition of substitutes.

Imports of Indian timbers totalled 30,500 cubic tons in 1934, as against 17,300 cubic tons in 1933 and an average of 37,000 cubic tons for the five-year period 1926-30. The main timber imported was teak, but there was some increase in the imports of other timbers, notably gurjun and pyinkado, the latter in the form of flooring strips.

Deliveries of Indian timbers through the agency of this office totalled 1,005 tons in 1934-35, as against 1,210 tons in 1933-34. The decrease is due to shipments not arriving until just after the close of the year. Sales were effected for 1,308 tons in 1934-35 as against 1,190 tons in 1933-34.

ENQUIRIES.

Commercial enquiries of the year analyse as follows:—						
Enquiries resulting in sales	19
Enquiries for specified quantities of timber, not resulting in sales	15
Tentative enquiries regarding supplies and production	11
Indefinite	1
						—
					Total	46
						—

In addition there were the usual enquiries from consumers regarding sources of supply of timbers, etc. Amongst these latter enquiries several were for haldu and one for flooring strips of Burma padauk, neither of which appear to be stocked by the London merchants.

The chief decorative timbers in demand were Indian silver-grey wood and Indian laurel. The demand for rosewood is chiefly for the Continental markets. Padauk, like most red woods, is temporarily out of favour.

Chooi (*Sageraea elliptica*) from the Andamans was tried for golf club shafts, but considered not to be competitive in price or specification with the American timbers used for the purpose.

One merchant tried a log of sissou from Bengal but did not find the timber attractive as a commercial proposition.

The reduced price has widened the uses of teak, which is much in evidence for garden frame work, seats in parks and outdoor purposes generally.

PROPAGANDA.

Panels in Indian laurel and Indian rosewood, framed in Indian silver-grey wood, were added to the show windows at India House. The Imperial Institute added a diorama stand in Indian laurel from Madras to the Indian gallery. This wood yielded some beautiful figured panels.

An effective display of teak was staged by the principal Burma shippers of teak at the British Industries Fair at Olympia, and teak was prominent elsewhere at the Exhibition in the shape of garden furniture, cabinets and small articles.

The Timber Development Association continues its good work for the purpose of counteracting the insidious propaganda in favour of substitutes for timber. Amongst other activities it published a "Use Chart" for timbers in *The Architectural Review* for August, 1934. The timbers in the Chart include gurjun, Indian laurel, Indian silver-grey wood, Andaman marble wood, rosewood, satin wood, teak and thitka.

PROMINENT BUILDINGS IN WHICH INDIAN TIMBERS

HAVE BEEN USED DURING THE YEAR.

Window frames in teak, panelling in Indian silver-grey wood, and flooring in Andaman gurjun, were used in the replica of the King's House at the *Daily Mail* Ideal Homes Exhibition at Olympia.

Teak, Indian silver-grey wood and Indian laurel were used in the new building of the Royal Institute of British Architects.

* Chapter V.—Lac and Shellac.

THE LAC MARKET.

The table of shellac prices, receipts, deliveries and stocks reproduced below, represents in short the story of the meteoric rise and catastrophic fall of the London shellac "pool" in the year under review. Stocks accumulated rapidly, reaching a peak figure of well over 313,000 cases in December, but prices, after touching 115s. in May, 1934, dropped steadily to the low figure of 47s. 6d. in March, 1935. Fortunes have been made and lost in shellac in the last eighteen months, but, on balance, the uncertainty engendered in consumers' minds has largely

* Chapter written by Mr. A. J. Gibson, F.C.H., F.L.S., Special Officer Lac Inquiry, London Shellac Research Bureau.

neutralised the advantage of the cheapness of the commodity since November, 1934.

Month.	London Prices Shillings per cwt. spot TN	London, in Packages (TN)		
		Landings.	Deliveries.	Stocks.
1934.				
April ...	100/-	40,107	2,953	206,965
May ...	115/-	29,543	2,779	233,729
June ...	110/-	26,341	3,421	256,649
July... ..	100/-	5,253	2,932	258,970
August ...	97/-	48,335	3,137	304,168
September ...	95/-	855	3,027	301,996
October ...	92/6	1,878	4,202	299,672
November ...	85/-	9,738	5,874	303,536
December ...	85/-	15,854	5,800	313,510
1935.				
January ...	65/-	5,348	5,817	313,041
February ...	70/-	3,959	12,926	304,074
March ...	47/6 to 50/-	3,978	10,786	297,266

THE WORK OF THE SPECIAL OFFICER LAC INQUIRY AND THE LONDON SHELLAC RESEARCH BUREAU.

The consolidation of old contacts and the securing of many new ones was the principal work of the year, consumers being informed by means of personal calls and interviews, distribution of literature, reviews, articles, translations, special reports, attendance at scientific societies' meetings and gatherings, by speeches and by lectures, of the activities of the London Shellac Research Bureau and its workers, and of the co-workers at the Indian Lac Research Institute, Ranchi, and the Shellac Research Bureau, New York. The activities of the Special Officer Lac Inquiry have become very closely associated with those of the London Shellac Research Bureau and can no longer be treated conveniently or profitably from a separate standpoint. The co-operation of New York with London and the parent institute in India has placed lac research definitely on an international basis, the results so far achieved being a good augury for the future of the lac industry, though the handicaps of fluctuating prices and fluctuating quality are such as to hinder gravely the developments which would otherwise accrue from successful research work.

The consumer's point of view has again to be put on record, for unless his demands can be implemented lac research work will remain largely of academic value. The consumer wants lac products at reasonable prices and of guaranteed purity and quality. That is what the synthetic resin or "shellac substitute."

manufacturers can give him, and the Indian producer and manufacturer has either to accept this position of affairs or to face the gradual shrinkage of the trade in a valuable Indian commodity, a commodity which has undoubted technical advantages over its rivals, but is confronted with difficulties only capable of solution at the production end.

The Special Officer Lac Inquiry undertook a three weeks' tour in France, Belgium and Germany in December, 1934, which resulted in much useful discussion with consumers and research workers, and an interchange of views, research results and suggestions for future research work. Contact was established with no fewer than three independent research workers in Germany, working on the application of lac. Some of this work has proved of considerable interest.

Membership of the following societies and research institutions was secured or continued:—

The Linnean Society of London.

Plastics Group of the Society of Chemical Industry (member of committee and convener of the papers sub-committee).

American Chemical Society (member).

Pine Institute of America (member).

Institut du Pin, France (foreign member).

Oil and Colour Chemists' Association (member of council).

Research Association of British Paint, Colour and Varnish Manufacturers (member of council).

Essential Oils and Resins Committee, Imperial Institute (member).

Tanning Materials Committee, Imperial Institute (member).

British Electrical and Allied Industries Research Association (associate member).

International Electro-Technical Commission Committee No. 15, "Shellac" (chairman).

Imperial Economic Committee, Minor Forest Products Survey Committee (chairman).

The attendances at meetings of some of the above totalled over forty-five in the year.

Personal callers at India House numbered 149, but much of the business was done over the telephone. Works and business visits totalled eighty-five, while letters received amounted to over 3,500 and issues over 4,500. The London Shellac Research Bureau mailing list now totals over 1,300.

Lectures or addresses were delivered as follows:—

17th October, 1934: "Natural Resins"—Society of Chemical Industry (published in *Journal of Society of Chemical Industry*, dated November 23rd, 1934).

15th November, 1934: "Decolorization of Lac Products"—
Borough Polytechnic (published in the *Oil and Colour
Trades' Journal*, dated November 23rd, 1934).

28th November, 1934: "Shellac"—Deptford Rotary Club.

4th February, 1935: "The Lac Industry"—Society of
Chemical Industry.

7th February, 1935: "Shellac"—Birmingham Paint Varnish
and Lacquer Club, and Oil and Colour Chemists' Associa-
tion (published in *Oil and Colour Trades' Journal*, dated
February 15th, 1935).

Assistance was given to Count Moroni for a lecture on shellac
in Milan.

Lac product exhibits were prepared for:—

(a) A Birmingham Trade Exhibition, June, 1934.

(b) The Canadian National Exhibition, Toronto, August
24th to September 8th, 1934.

(c) The Universal and International Exhibition, Brussels,
May to October, 1935, of which full details will be given
in the Annual Report for 1935/36.

Natural resin collections (including lac) were prepared for:—

(a) Mr. A. E. Wilson,
Technical College,
Royds Hall,
Huddersfield.

(b) The Director,
Paint Research Station,
Waldegrave Road,
Teddington.

LAC RESEARCH IN THE UNITED KINGDOM.

The London Shellac Research Bureau.

Considerable progress has to be recorded in the research work proceeding in the United Kingdom on the application of lac products in industry. At Messrs. The British Thomson-Houston Co., Ltd.'s research laboratories, Rugby, under the able guidance of Mr. W. Bayley Parker, Dr. Ali Karim has been engaged principally on ascertaining the best type of extractor and the best type of extracting solvent for removing the wax from lac products and determining the quantity, with the view to standardising this test. A preliminary report has been submitted to the British Electrical and Allied Industries Research Association committee concerned for consideration and transmission, if approved, through the British National Committee (the British Standards Institution) to the International Electro-Technical Commission.

Dr. R. Bhattacharya, assisted materially by the wide experience in research work of the Director of the Paint Research Station, Teddington, Dr. L. A. Jordan, has worked steadily on the constitution of lac, and has been in consultation with the veteran German chemist, Dr. Werner Nagel, on the subject. Dr. L. C. Verman, in co-operation with Dr. Bhattacharya, has evolved a method of splitting up lac on a semi-commercial basis into its principal component parts, namely:—

Commercial Pure Lac Resin,
Commercial Soft Lac Resin, and
Commercial Lac Wax.

As the methods used are the subject of a published paper (Technical Paper No. 1 of the London Shellac Research Bureau—“Isolation of Pure Lac Resin”), further details need not be given here.

The policy, however, behind lac research work in the United Kingdom, namely, that as lac is not a chemical entity efforts have to be made to isolate its components, in order to arrive at materials having the desired specific industrial properties, has borne rapid fruit. The “pure lac resin” is showing definite indications of being of higher value than ordinary lac as a varnish in electrical insulations, as the resultant film has a considerably higher breakdown voltage, higher water resistance, longer life under prolonged heating at temperatures as high as 120° C., excellent hardness, toughness, flexibility and adhesion to copper, while showing no sign of “greening” in contact with that metal. The “soft resin,” better known as the “ether soluble resin,” has been found to be directly soluble in drying oils, such as linseed and tung oils, and thus opens up a new field of uses for lac in the baking and stoving enamel industries. The lac wax is recoverable in an exceptionally pure state and will find scope for uses in the polishing industries, etc., and as a good alternative to beeswax.

During the year Professor A. C. Chibnall and his co-workers completed their independent researches on the chemical constitution of lacwax, and the results have been published. (*Biochemical Journal*, XXVIII, No. 6, 1934, pp. 2175-2219).

The published work of the London Shellac Research Bureau during the year was as follows:—

- (1) Technical Paper No. 1, “Isolation of Pure Lac Resin,” by Drs. Verman and Bhattacharya.
- (2) First Bulletin, being lectures on:—
 - (a) “Note on the Constitution of Lac,” by Dr. Bhattacharya, and
 - (b) “Some Industrial Possibilities of Pure Lac Resin,” by Dr. Verman.

- (3) "Abstracts bearing on Shellac Research Literature for the period 1st January, 1928, to 31st December, 1934."

In the Press.

- (4) Reprint from the *Journal of the Oil and Colour Chemists' Association*, May, 1935, of a lecture by Dr. Ali Karim on "The Problems of the Chemistry of Lac," delivered in Birmingham on February 7th, 1935..
- (5) Technical Paper No. 2, "Identification and Analysis of Lac," by Dr. R. Bhattacharya.
- (6) Technical Paper No. 3, "Fundamental Physical Properties of Lac—Part I—Mechanical Properties," by Dr. L. C. Verman.

Each of these papers (except No. 3, which is of limited interest) ran to first editions of 1,500, which about meets present requirements.

The above account only describes the principal activity of each of the Indian research workers. Much other work was accomplished and is recorded in their six-monthly progress reports to 30th June, 1934, and 31st December, 1934.

"Specific Lac Inquiries" from consumers reached the figure of forty-five in the year 1934/35; these were attended to and proved an excellent medium for building up friendly relations with lac consumers. A feature of the year was the increasing contact by the Indian Research Workers with lac consuming industries in the United Kingdom by means of works and research laboratory visits, and this policy is being developed on the principle that a personal interview is worth many letters.

Close attention is paid to literature and patents bearing on lac and abstracts are published every two months in a special section of the "Review of Current Literature" of the Paint Research Station, Teddington. In this work the whole of the staff of the London Shellac Research Bureau takes its share.

Mr. A. K. Thakur, on study leave in the United Kingdom from the Indian Lac Research Institute, Ranchi, continued his work at the Imperial Institute and prepared a paper on an improved method for washing sticklac, which very effectively removes the soluble dye and nitrogenous matter, leaving a remarkably clean, fine-grained seedlac, easy to bleach and with a natural colour-index number far better than that of ordinary seedlac. The paper has been submitted to the Research Sub-Committee of the Indian Lac Cess Committee for approval for publication.

With the increasing exports of seedlac from India and the increasing discontent of users, in the United Kingdom, the United States of America and Germany, with the quality exported, Mr.

Thakur's work becomes of considerable importance to seedlac producers in India.

Two notable books bearing on lac and its uses have appeared during the year:—

- (a) "The Gramophone Record," by H. Courtney-Bryson. This is the first published book which deals with the gramophone industry and the details of the making of gramophone records, and as about 40% of the Indian lac output is still consumed by the gramophone industry the volume is of exceptional interest to lac producers.
- (b) "Shellac," by Dr. E. J. Parry. This book is the first attempt since the appearance of the Lindsay and Harlow report on shellac in 1921, to tell the whole story of lac in one volume. It is excellently written and forms an authoritative and up-to-date record of what lac is, how it is used, how it is tested and how it is marketed.

The Advisory Committee on Lac and Shellac Research in the United Kingdom, under the Chairmanship of the High Commissioner for India, met twice during the year and its Technical Sub-Committee three times.

The following changes took place in the membership of the committees in 1934/35.

RESIGNED.

Sir Harry Lindsay, K.C.I.E., C.B.E.,
Indian Trade Commissioner (retired).
Mr. W. Duval,
Chairman, London Shellac Trade Association.

APPOINTED.

Dr. D. B. Meek, C.I.E., O.B.E.,
Indian Trade Commissioner.
*Mr. A. F. Suter, of Messrs. A. F. Suter & Co., Ltd.

Co-operation with the Indian Lac Research Institute and with the New York Shellac Research Bureau.

On June 19th, 1934, the Indian Lac Cess Committee ratified an agreement with the United States Shellac Importers' Association, by means of which lac research results in India, in the United Kingdom and in America, against a subsidy from the Indian Lac Cess Committee, would be pooled for the next three years. Co-operation is being built up by exchange of correspondence, reports and publications, the ultimate object being to delimit the spheres of lac research in each country in order

* Member of the Technical Sub-Committee of the Advisory Committee.

to prevent overlapping, while at the same time exploring the possibilities of co-operative research projects and co-operative publication. The difficulties are formidable, if only from the geographical point of view, for it is not easy to reach agreement when the principals are many thousands of miles apart. On the other hand delay in delimitation is not entirely disadvantageous. Dr. L. A. Jordan aptly remarked in the preface to Technical Paper No. 1 of the London Shellac Research Bureau, that where lac research is concerned the field of interest is so wide and the scientific background so imperfectly understood, that to some the communications to be made may seem to be as disconnected as units of a jigsaw puzzle, but the essential thing, he continued, was that the units shall be useful, leaving time to weave the pattern and to disclose the picture.

In the circumstances at present existing this view of the situation is eminently sound though in the near future exchange of views by correspondence, etc., will have to be supplemented by meetings of the principals of the research organisations if the full benefit from the funds being spent on lac research is to be reaped. Meanwhile inevitable duplication of research work will continue for a time, but this will check results obtained, show up errors made and will add, ultimately, to the value of the results achieved.

Synthetic Resins.

The year showed continued development in the synthetic resin industry, in production, organisation and in publicity. The United States of America, the United Kingdom, Germany, France and Italy all have regularly published journals now dealing with the plastics moulding trade. A point of considerable interest is that for moulding powders lac products or derivatives would have to sell at 35s. a cwt. to be competitive, while a technical point of still greater importance is the fact that the difficulties in the use of lac in a "closed" mould have not yet been successfully overcome. Whether elimination of the intractable "soft resin" will improve matters here, as it should, is still a matter for experiment. The probability that the uses of synthetic resins in combination with natural resins, shellac among others, as envisaged in this report a year ago, would develop is being borne out both in the patent literature on the subject and in practice.

* Chapter VI.—Indian Minerals.—General.

In common with other commodities, markets for minerals and metals are affected adversely (1) by the growth of economic nationalism with restrictions of imports of raw materials and the search for substitutes for metals and minerals already in general use, (2) by inter-governmental trade agreements with the resultant system of quotas and (3) by exchange fluctuations and difficulties.

There are other factors at work which are often diametrically opposed. Constant research is going on with the object of improving methods of extraction and treatment of ores and minerals, leading to increased output and utilisation of lower grade materials. On the other hand investigations for the improvement, easier handling and new uses for metals and alloys are always in progress. Fuel research is directed towards greater efficiency in the use of coal as a source of power and must tend towards a decrease in output. Methods for combating the effects of corrosion of metals and alloys are being sought for and must result in decreased replacement due to wear and tear. New uses for materials generally lead to the displacement of already established substances. The trade in scrap or "secondary" metals is bound to become an increasingly important factor in the world's markets, especially if prices of fresh supplies of metal recover.

Movements towards restriction of output continue to spread and an agreement has been reached by the principal copper producers outside the U.S.A. and Canada. The United States market is closed to outsiders by the existing import tax of 4 cents per lb., equivalent to approximately £18 10s. 0d. per ton or more than 50% of the present price, and in addition the industry is controlled by Presidential decree. Much of the Canadian copper is a by-product of the nickel and gold industries and it is certain that the output of the latter more valuable metals will not be restricted. For the rest (i.e., the African and South American producers) agreement was reached on the following basis:—

- (1) Curtailment of output by 264,000 tons yearly to be effective from the 1st June, 1935.
- (2) Compilation of complete statistics so that, while an adequate supply of copper will be provided at all times, accumulation of excess stocks will be avoided.
- (3) Co-operation in foreign markets of producers other than those who actively participated in the conference is assured.
- (4) Uniform trade practices governing sales, deliveries and terms of payment will be adopted.

* Chapter written by Mr. G. H. Tipper, F.G.S., Minerals Adviser to the High Commissioner for India.

- (5) Each producer reserves freedom of action within the above limitations. There will be no pooling of sales nor fixing of prices but an effort will be made to ensure stable markets, and avoid wide fluctuations of prices.
- (6) The period of agreement (subject to certain contingencies) will be until 1st July, 1938.

It will be seen that the scheme as above outlined is very partial, depending as it does on the voluntary restriction to be carried out at the expense of two producing countries in which are included companies whose costs are the lowest known. Moreover, no mention is made of the trade in scrap copper, a trade of considerable dimensions and one which is bound to increase in the future.

In spite of all its drawbacks the scheme has been favourably received and one of its noticeable results has been an appreciation in the price of copper.

The present situation necessitating this voluntary restriction scheme would appear to have resulted from (1) the action of Copper Exporters, Incorporated, in keeping prices at a high figure, thereby stimulating the search for fresh sources of supply, leading to the discovery of the very rich deposits in Rhodesia and (2) the closing of the U.S.A. markets to other than domestic suppliers, forcing the rest of the world to unload on the London market, accentuated by the export of surplus stocks from the U.S.A. Although it is reported that the copper producers in the U.S.A. do not expect to increase their exports beyond the present figure, advantage would undoubtedly be taken of a considerable rise in price on the London market.

The U.S.A. have reduced the import duty on Brazilian manganese ore from 110% to 55% and there is a hope that Indian manganese ore will be similarly favoured. Exports from India showed a welcome increase but are still far below the pre-slump figures. Prices remain stationary and are still low, and there is no doubt that Russia remains the dominating factor in the market.

At the meeting of the World Economic Conference in 1933 an agreement on silver was reached and it was hoped that a further fall in price would be arrested by limiting the sales of demonetized and new silver for a period of years. It is doubtful whether this agreement had any appreciable effect. The same can hardly be said of the United States Silver Purchase Act. Under this Act silver was nationalized and its export prohibited. The Secretary of the Treasury was authorized to purchase silver at home or abroad subject to two limitations: (1) until the proportion of silver held was equivalent to 25% of the total currency backing and (2) when the market price went over \$1.29 per oz. The result has been a very considerable appreciation in the price of the metal. It is questionable whether this rise in price

will lead to an increase in the production so long as the prices of lead and zinc remain depressed.

The Import Duties Advisory Committee is still enquiring into the effect of the Ottawa Duties on the prices of lead and zinc.*

The improvement in the market for mica has been well maintained. All classes of Ruby mica continue in demand. The market for Madras green mica is still poor. It is believed that this is due to the advertisement obtained by Ruby mica during the War and not necessarily to the inferiority of the Madras product. Complaints continue to be received of the indifferent grading and classification of mica from certain quarters.

COMMERCIAL ENQUIRIES.

The slight improvement in the conditions of trade which was noted in the early part of 1934 did not develop as was hoped. Nevertheless the number of enquiries addressed to the Minerals Adviser showed a slight but definite increase and as usual covered a very wide field. Considerable interest was aroused, for example, by the reported discovery of nickel ores in Singhbhum and led to many enquiries. It is unfortunate that this occurrence was of no commercial importance.

The year's work may thus be briefly summarized:—Sixty-five interviews were arranged; eighty-one enquiries were received and answered by telephone and a similar number by post. Statistics relating to many Indian minerals and mineral products were distributed. Analyses of the following were supplied:—Coals, chromite, bauxite, wolfram, magnesite, talc and barytes. Information on the geological occurrence and possibilities was furnished for coal, mica, beryl, bauxite and chromite.

Nine specimens were sent from India for commercial valuation and these included mica, talc, barytes, granite and semi-precious stones. The latter were unfortunately a miscellaneous collection of inferior quartz crystals.

In order of number of enquiries, the following minerals, among others, were the subject of requests from firms in the United Kingdom and abroad for names of Indian suppliers:—Mica, manganese, beryl, wolfram, precious and semi-precious stones, ilmenite, monazite, kyanite and corundum.

Requests from India for markets in this country and abroad related to the following:—Mica steatite, granite, ochres, barytes, semi-precious stones, vanadiferous iron ore, cobalt-ores and abrasives.

* Under the Import Duties (General Ad Valorem Reduction) (No. 1) Order 1935, made by the Treasury on the recommendation of the Import Duties Advisory Committee, the Customs Duties on wrought lead and zinc will, from August 27, 1935, be 7s. 6d. and 12s. 6d. per ton respectively or 10 per cent. ad valorem whichever is the less.

The possibilities of Aluminium manufacture in India were thoroughly discussed with a large firm of contractors in London and during the interviews the assistance of Dr. C. S. Fox was much appreciated.

The question of the utilisation of Electric power from the Mettur dam for the preparation of fertilisers was discussed with interested parties.

The following table gives a digest of work done:—

Enquiries from U.K., U.S.A. and the Continent for Exporters of Indian minerals	56
Enquiries regarding occurrence, extent and reserves of minerals in India	9
Enquiries from India for names of importing merchants abroad	37
Samples received for commercial valuation	9
Requests for analyses of Indian minerals	7
Enquiries for statistics	16
Miscellaneous enquiries (mining and prospecting leases, tariffs, general geological and mining questions, etc.)	14

PUBLICITY.

An excellent display of Indian mica was arranged in one of the windows at India House by Messrs. F. F. Chrestien & Co., and aroused considerable interest. It is hoped to arrange similar exhibits of other Indian minerals.

No articles were contributed to the Press, but, as usual, information of a technical character was widely distributed and in many cases made use of.

COMMITTEES.

The Minerals Adviser attended the only meeting of the Advisory Council on Minerals held at the Imperial Institute. No meetings of the Technical Sub-committees were held during the year.

IMPERIAL INSTITUTE.

The Imperial Institute continues to receive enquiries relating to Indian minerals and during the past year these numbered 30 as compared with 29 the previous year. Only one sample was sent for test and that was Chromite from the Mysore State. Enquiries on marketing related to the following—Mica, chromite and Samarskite. Information regarding sources of supply, mode of occurrence and analyses was given in respect of magnesite, wolfram, gold, gemstones and beryl. Statistical information was also supplied on tin, chromite, mica, magnesite and wolfram. There were, in addition, some miscellaneous enquiries. The Minerals Adviser has again to express his thanks to the Mineral Resources Department for help most freely given.



THE LANCASHIRE INDIAN COTTON COMMITTEE'S STALL AT TEXTILE SECTION, BRITISH INDUSTRIES FAIR, 1935.

Chapter VII.—Trade Publicity.

During the year under review, the grant for publicity work was increased by £1,400 and with the additional funds thus provided it was possible to take part in a larger number of exhibitions and fairs than had been the case during the previous year. Accounts of the exhibitions in which this Department took part during the first three quarters of the year have already appeared in the quarterly reports which have been published in the *Indian Trade Journal*. Reports of the exhibitions organised during the quarter January to March have not, however, so far been dealt with. There were three such exhibitions, viz.: (1) The Birmingham and Midland Grocers', Bakers' and Confectioners' and Caterers' Exhibition; (2) The British Industries Fair, London; and (3) The South London Exhibition. Accounts of these exhibitions are given below:—

(1) THE BIRMINGHAM AND MIDLAND GROCERS', BAKERS',
CONFECTIONERS' AND CATERERS' EXHIBITION:

22ND TO 31ST JANUARY, 1935.

This exhibition was held under the auspices of the grocery, confectionery and allied trades, and, as such, it was well attended by the members of these trades. It was equally popular with the public. We had a small stall of the total area of 200 square feet. The exhibits comprised the various articles appropriate to the grocery trade, as well as cigars and cheroots. They were received from sixteen firms. In the matter of tea, a departure from the existing practice in the method of publicity was initiated at this exhibition. Hitherto, samples, prepared by this Department, of an approved blend of certain Indian teas were put up at the exhibitions. It was found that, though these samples were readily purchased by the public, there was no linking up of the publicity thus acquired with the regular trade, as the samples not being marketable and bearing no proprietary brands, could not be obtained at the shops. It was therefore decided to exhibit samples of proprietary brands of Indian teas, so that after the exhibition they could be identified at the shops by the customers. Such samples were supplied to the Indian stall at this exhibition by four firms of wholesale distributors of tea, and the purchasers and enquirers were referred to the shops which stocked them.

Personal canvassing of some of the more important wholesalers and retailers in the district was undertaken, and this resulted in fifty-four enquiries. Besides, twenty-seven enquiries were received

* Chapter written by Mr. B. D. Asli, Indian Trade Publicity Officer.

at the stall, bringing the total number of enquiries to eighty-one, as detailed below:—

Tea	20
Rice	18
Chutneys	17
Lentils and Beans	13
Curry Powder and Paste	6
Cashew-nuts (roasted)	4
Cigars	3

In rice, most of the enquiries received were for such varieties of Patna and Bold Burma as could be matched with the Spanish-Japan rice which was found to be selling well in the district. However, it was found that sales of Burma rice had improved as compared with the sales of two years ago. Similarly, Indian lentils had also had a better market in preference to the Egyptian. This was reflected in the number of enquiries which were received for this commodity.

Over 1,000 tasting samples of the value of £21 were sold at this exhibition and some contacts were established with the local traders. At the end of the show, an important retail house in Birmingham took over all the exhibits of chutney and condiments of four of the exhibitors. Three of these exhibitors were introduced to the firm in question for the first time. A new connection was also established with one of the biggest tobacconists in the district for certain brands of cigars and cheroots, and a trial order, representing seven different brands, for 700 Indian cigars, was obtained for one of the exhibitors.

The cost of participating in this exhibition amounted to £95.

(2) BRITISH INDUSTRIES FAIR, LONDON:

18TH FEBRUARY TO 1ST MARCH, 1935.

Stands were organised by the Department in four separate sections, viz.: (1) Carpets and Furniture Section; (2) Sports Goods Section; (3) Empire Section; and (4) National Section. The total area of these stands was 2,800 square feet, which was the largest occupied by India so far. Eleven separate stalls were put up, each having been assigned to a particular group of exhibits. Fifty firms participated in the Indian section at this Fair, and, of these, fifteen were new exhibitors. As usual, a separate stall was placed at the disposal of the Publicity Bureau of the Indian Railways. The London Agent of the Bihar and Orissa Government Cottage Industries Depôt was also allotted a stall (*vide* extract of report—Appendix E), while adjoining our furniture stall, a small section was allotted to a group of Burma Teak Shippers for the display of Burma teak. There was also a

much more comprehensive display of furs and skins this year, including finished products, such as coats and coatees made of Indian moire lamb, etc. Another new feature was a display of Indian soaps and toilet preparations manufactured by a well-known Indian concern. A small consignment of bitter oranges suitable for the manufacture of marmalade was received from the North-West Frontier Province. This was displayed in the Empire Section and attracted a good deal of attention from the trade.

There were 347 trade enquiries received, as under:—

Carpets and rugs	92
Skins, hides, leather and leather goods ...	84
Jute webbing	29
Carved and inlaid woodwork	19
Nuts and nut kernels	18
Soaps and oils	15
Chutneys, sauces and pickles	15
Incense and perfumes	11
Magnesite	8
Curry powder and paste	8
Bitter oranges	7
Tea	6
Rice	4
Jams and jellies	4
Beans and lentils	3
Canned fruits	3
Various	21

The bulk of these enquiries came from the United Kingdom but there were a few, about 10%, from other countries, viz.:—

Belgium: Six (hides, skins, tea, magnesite and incense).

Holland: Six (hides, tea, rice and incense).

Sweden: Five (hides and incense).

Canada: Three (chutneys and canned mangoes).

Norway: Three (nuts and magnesite).

France: Three (hides, magnesite and woodware).

Poland: Two (nuts).

Finland: Two (carpets and woodware).

Cyprus: (Two (nuts and rice).

Italy, Austria, Germany, Lithuania and Switzerland: One each (tea, hides, carpets and incense, respectively).

In point of actual business, the results obtained were much better than in previous years. Orders numbering 151 and valued

at Rs. 37,500 were booked. This was more than twice the business done at last year's fair, as shown below:—

	1934 Fair.	1935 Fair.
	Rs.	Rs.
Brassware	13,000	22,400
Sports goods	1,000	2,700
Carved and inlaid woodwork	500	2,300
Lace and miscellaneous ...	1,500	2,100
Carpets and rugs'	—	8,000
	<hr/>	<hr/>
	16,000	37,500
	<hr/>	<hr/>

The increase in the business was general in all classes of goods, and particularly in the case of carpets and sports goods it was due, *inter alia*, to the fact that they were exhibited in the sections appropriate to these classes of goods. Of these orders, eleven came from the Continent, *e.g.*, from Holland, Finland, Belgium, France, Lithuania and Sweden. Four of the orders were received from the United States of America and the rest came from the United Kingdom. Of the 151 orders booked, only about fifteen were from old customers, all the rest being new connections. These new connections included some very important concerns. References of the customers were taken up before forwarding the orders to the exhibitors, and, with one solitary exception, they were all found to be satisfactory.

Samples of foodstuffs were sold, as usual, and they realised £112. This was nearly double the sum realised at the previous fair. There was an appreciable increase in the quantity of cigars sold, which was no doubt due to the fact that one of the exhibiting firms had introduced an up-to-date style of packing, similar to the Havanas and other foreign makes, in place of the old-fashioned Indian boxes and bundles, which did not sell well on account of their unattractive get-up.

Besides the sale of samples of foodstuffs to the public, sales to the trade were also effected. On the very first day of the fair, the whole consignments of the artware exhibits of four firms were sold. Similarly, the exhibits of lace, carpets, woodware and chutneys, of some of the exhibitors, were also sold. These sales realised £260.

Her Majesty the Queen paid two visits to our stands, at one of which she purchased a valuable Amritsar carpet.

The cost of participation in the fair amounted to £1,000.

(3) SOUTH LONDON EXHIBITION, CRYSTAL PALACE,
LONDON: 6TH TO 16TH MARCH, 1935.

This was a very popular show of household goods and possessed a good advertising value. There was an Empire Section at this exhibition, in which we had a fairly large stand of the area

of about 600 square feet. The exhibits represented foodstuffs, cigars, artware, cotton and silk scarves, and curtains, carpets, etc. These were supplied by eighteen firms. Over 2,000 samples to the value of £57 were sold. No wholesale trade enquiries were expected, as this was not a trade show. A number of retail enquiries were, however, received as to the sources of supplies of the various articles exhibited, and the enquirers were referred to the retail shops concerned. The cost of participation amounted to £95.

GENERAL REMARKS.

As mentioned at the commencement of this chapter, this Department was provided with more funds for expenditure on publicity work, and therefore was able to participate in sixteen exhibitions as against nine in the preceding year. These were as under:—

- (1) The International Samples Fair, Milan: 12th to 27th April, 1934.
- (2) Home Lovers' Exhibition, Eastbourne: 9th to 19th May, 1934.
- (3) Nottingham Shop Display: 23rd June to 7th July, 1934.
- (4) Aldershot Empire Show: 4th to 7th July, 1934.
- (5) Dominion Industries and Trades Exhibition, Salford: 17th July to 11th August, 1934.
- (6) Canadian National Exhibition, Toronto: 24th August to 8th September, 1934.
- (7) Manchester Tobacco Trades Exhibition: 10th to 15th September, 1934.
- (8) International Grocers' Exhibition, London: 22nd to 28th September, 1934.
- (9) Hull *Daily Mail* Brighter Homes Exhibition: 18th to 29th September, 1934.
- (10) Bristol West of England Grocers' and Food Traders' Exhibition: 10th to 20th October, 1934.
- (11) Cardiff Brighter Homes Exhibition: 23rd October to 3rd November, 1934.
- (12) Ideal Home Food and Fashions Exhibition, Edinburgh: 3rd to 17th November, 1934.
- (13) Super Market Exhibition, Southend-on-Sea: 1st to 22nd December, 1934.
- (14) Birmingham and Midland Grocers', Bakers', Confectioners' and Caterers' Exhibition: 22nd to 31st January, 1935.
- (15) British Industries Fair, London: 18th February to 1st March, 1935.
- (16) South London Exhibition: 6th to 16th March, 1935.

As the result of the complete abolition of the Empire Marketing Board during the year under report, the expenditure in all the

above cases was borne entirely by this Department, whereas in the previous year three stalls were provided by the Board at three exhibitions. The total cost of the sixteen exhibitions undertaken during the year amounted to £3,680, as against £1,630 in the year 1933-34. Of this, space rent and construction cost came to about 55% of the total, the balance being absorbed by freight, staffing, advertising, canvassing and other incidental expenses. The British Industries Fair, which cost £1,000, was the most expensive, the next in order of cost being the Canadian National Exhibition and the Milan Fair with expenditures of £715 and £480 respectively. Of the provincial exhibitions in the United Kingdom, the Nottingham Shop Display was the most costly, with an expenditure of £250. All the other exhibitions cost on an average £100, except the Aldershot Empire Show, which cost £32 only.

Besides these exhibitions, participation was undertaken in three minor shows, where arts and crafts were exhibited and sold.

Exhibits and Exhibitors: Among the new types of exhibits received during the year under review, were jute webbing, soaps and toilet preparations, vegetable extracts and oils, pistachio nuts and walnuts, and bitter oranges. Some good specimens of carpets and tapestries were received from Amritsar and Kashmir. The Mirzapur carpets received were also of a better quality than in the past, and the same remark applies to the furs and skins. More varieties of jams, chutneys and sauces were received. In pistachios and walnuts the grading was found to be unsatisfactory as compared with the grading of these nuts coming to this market from other countries. In this respect, the raw cashew nuts were faultless and a trade contact accordingly resulted. In the case of soaps, though the quality was reported to be good, no prices were quoted by the exhibitors and thus actual business was rendered difficult. The response to invitations for exhibits was better than last year, but it must be mentioned again that considerable inconvenience was caused by some of the exhibitors despatching their goods at the last moment. This point was raised in the previous reports of this Department, but some exhibitors in India do not seem to realise the importance to themselves, as well as to the Department, of despatching their exhibits by the prescribed dates.

Sale of Samples: At every exhibition organised during the year, samples of food products were sold, which increased in range and variety with the increase in the number of exhibitors. With the object, however, of retaining the goodwill and securing the co-operation of the retailers, it was found absolutely necessary to restrict the sizes of the samples to the minimum. In some cases, therefore, larger sizes offered for sale as samples had to be

refused. The customers served numbered 25,800 during the year, as compared with 20,000 in the preceding year, and the sales realised £480, as against £370 last year. Among the exhibitions in the United Kingdom, the British Industries Fair showed the best sales, amounting to £111, the next best being the Ideal Homes Exhibition, Edinburgh, the South London Exhibition, the Nottingham Shop Display and the Hull Brighter Homes Exhibition. Cigars, tea and chutneys were the best sellers. Nearly 10,000 cigars to the value of £157 were sold, as against 4,090 cigars (value £65) sold the year before. Similarly, the sales of tea and chutney showed increases, there being 6,000 samples of tea (value £77) and 4,715 samples of chutney (value £135) sold, as against 3,218 samples of tea (value £40) and 4,180 samples of chutney (value £108) sold last year. There was a considerable falling off in the sale of canned fruits. Only 141 tins to the value of £13 were sold, as compared with 868 tins to the value of £51 the previous year. This decline was due to the shortage of supply of samples. Other sales were 2,400 samples of curry powder (value £60), 1,000 packets of rice (value £11), 770 packets of cashew nuts (value £15), 242 packets of Poppadums (value £5), 75 packets of Bombay Duck (value £2), and 227 packets of lentils (value £2). Burma butter beans failed to attract any notice on account of their comparatively poor quality and appearance.

In addition to the samples of foodstuffs, exhibits of artware, carpets, lace and leather goods, etc., were sold to the trade, realising about £900, of which £437 was realised at the Toronto Exhibition, £260 at the British Industries Fair, £176 at the Milan Fair, and the balance at other exhibitions in the United Kingdom. The total sales effected during the year of food products and other exhibits amounted to £1,380, as compared with £802 in the preceding year, showing an increase of 73%.

Orders: The Toronto Exhibition and the British Industries Fair were the only two exhibitions at which there were facilities for the booking of orders from the trade. The total value of the orders thus booked came to £2,900 (£91 at Toronto and the rest at the British Industries Fair), compared with £1,200 last year. It will be noted from the figures given below for the last four years that the business actually booked at the exhibitions has shown a big increase from year to year:—

Year.		Value of orders.		Approximate percentage of increase.
1932	...	£365	...	
1933	...	£717	...	100%
1934	...	£1,200	...	66%
1935	...	£2,900	...	142%

One of the causes which contributed to the large increase in 1935 was the fact that some of the exhibitors quoted better discount terms, which induced some large wholesale distributors to place substantial orders. Besides, better orders were received in cases where a wide and varied range of samples were supplied. Some of the exhibitors had supplied only a few lines selected in a haphazard manner, and they were therefore disappointed, as their exhibits did not present to the prospective buyer a sufficiently wide range from which to make his selection. Another deterrent to successful business was the heavy packing, handling and forwarding charges in India quoted in certain cases, notably in the case of the woodwork from Saharanpur. These charges must be kept as low as possible.

Canvassing of Shops: During the year, 380 shops and firms were canvassed in the various districts where exhibitions took place, as compared with 112 last year. Wherever an exhibition was held, every effort was made to link up the display with the local trade. This was done by inducing the local dealers to make simultaneous displays of Indian goods in their shop windows, and they were furnished with the necessary display materials and even exhibits for the purpose. About forty new connections were made in the various centres, as shown below:—

Eastbourne: Three for cigars, etc.; two for chutneys; two for curry powder, etc.

Salford: One for arts and crafts.

Manchester: One for cigars.

Toronto: One for cigars; one for condiments; two for artware.

Bristol: One for cigars; four for chutneys; two for curry powder.

Cardiff: One for arts and crafts; one for chutneys, etc.

Edinburgh: Three for cigars; three for chutneys, etc.; two for cashew nuts (roasted); two for canned fruits; two for curry paste; one for arts and crafts.

Southend: One for chutneys, etc.

Birmingham: One for cigars; two for chutneys, etc.

These were, of course, in addition to the 130 and more new connections which were secured through the orders taken at the British Industries Fair, mentioned elsewhere in this report.

Enquiries: The total number of trade enquiries received and dealt with at exhibitions during the report year was 820, as compared with 670 last year—an increase of 22%. Of these, the British Industries Fair yielded 347, Milan Fair 92, and the Toronto Exhibition 71. The Birmingham Exhibition yielded 81 and the Edinburgh Exhibition 60 enquires. Of the rest, the International Grocers' Exhibition was the best and yielded 36

enquiries. Of these enquiries, 128 (or 16%) were from the Continent, 73 from America and the rest from the United Kingdom. Last year, 30% of the enquiries came from the Continent. The drop of 14% was obviously due to the various import restrictions and the all-round slump in the European markets.

More than half of the enquiries were for foodstuffs, and the rest for semi-manufactured and manufactured goods. The enquiries for food products predominated, mainly because we took part in more food products exhibitions than in the exhibitions showing other articles. Amongst enquiries for other articles, the largest number was for carpets, leather, skins, sports goods and jute webbing. In foodstuffs, the largest number of enquiries was contributed by chutneys, curry powders and rice. Tea, nuts and nut kernels were the next best; canned fruits, jams and jellies and lentils were responsible for the remainder. A good number of enquiries were also received for cigars.

OBSERVATIONS ON SOME OF THE EXHIBITS.

Rice: Patna rice attracted greater attention than before, and the long grain types which were exhibited proved popular. However, frequent enquiries were received for a rice to match the type known as "Spanish-Japan." The nearest to this quality is produced by Australia and is known as the Australian Empire Rice, which is becoming more popular.

Chutneys: More and more varieties of Indian mango chutneys are being put on the market, and the demand for chutney in bulk shows signs of increase. The varieties which are clearer in appearance are preferred to the cloudy ones. The bulk of the demand is still for the sweet sliced variety. The other varieties, such as Major Grey, Bengal Club, Col. Skinner, etc., have a limited demand.

Nuts and nut kernels: In this line, roasted cashew nuts are slowly beginning to be known. They are regarded as very delicious, but the prices at which they are retailed, viz., 2s. to 2s. 4d. per lb., militate against a rapid increase in their popularity. However, it will take a long time yet before this nut becomes as popular in this country as it is in the United States of America.

Canned fruits: The tinned mangoes are becoming more popular, as one of the new brands imported has a more attractive get-up than has been available previously. The contents have also improved in quality and the grading of slices is more uniform.

Burma butter beans: The various efforts made to popularise this commodity through exhibitions and canvassing have proved

unsuccessful, because of its smaller size and inferior cooking qualities as compared with the Madagascar beans. A bean of larger size would have a better chance on this market.

Leather goods: Exhibits of suitcases, ladies' handbags, etc., of crocodile and pigskin, have been received for the last two or three years. The quality has improved but there is still much room for improvement in the finish. The linings, fasteners, edgings, etc., have shown defects which can be corrected by exercising more care in the making and the selection of the various parts.

Enamelled brassware: Complaints have been received about the unsatisfactory execution of some of the orders. Articles seem to have been finished off in a hurry, so that they do not compare well with the original samples against which the orders were received. In the case of some cigar and cigarette boxes, it is found that the lining of wood warps and comes away from the metal part after a short time. Such defects were sometimes noticeable even in the exhibits received. It might also be noted that the Japanese competition in this line is gradually growing. It is now possible to obtain fairly good imitations of Moradabad brass enamelled boxes made in Japan at half the price of the Indian boxes, and they are of much better finish. Consequently, the more expensive and heavier Indian brassware is becoming less attractive to the trade.

Carpets: In this line, the better qualities, such as Patnas, Agras, etc., have been selling better than in the previous year on account of an improvement in the designs and colours. But, as usual, the bulk of the trade is for the cheap Mirzapur varieties, ranging in price from 4s. to 6s. a square yard wholesale.

Slides, photographs, pamphlets and window displays: Some 140 requisitions for lantern slides and 65 for photographs were received and dealt with. Over 3,000 requisitions for pamphlets were complied with, as well as 35 requisitions for samples of products for minor fairs and shows. Window displays were organised at India House throughout the year, featuring, in rotation, sports goods, rugs and numdahs, silks, tea, cigars, condiments and Kashmir embroideries. Besides their general advertising value, these displays resulted in a number of wholesale and retail enquiries, and some business was also booked by the exhibitors.

Chapter VIII.—Committees and Conferences.

Appendix B gives a list of Empire and trade committees in the United Kingdom whose meetings are attended by the officers of the Trade Department. Of these, the work arising from the

Imperial Economic Committee and the Imperial Shipping Committee has been transferred, for administrative reasons, to the Public Department, but the Trade Commissioner continues to be a substitute member for the High Commissioner at some of these meetings.

In addition to these Committees and Conferences, the Trade Commissioner acts as substitute for the High Commissioner on the International Rubber Regulation Committee, and attends meetings in connection with special problems arising from other similar regulation schemes. This work absorbs a considerable and increasing share of his time and the time of the officers of the Trade Department, but it is undoubtedly work of vital importance to Indian trade.

As the deliberations of these various bodies are of a confidential nature, it is not possible to reproduce here a list of the subjects discussed at the meetings. Although some of these subjects may not be of direct or immediate interest to India, or can only relate at the time to a particular problem before some other Empire country, they are not without some bearing on similar problems which India will have to face at some time in the future.

Preservation of meat and fruit, to mention only one instance, is a subject of growing commercial importance to India in her internal as well as her external trade. Again, although India may not at present produce some of the commodities which are engaging the attention of some other Empire countries, and form the subject of discussion at these meetings, their commercial importance in the United Kingdom market may grow to such an extent that India may consider the question of supplementing the existing supplies from other Empire countries to the United Kingdom market. But over and above all this, the Committees and Conferences serve a most useful purpose in bringing the officers of the Trade Department into contact with the representatives of business interests, administrative departments, Empire countries and consumers' interests in the United Kingdom, and the value of such a contact cannot be over-emphasised.

Chapter IX.—Staff and Acknowledgments.

There has been no change in the senior posts of the Trade Department of the High Commissioner's Office, which consists of the Indian Trade Commissioner, the Deputy Trade Commissioner, the Timber and Minerals Advisers, the Special Officer, Shellac Enquiry, the Indian Trade Publicity Officer and a Higher Executive Officer. The strength of the Publicity side of the Department continues unchanged. A Higher Clerical officer works as Curator of the Exhibition Hall and two clerical officers assist

Mr. Asli in the organisation and supervision of Indian stands at fairs and exhibitions in the United Kingdom, in the use, issue and return of films, lantern slides, photographs, samples, and other publicity material, and in general clerical work on the Publicity side. The clerical staff on the Trade side of the Department has been strengthened by the Government of India sanction for a permanent fifth clerical officer from the 15th December, 1934. Appendix C gives the constitution of the staff and information about the functions of the various members of the staff is set forth in Appendix D.

The work of the Department has been increasing steadily for the last three years, and the increase this year over the previous year, as measured by letters received and issued, is over 20%.

The work of countersigning certificates of origin governing galvanised sheets exported to India in support of claims for preferential duties with the Indian Customs authorities in terms of the Ottawa Agreement, and of the iron and steel industrialists' agreement supplementary thereto, came to an end on the 1st February, 1935, on account of the change in the certificate of origin authorised by the Central Board of Revenue. From the 1st April, 1934, to the 1st February, 1935, 4,640 certificates were countersigned for British galvanised steel and 697 certificates for Indian steel. The change in the certificates of origin made by the Central Board of Revenue were communicated to the London office of Messrs. Tata, Limited, the Oriental Steel Company, and other steel industrialists and exporters interested in the same.

A full account was given in the previous years' reports of the exhibits displayed in the Exhibition Hall at India House, which are looked after by the Trade Department. The following additions were made during the year, many of them being of striking beauty and interest:—

<i>Donor.</i>	<i>Gift.</i>
<i>Khairpur State :</i>	Carved and hand-painted wooden cradle.
<i>Government of the North-West Frontier Province :</i>	Hand-made rifle, axe, sword, sticks, carved wooden plate, embroidered jackets, Chogas, blankets, baskets, and a hand-made sewing machine.
<i>The Raja of Parlakin.edi, Madras :</i>	Buffalo-horn herons, and hand-woven Jatha.
<i>Travancore State :</i>	Photographs.
<i>London :</i>	Rajgir stone bowls from Gaya.
H. J. Humphries, Esq. ...	

Two new dioramas illustrating a Coffee Estate and Cotton Harvesting were made and will be displayed at India House shortly. The dioramas on view at present in each of the three windows facing Aldwych from the south side are:—

- (1) The Port of Bombay.
- (2) The Assam Tea Garden.
- (3) Hydraulic Power in the Punjab.

I take this opportunity of expressing my thanks to the various departments and offices of His Majesty's Government, particularly the Empire, Foreign, and Exhibition sections of the Department of Overseas Trade, the Foreign Treaties, Industrial and Statistical sections of the Board of Trade, and the Department of Scientific and Industrial Research. Valuable assistance was received during the year from His Majesty's Consuls and Commercial Officers on the Continent and America, and from the Director and staff of the Imperial Institute. This Department is in close touch with the Chambers of Commerce and Trade Associations specially interested in India's export trade, and the Trade Commissioners and Commercial Attachés in London of Empire and Foreign Governments.

APPENDIX A.—I.

RANGE OF PRICES OF STAPLE INDIAN COMMODITIES IN THE UNITED KINGDOM DURING THE LAST THREE YEARS.

Commodity.	Unit.	1932-33.			1933-34.			1934-35.		
		Highest.	Lowest.	Difference.	Highest.	Lowest.	Difference.	Highest.	Lowest.	Difference.
1. Rice	shillings per cwt.	9/6	6/0	3/6	7/2	5/9	1/5	8/7½	5/7½	3/0
2. Jute	£ per ton	20/2/6	14/0/0	6/2/6	19/7/6	14/2/6	5/5/-	18/1/3	14/0/0	4/1/3
3. Castorseed	"	12/17/6	9/10/0	3/7/6	11/7/6	9/3/9	2/3/9	13/7/6	9/5/0	4/2/6
4. Linseed	"	11/12/6	9/3/9	2/8/9	12/13/9	9/2/6	3/11/3	12/17/6	10/10/0	2/7/6
5. Groundnuts... ..	"	16/8/9	10/2/6	6/6/3	12/3/9	7/17/6	4/6/3	15/16/3	7/16/3	8/0/0
6. Groundnut cake	"	8/5/0	6/13/9	1/11/3	6/13/9	5/12/6	1/1/3	7/7/6	5/5/0	2/2/6
7. Tea northern average	shillings per lb.	-/11·67	-/6·82	-/4·85	1/5·85	-/8·98	-/8·67	1/2·21	-/11·10	-/3·11
8. Fine M.G. broach cotton	pence per lb.	6·85	3·74	3·11	5·76	4·03	1·73	6·19	4·57	1·62
9. Shellac	shillings per cwt.	67/-	50/-	17/-	104/-	50/-	54/-	120/-	50/-	70/-
10. Tin	£ per ton	157	102	55	239	161	88	243	208	35
11. Lead	"	14	9	5	13	10	3	12	10	2
12. Copper	"	35/0/7	26/18/4	8/2/3	37/19/0	30/12/6	7/6/6	33/0/0	25/0/0	8/0/0
13. Zinc	"	16/6/3	10/15/0	5/11/3	18/11/3	14/6/3	4/5/0	15/0/0	10/0/0	5/0/0
14. Manganese Ore (48-50%) per unit	"	9½d.	9d.	½d.	10½d.	9½d.	1d.	11½d.	10½d.	1½d.
15. Wolfram (65% _d) per unit	"	13/1½	9/10½	3/3	1/17/-	10/3	1/6/9	2/7/0	1/16/0	11/0
16. Chromite (basis 48%) per ton	"	4/2/6	3/17/6	5/0	4/2/6	3/17/6	5/-	4/17/6	4/13/0	4/6

APPENDIX A—II.

IMPORTS OF STAPLE INDIAN PRODUCTS INTO THE UNITED KINGDOM.

Commodity.	Unit.	From.	First Quarter of		
			1933	1934	1935
Rice, whole ...	'000 cwts.	India	165.4	108.0	144.6
		Other British Countries	.9	14.6	23.4
		Spain	4.9	37.9	.2
		U.S.A.	25.8	50.0	24.0
		Other Foreign Countries	2.3	59.0	17.1
		TOTAL ...	199.5	269.5	209.4
Rice, broken and mixtures	'000 cwts.	India	96.8	69.1	55.0
		French Indo-China5	44.8	30.6
		TOTAL ...	145.5	200.9	136.9
Rice meal and dust	'000 tons	India	35.1	67.0	63.7
		TOTAL ...	35.7	68.0	80.4
Tea	Mill. lbs.	India	69.7	60.4	65.2
		Ceylon	36.0	34.4	31.3
		Dutch East Indies ...	16.4	8.2	11.9
		TOTAL ...	126.0	107.0	112.8
Coffee	'000 cwts.	India	28.9	33.1	18.7
		British East Africa ...	144.6	68.2	104.4
		Costa Rica	200.5	191.3	118.5
		TOTAL ...	397.8	318.0	260.0
Pepper	'000 cwts.	India	1.2	.7	1.7
		Malaya	12.7	18.2	74.6
		Dutch East Indies ...	3.7	14.0	141.8
		TOTAL ...	21.7	50.9	222.6
Tobacco, unmanufactured, stripped and unstripped	Mill. lbs.	India	1.2	.9	.7
		Canada	7.8	3.3	4.8
		U.S.A.	26.1	38.2	40.3
		TOTAL ...	36.9	43.9	47.8
Linseed	'000 tons	India	5.6	48.4	17.5
		Argentine	64.6	18.6	52.0
		TOTAL ...	72.1	67.0	69.6
Groundnuts decorticated	'000 tons	India	15.6	17.8	15.4
		British West Africa ...	17.8	17.1	30.6
		TOTAL ...	33.9	35.4	46.1

APPENDIX A—II.—continued.

Commodity.	Unit.	From.	First Quarter of		
			1933	1934	1935
Castorseed ...	'000 tons	India	5.0	8.0	8.7
		TOTAL ...	5.6	10.1	10.9
Linseed Cake and Meal	'000 tons	India... ..	10.1	7.8	10.5
		U.S.A.1	3.0	1.5
		TOTAL ...	12.7	17.0	16.5
Jute, raw... ..	'000 tons	India	59.8	77.2	68.0
		TOTAL ...	60.3	77.3	68.2
Cotton, raw under 1½ inch and over ¾ inch	'000 Centals of 100 lbs	India	124.7	214.7	223.8
		U.S.A.	2043.1	1715.3	1198.3
		Egypt	201.9	350.7	235.0
		TOTAL ...	2505.4	2671.9	2111.6
Cotton, raw of ¾ inch and under	'000 Centals of 100 lbs.	India	85.1	174.9	220.5
		TOTAL ...	111.7	199.2	241.9
Wool other than Merino and Cross-bred	'000 lbs.	India	9.3	15.2	6.9
		Other British Countries	.2	.9	1.6
		Argentine	9.1	16.4	7.2
		Other Foreign Countries	1.7	3.6	1.4
		TOTAL ...	22.2	39.2	19.0
Coir Yarns ...	'000 cwts.	India	29.0	29.4	41.0
		TOTAL ...	34.0	34.9	45.5
Coir mats and matting	'000 sq. yds.	India	2071.2	1928.2	2174.2
		TOTAL ...	2094.5	1953.1	2188.2
Jute Piece-goods...	'000 sq. yds.	India	16872	20917	17128
		TOTAL ...	17141	20995	17141
Jute Sacks & Bags	'000 sq. yds.	India	130.7	175.6	179.7
		TOTAL ...	136.0	184.1	183.1
Carpets	'000 sq. yds.	India	224.3	407.9	442.8
		Russia	35.4	69.7	8.5
		Belgium	224.5	389.6	327.8
		Turkey	18.3	5.5	6.7
		Persia	107.5	122.6	87.8
		TOTAL ...	756.9	1131.7	998.0

APPENDIX A—II,—continued.

Commodity.	Unit.	From.	First Quarter of		
			1933	1934	1935
Teakwood (sawn)...	'000 cubic feet	India	151	247	411
		Other British Countries	3	11	17
		Siam	18	23	8
		TOTAL ...	174	281	436
Shellac, Seedlac and Sticklac	'000 cwts.	India	30.6	165.1	32.0
		TOTAL ...	31.2	165.9	33.1
Paraffin Wax ...	'000 cwts,	India	37.5	69.3	44.5
		Poland	55.1	40.8	35.6
		U.S.A.	120.1	121.5	113.9
		TOTAL ...	232.7	294.8	228.0
Goatskins, dry and dry-salted ...	'000	India	1370.4	1485.6	1077.6
		British West Africa ...	246.6	403.6	489.5
		South Africa	112.7	45.5	94.4
		Other British Countries	145.8	142.6	251.4
		TOTAL ...	2042.8	2310.5	2163.2
Hides, leather undressed	'000 cwts.	India	42.0	64.7	59.0
		TOTAL ...	58.0	92.4	78.4
Goatskin, leather undressed	'000 cwts.	India	14.2	18.2	15.0
		TOTAL ...	15.6	19.4	16.0
Sheepskin, leather undressed	'000 cwts.	India	12.0	13.5	13.0
		TOTAL ...	20.4	22.3	22.5
Tin Ore and Concentrates	'000 tons	Nigeria	1.4	1.2	1.4
		India	—	.1	—
		Chile	1.1	.8	1.0
		Bolivia	2.7	4.0	7.3
		TOTAL ...	6.5	6.7	10.5
Pig-iron	'000 tons	India	15.4	23.2	24.2
		TOTAL ...	17.7	27.5	27.6
Pig-lead	'000 tons	India	12.7	13.0	13.0
		Australia	31.8	45.4	49.0
		Canada	13.5	21.6	21.1
		U.S.A.	2.3	2.4	1.7
		TOTAL ...	60.9	84.3	93.2

APPENDIX B.

OFFICERS OF THE TRADE DEPARTMENT OF THE HIGH COMMISSIONER FOR INDIA SERVING ON EMPIRE AND TRADE COMMITTEES IN THE UNITED KINGDOM, MARCH, 1935.

This list does not include the Committees which are ordinarily attended by the High Commissioner personally.

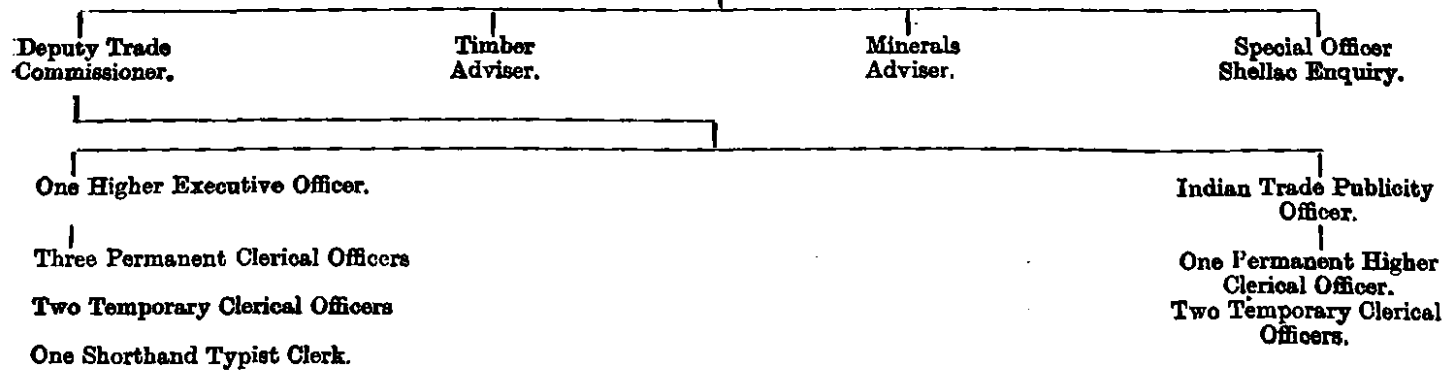
Main Body.	Committee or Sub-committee.	Representative for India.	Capacity.
Imperial Economic Committee	—	D. B. Meek ...	Substitute for H.C.
" " "	Minor Forest Products	A. J. Gibson ...	Nominated by H.C.
Imperial Shipping Committee	—	D. B. Meek ...	Substitute for H.C.
Board of Trade ...	Advisory Council ...	"	Nominated by India Office.
Department of Overseas Trade	Advisory Panel ...	"	Personal, on invitation of Parliamentary Under-Secretary.
Imperial Institute	Governing Body ...	"	Substitute for H.C.
" "	Advisory Council on Plant and Animal Products	"	Nominated by H.C.
" "	Advisory Council on Minerals	G. H. Tipper ...	Substitute for I.T.C.
" "	Iron and Steel ...	" ...	Nominated by H.C.
" "	Manganese ...	" ...	" "
" "	Tin and Tungsten ...	" ...	" "
" "	Copper ...	" ...	" "
" "	Refractories ...	" ...	" "
" "	Chemical Industries ...	" ...	" "
" "	Mica and Miscellaneous Minerals	" ...	" "
" "	Hides and Skins Committee	Y. N. Sukthankar	Substitute for I.T.C.
" "	Vegetable Fibres Committee	" ...	" "
" "	Vegetable Oils and Oilseeds Committee	" ...	" "
" "	Silk Committee ...	" ...	" "
" "	Timbers Committee	Sir H. W. A. Watson	Nominated by H.C.
" "	Tanning Materials Committee	A. J. Gibson ...	" "
" "	Essential Oils and Resins	" ...	" "
Empire Cotton Growing Corporation,	Board of Trustees ...	D. B. Meek ...	Nominated by India Office
" "	Administrative Council	" ...	Nominated by Govt. of India
" "	Executive Committee	" ...	Nominated by India Office

APPENDIX B--*continued.*

Main Body.	Committee or Sub-committee.	Representative for India.	Capacity.
British Empire Producers' Organisation	Council	D. B. Meek	Nominated by H.C.
" "	Tobacco Committee	Y. N. Sukthankar	" "
" "	Coffee Committee	" "	" "
British Standards Institution	Technical Committee, Timbers	Sir H.W.A. Watson	" "
Empire Forestry Association	Governing Council	"	" "
Forest Products Research Board (D.S.I.R.)	Empire Timbers Committee	"	" "
Timber Trades Federation of the U.K.	—	"	" "
British Wood Preserving Ass'n.	—	"	" "
Society of Chemical Industry	Plastics Group	A. J. Gibson	Special Officer, Lao Inquiry
International Electro-Technical Commission	Shellac	"	" "
Food Investigation Board	—	Y. N. Sukthankar	Nominated by H.C.
" "	Consultative Group ..	"	" "

APPENDIX C.

Indian Trade Commissioner.



APPENDIX D.

FUNCTIONS ALLOTTED TO THE DEPUTY TRADE COMMISSIONER,
ADVISERS AND OTHER OFFICERS AND STAFF OF THE TRADE
DEPARTMENT.

DEPUTY TRADE COMMISSIONER.

- (1) Interviews and visits.
- (2) Furnishes general commercial information regarding India, with special reference to agricultural, statistical and tariff enquiries.
- (3) Furnishes banks with monthly information regarding Indian trade.
- (4) Undertakes special enquiries and reports on Indian economic subjects and visits connected therewith.
- (5) Represents the Indian Trade Commissioner on the Vegetable Fibres, Oils and Oilseeds, Hides and Skins and Silk Advisory Committees of the Imperial Institute.

TIMBER ADVISER.

- (1) Interviews and visits.
- (2) Controls the sales of timbers from the Andamans.
- (3) Furnishes general information regarding Indian timbers and forest products and advises on timber exhibits.
- (4) Represents the High Commissioner on the Advisory Committee of the Imperial Institute on Timber and on the various bodies investigating forestry and timber questions, indicated in Appendix B.

SPECIAL OFFICER, LAC INQUIRY.

- (1) Interviews and visits.
- (2) Furnishes general information regarding Indian lac and shellac, their potentialities and uses.
- (3) Represents the High Commissioner on Advisory Committees of the Imperial Institute on Tanning Materials and Essential Oils and Resins; see also Appendix B.

MINERALS ADVISER.

- (1) Interviews and visits.
- (2) Furnishes general information regarding Indian mining and mineral products and advises on mineral exhibits.
- (3) Represents the High Commissioner on the Advisory Committees of the Imperial Institute on Tin and Tungsten, Refractories, Copper, Manganese, Iron and Steel, Chemical Industries, Mica and Miscellaneous Minerals; see also Appendix B.

INDIAN TRADE PUBLICITY OFFICER.

- (1) Interviews and visits.
- (2) Organises Indian Trade Publicity of all kinds, including participation in exhibitions and fairs, Indian cookery demonstrations, lectures, films, etc.
- (3) Undertakes special enquiries and reports on the markets for Indian products exhibited during Shopping Weeks, Window Displays, etc.

GENERAL AND PUBLICITY STAFF.

- (1) Interview all callers except those who have special appointments with the Indian Trade Commissioner, Deputy Indian Trade Commissioner, Indian Trade Publicity Officer or Commercial Advisers.
- (2) Furnish general commercial information regarding India with special reference to customs duties, merchandise marks, patents, etc.
- (3) Undertake special enquiries and reports on the markets for Indian goods and visits connected therewith; also the investigation of trade disputes.

- (4) Control and supervise trade introductions and the card index and other systems for the recording of information.
- (5) Issue on loan lantern slides, films and photographs.
- (6) Distribute publicity literature.
- (7) Arrange for the despatch of exhibits to exhibitions and fairs, etc.
- (8) Receive back all publicity material issued on loan and maintain stock registers.
- (9) Supervise the display of exhibits in the Exhibition Hall.
- (10) Supervise arrangements for the display of Indian goods in the Commercial Samples Room.

APPENDIX E.

EXTRACT FROM REPORT OF MR. E. C. RYLAND, C.I.E., ON THE BIHAR AND ORISSA COTTAGE INDUSTRIES STALL AT THE BRITISH INDUSTRIES FAIR, 1935.

The site provided at Olympia was the same as last year and we had the advantage again of being a section of the all-India stand, which always attracts the public. . . . The Madras exhibits helped to add considerably to the interest of the stand.

We had excellent orders for the Bihar and Orissa goods and very fair orders for the Madras goods. A very much larger number of firms gave orders as compared with previous years and included two new and important firms. . . . I had previously visited the London houses of both these firms, but could not get them to take an interest, but our display at the Fair attracted them and they gave good trial orders. It is satisfactory to note that in spite of the fact that several firms are now selling mill-woven reproductions of the Bihar and Orissa patterns or very similar bedspreads and materials, the Bihar and Orissa hand-woven goods retain their popularity and there is no indication of a falling off in the orders.

Our silks again attracted much attention. Last year the interest was not maintained, but we are hoping, now that the prices have been reduced, that we shall get repeat orders throughout the year.

I can only repeat that in the absence of a showroom in London, the British Industries Fair affords the best and cheapest form of advertisement. In the stand goods are displayed to special advantage and prove far more attractive than samples shown singly.