

## An Incredible Legacy : Sale Catalogues

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Catalogue is a medium through which goods are selected, but it was not so always. In olden times, people visited either work-shops of artisans or dealers' shops. Many artisans had design books and customers took help of these in selecting an ornament or a cloth piece. These design books were helpful, if the buyer needed any change in pattern. After the arrival of printing technology, printed catalogues came in vogue. This tradition is not very old but its use became very popular among customers, as prospective buyers sitting in different countries in far off places could order and get their desired goods. Today we have gone one-step further, manufacturers have their own website and buyers can order on line and get goods easily and quickly.

Publication of catalogues also helped in organizing business, the designs were registered and record was maintained; for example J. Defries & Sons's trade card mentions 'lamps for India and other markets'. They got registered 'Alhambra Chandelier' for India, no. 170523 on December 24, 1863. They also exhibited their ornate Chandelier at Paris exhibition in 1867.

This article introduces a group of such sale catalogues, price-lists and pattern books preserved at the library of M.S. Man Singh-II Museum, City Palace, Jaipur, acquired within a short span of forty five years from 1835-1880, ruling period of Maharaja Sawai Ram Singh II.

M.S. Ram Singh, responsible for modernizing Jaipur was the first ruler who brought gas light to the city, furnished palaces with wooden sofas and beds designed in western style and the most elegant chandeliers. He also got placed wrought iron furnitures and architectural parts in gardens and residential areas. Beautifully designed wrought iron pillars and brackets were added in Sukh Nivas at the City palace and Lalit Mandir at Jaigarh.

The Maharaja gifted a world class Museum to the city of Jaipur. Designed in Indo-Sarcemic style by Sir Swinton Jacob, K.C.I.E., the State Engineer of that time, it is set like a jewel amidst the fascinating Ram Nivas gardens. Its foundation stone was laid by the then Prince of Wales (later His Majesty king Edward VII) on the February 6, 1876. The museum has a rich collection of Egyptian and Indian antiquities, exhibits of porcelain, glass, chandeliers, metal works made by Swami silver, Madras and Trichinapalli, pots made by Elkington & Co. England, pottery from European and oriental countries, purchased from eminent European and Asian manufacturers. Our unusual collection of catalogues was acquired for these purchases.

The Maharaja had varied interest. He was a voracious reader, thus, fond of books and as a writer pen, ink, inkpot and paper, so catalogues of all these things were also collected. His successors M.S. Madho Singh II (1880-1922) and M.S. Man Singh II also received catalogues and price-list but those are not included in here except one from Kanpur Cotton Mills Co. Kakomi (1912), they will form subject of another article.

### **About Catalogues**

The City Palace had a fully equipped *Farrāśa Khānā* with a large store comprising tents of different sizes carpets, *duries*, curtains, kitchen utensils and other accessories; located near the Temple of Govind Devaji. *Farrāśa Khānā* looked after maintenance of tents and carpets, which were required for shooting and pleasure trips. Tents were made at the *kārahānā* located in the palace complex, sometimes these were purchased also from outside dealers, especially in the 19<sup>th</sup> century when the Christian Missionaries started making tents to help the native Christians, and one of them was Futtehghurh Orphan Asylum, where a tent manufacturing company was established. Tents were made on demand, they published catalogues. One such work is in our collection – "A new Revised Illustrated catalogues of Tents of every description made to order at the Futtehghurh Orphan Asylum, Tent Manufacturing Company Limited, Calcutta. Printed at the "Calcutta Advertiser" Press 20, British Indian Street 1879" (Acc. No. 34). In this work 23 types are listed with short description and rough sketches as given below :

1. Double poled tents, 2. Single poled tents, 3. Single poled tents (different type), 4. Two single poled tents, 5. Swiss cottage tents I, 6. Swiss cottage tents II, 7. Swiss

cottage hill pals III, 8. Hill tents I, 9. Hill tents II, 10. Hill tents III, 11. *Śāmiānā*, 12. *Śāmiānā*, 13. *Rāoṭīs*, 14. *Rāoṭīs*, 15. Bechobas, 16. *Pālas* sleeping I, 17. *Pālas* sleeping II, 18. *Pālas* sleeping III, 19. *Pālas* for servants, 20. Army tents, 21. Stable tents, 22. Cooking tents and 23. Necessary tents.

Tents were also supplied with extra articles, if required – *zanānā kanāta*, bathroom, extra *sāebāna*, one *kanāta* to form a dressing room under *sāebāna*, curtain, *cicka*, door *purdāh*, *pañkhā* (fan), glass shades, glazed doors with boxes for packing and *setrinjees* (floor spread).

After the revolt of 1857, Kanpur came up as an industrial city. Being a disturbed place the British Govt. deployed a heavy contingent there. Soon after it became a secure place, Kanpur Cotton Committee was formed in 1861 and Elgin Mills was established which was followed by Muir Mills. In 1876, five residents of Kanpur – Mr. George Allen, Mr. W.E. Cooper, Mr. Bevan Petman, Dr. Condon and Mr. Gavin S. Jones established a small unit for manufacturing army blankets, followed by handlooms in the weaving. "The Woollen Mills, Cawnpore", the name with which it had been started continued until 1882. Simultaneously, following mills were also erected :

1. Cawnpore Cotton Mills (Cooperganj (1882))
2. New Victoria Mills (1886)
3. Swadeshi Cotton Mills (1911)
4. Kanpur Cotton Mills Co. Kakomi (1912)
5. J.K. Cotton Spinning Mills (1921)

Without going into details of the history of Kanpur Mills, a different type of sale catalogue entitled 'Specialties of the Kakomi Tent Factory' (Acc. no. 4507) of the Cawnpore Cotton Mills Co., a branch of the British India Corporation Ltd. should be mentioned here. It bears no date but a date written in black ink 23.07.1930 indicates its arrival in the Palace Library. Each leaf of the catalogue describes type of the tent, which also includes other accessories – *darīs*, *cickas*, poles, pegs and mallet to be supplied with a tent. Following types are listed in this catalogue (Acc. no. 4507), with their photographs :

1. Bechoba tent, 2. Bath tent, 3. The Bell tent, 4. The Bioscope tent, 5. *Cāndanī*, 6. *Darbāra* tent, 7. Double fly shooting *pāla* or sleeping *pāla*, 8. Double pole tent, 9. Field officers' Kabul *pāla*, 10. General Service Tent, 11. The Hudson Sowar *pāla*, 12. Hill tent, 13. Hill tent (*Sāiwāns* enclosed), 14. Improved market stall, 15. Indian

officers' tent single-fly, 16. Indian officers' tent double-fly, 17. The *Kakomī* stable tent, 18. *Kakomī* double fly *rāoṭī*, 19. The Kabul *pāla*, 20. The lawn marquee, 21. Miniature Swiss cottage or Kashmir tent (square bays), 22. Mess tent, 23. Miniature Swiss Cottage or Kashmir tent, 24. The mesopot bivouac, 25. Marquee tent, 26. Necessary tent, 27. Office tent, 28. Officers' regulation pattern 40 lbs service tent, 29. Officers' special light pattern field tent, 30. Officers' 80 lbs general service tent, 31. Officers' regulation pattern 80 lbs service tent, 32. Police spay and *Lascar pāla*, 33. Round lawn tent, 34. *Rāoṭī* single fly, 35. Swiss Cottage tent (round ended), 36. Swiss Cottage tent (square ended), 37. Single pole tent, 38. *Śāmiānās*, 39. Stable tent, 40. Servants' *pāla*, 41. Survey or garden umbrella, 42. Staff officers' field service tent, 43. Sowar *pāla*, 44. Tente d'Obri, 45. Striped tent *kanāts* or walls and 46. Plain tent *kanāt* or walls.

The collection has an interesting catalogue (Acc. No. 2479) of *Joseph Rodgers & Sons Limited (Cutlers to Her Majesty)* No. 6, Norfolk Street, Sheffield and No. 4 Cullum Street, Fenchurch Street, London. The firm was manufacturer of cutlery : silver and plated desserts, fish carvers etc. Each products of this firm used to bear corporate mark. The mark of the Star and Maltese cross originally registered in March 1682 in addition to the name and address of the firm continued.

Originally founded in 1682, the firm was named Joseph Rodgers & Sons Ltd. in 1871. The factory was at 6 Norfolk Street, Sheffield and a showroom at 60 Holborn Viaduct, London. The company was known for its silver plate and electroplating work, made name in the field of razors, table cutlery and scissors and in 1821 it was appointed cutlers to the Royal family, a position which it enjoys with five successive sovereigns – George IV, William IV, Queen Victoria, Edward VII and George V. Royal recognition and overseas trade continued but in India its demand decreased after independence 1947.

*W.T. Allen & Company*, Late Turner & Allen, established in 1847 Art Founders, Engineers, Merchants and Contractors, and Somerset Buildings (Acc. No. 2486), Lambeth Hill, Upper Thames Street, London, E.C. had sent an illustrated catalogue of *Wrought & Cast Ornamental Ironwork* for Maharaja Ram Singh II (1835-1880). Containing 179 folios, this catalogue includes pictures of Lamp pillars, candelabra, dwarf gas pillars and lamps, ornamental gates, railings and pillars, railings, ornamental fountains, drinking fountains, vases, boundary posts, standards, tomb and dwarf railways, balconets, crestings, finials, bells and

lamp brackets, balcony panels and railways, hot water gratings, ornamental staircases, balusters, newels, straight and spiral staircases, supporting columns, verandahs, coil cases and clock towers.

The cover is aesthetically designed and printed in gold.

A catalogue of *J. Defries & Sons*, established in 1803 brings 'great novelty for 1874' (Coll. Pothikhānā, City Palace, Jaipur, Acc. No. 2476) – New Decoration for the Dining room, Ball and Drawing room, conservatories. It gives list of its Departments – Crystal Glass Chandelier Departments; Bronzed Ormolu and Silvered Chandelier Department, Earthenware and China Department, Table Glass Department, Electroplate – Plate Department, Lamp Department, English and Foreign Glass and Fancy Department and Cock & Ornamental Bronze Department. The company also took contract for decorating and illuminating for festivities and parties.

General Price List for 1880 of *Badham Bros.* (Acc. No. 71), established in 1858, located at 16, Old Court House Street, Calcutta, was founded by Edward Badham with his brothers George and Henry Badham. The firm dealt with hosiers and were shirt makers, tailors, hatters and outfitters. The business continued until late 19th century, most probably.<sup>1</sup>

About their shirt they write in the catalogue, 'Our long experience in this branch of our business affords us many advantages in selecting shirtings suitable for the country. The silk and wool and flannels we keep are the best that can be procured in England'. They further add about spun silk shirts. 'All patterns and measures for that period have been carefully preserved, and constituents may rely on their orders being executed in the same careful manner and unrivalled style, which, combined with our perfect system of cutting and long experience in this business, has earned for us our great reputation as shirt-makers'.

*Hobson & Sons (London) Ltd.* was established in 1850, at 154-164 Tolley Street, London, S.E.I. and at 1, 3 & 5 Lexington Street, London W.I. its introduction reads that the firm, enjoyed a high reputation throughout the fighting services of H.M. Government, Dominions and Colonies and designers and manufacturers of Uniforms Headdresses Regimental Colours Accoutrements Laces and Embroidery of every description for all services. Their long and unrivalled experience is an assurance of their intimate knowledge of all service details and a guarantee of a high standard of quality and workmanship.<sup>2</sup>

The library at the City Palace Museum has *Annual price list 1926-27 of Army and Navy Co. Operative Society Ltd.* (incorporated in England) with its Chief Office Victoria Street, London, S.W. England. The society was established in 1871 and was governed by a Board of Directors, many of whom were retired army and navy officers. Society's main aim was to supply articles of domestic use to its numbers at the lowest remunerative rates. In India, a depot was opened in Apollo Street, Bombay for the convenience of Indian members, in 1890 and the second at Bundar Road in Karachi (at present in Pakistan). With increasing work, a depot was opened in Chowringhee Road, Calcutta and three more in New Delhi, Shimla and Ranchi in 1930's. After the independence, Indian stores of Calcutta and Bombay were closed in 1948 and 1952, respectively.

Our collection has another price list (Acc. no. 126A), no. 47 of 1937-38 as well.

Birmingham was one of the busiest industrial town in the 19<sup>th</sup> century England. The City Palace was a regular buyer from J. Lord & Co. and received pattern books.

Our researches show that the firm known as J. Lord & Co., changed its name to J.C. & A. Lord located at 69 Newhall Street and finally to J.C. & W. Lord. Illustrated pattern books of this firm in the collection are listed below :

- 66A - J.C. & A. Lord  
Illustrated Pattern Book No. 25A, Birmingham
- 2483 - J.C. & A. Lord  
Illustrated Pattern Book No. 110, Birmingham.
- 2485 - J.C. & A. Lord  
Illustrated Pattern Book No. 536, Birmingham.
- 2473 - J.C. & A. Lord No. 210  
Late John Lord & Co. Birmingham, England, Brass Foundry.
- 83A - J.C. & A. Lord  
Illustrated Pattern Book No. 24, Birmingham.  
Household articles – Copper Tea Kettles, Chandeliers etc.
- 83B - J.C. & A. Lord  
Illustrated Pattern Book No. 521, Birmingham, England
- 2477 - J.C. & A. Lord  
Late John Lord & Co. Illustrated Pattern Book No. 277,  
Birmingham, England

- 2478 - J.C. & W. Lord  
Illustrated Pattern Book No. 659, Birmingham.  
Registered designs of Chandeliers and Lamps.
- 2475 - J.C. & W. Lord  
Illustrated Pattern Book, Refer to No. 1152, when ordering  
from this book, Birmingham.
- 2472 - J.C. & W. Lord  
Illustrated Pattern Book, Refer to No. 893, when ordering  
from this book, Birmingham.
- 2481 - J.C. & W. Lord  
Illustrated Pattern Book, Refer to No. 743a, when ordering  
from this book, Birmingham.

### **Product of the house of Webb**

Five glassware from the Dennis Glass Works, Stourbridge were established in 1837.

In the foreword, the catalogue (undated) mentions over a hundred years ago Mr. Thomas Webb founded the famous Stourbridge glass-making firm known for generations as 'Webbs's'. Hand-made and hand-decorated glassware of finest quality and great artistic value has always been made by this house and today numerous pieces produced by its earlier artists are treasured by collectors and museums all over the world.

*James Hinks & Son Limited, Birmingham* and 60, Holborn Viaduct, London E.C. (Acc. No. 77A) were well-known lamp makers. They sent an interesting catalogue of lamps with an interesting letter dated April 1<sup>st</sup> 1879 on the cover. The letter reads:

Dear Sir,

We herewith have pleasure in handing you our New Illustrated Catalogue of lamps, the whole of which are taken from engraved plates.

The catalogue includes all new designs to the present date, whilst all patterns of an unsaleable nature, or which have been superceded by others, have been withdrawn.

As it is own intention to adhere strictly to this catalogue and price list, we shall feel obliged by your returning all former ones.

Yours truly,  
James Hinks & Sons Ltd.  
Birmingham, 60, Holborn Viaduct,  
London E.C.

The company founded by James Hinks developed the duplex burner for petroleum based lamps in 1865 and got it patented. The business flourished and lamps were exported all over, especially in the British colonies. After the death of James Hinks in 1905 his son Joseph took over, but he could not manage long and sold it to Falk, Stadelmann & Co. sometime in 1920, finally the company was sold to Jessel Securities in 1970 and manufacturing unit was ceased.

The paper is being concluded here as there are many more catalogues of late 19<sup>th</sup> and early 20<sup>th</sup> century and it is not possible to discuss all of them here, not even the select ones. Moreover, further research is needed in this area. One has to go through backrooms of old libraries, repositories of private houses, who used to get these catalogues as prospective buyers.

## References

1. The note is based on information sent by Mr. John Eden Badham, Hamilton, New Zealand.
2. Illustrating some of the Manufacturers of Hobson & Sons (London) Ltd. established 1850, Introduction.



A detail of the cast iron balcony



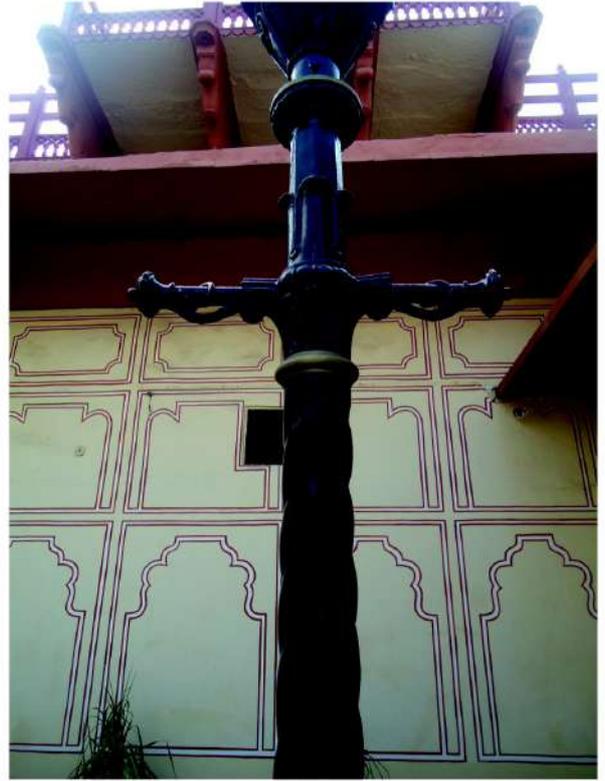
A wrought iron bench place in the verandah of the Mubarak Mahal, City Palace, Jaipur



A gas light pillar, third quarter of the 19th century. At present installed in the Palace Cafe, City Palace, Jaipur



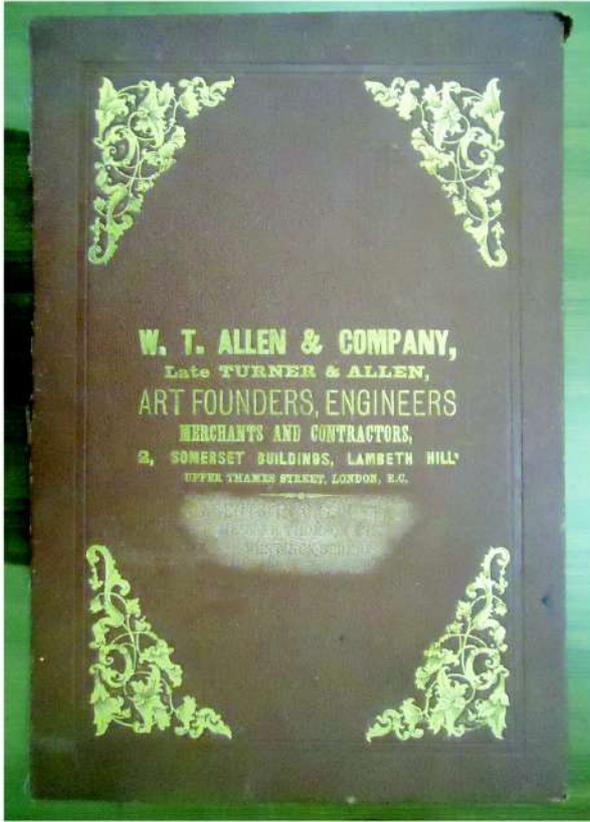
A detail of the lower part



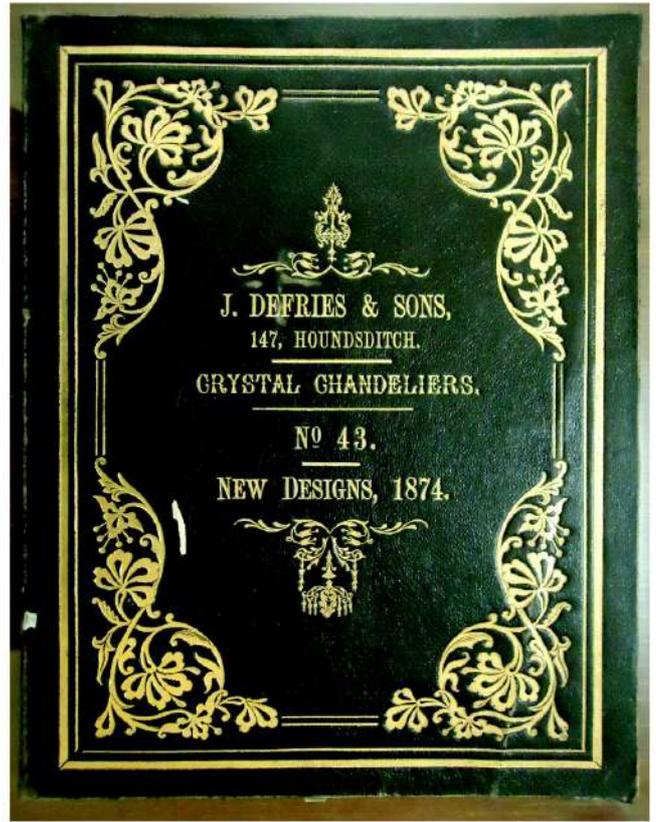
A detail of the upper part



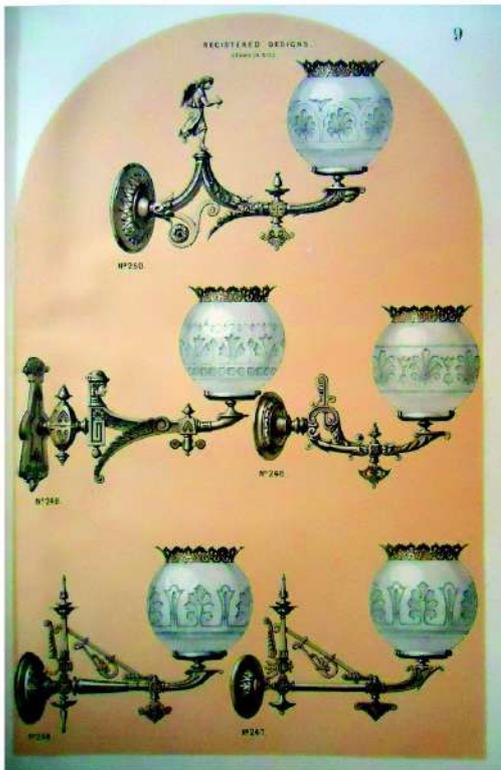
Cast iron balcony, City Palace, Jaipur late 19th century



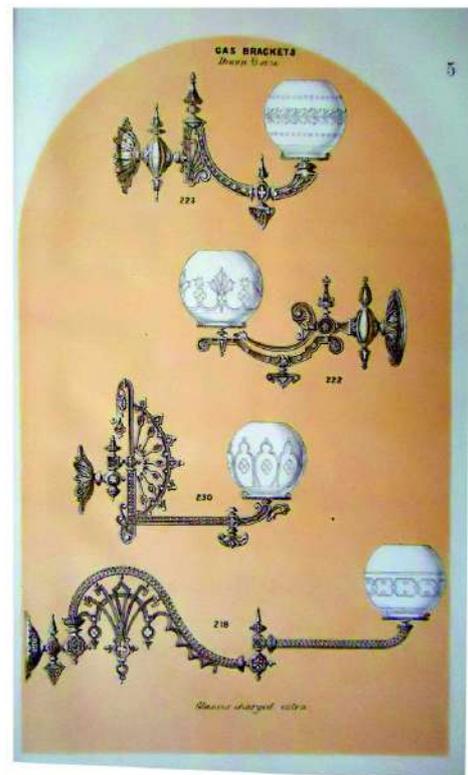
Cover of the catalogue



Cover of the Catalogue, 1874



Registered designs no. 247, J.C. & W. Lord, illustrated pattern book, Birmingham no. 659, p. 9



Gas Brackets, J.C. & W. Lord, illustrated pattern book, Birmingham, no. 659, p.5