

Chelaver

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28-JUNE-1938

My dear Friend,

It gives me much pleasure to tell you that FLAMMA #1 is ready and that with this week's boatmail copies have been sent to Paris. One for the Center and one for yourself. - I hope both will subscribe. You did not write me how many you want for sale. Riga, where English is not very widely spoken, have subscribed to 15 copies of each issue annually. I have sent you two copies to start with, but hope it will be possible for you to take far more. As you will see from the NOTES to our Readers we have to rely entirely on support of the readers and I am grateful to you in advance for everything you will be able to do amongst friends to get their support.

In the second AUTUMN issue we shall have a section: CHRONICLE OF THE PACT and in it Prof. Roerich's letter to Nouvelles Littéraires will appear and also your address to the Meeting of the Federation Internationale des Arts, des Lettres et des sciences. (in English, it has been translated by Colo-

nel Mahon). This section will henceforth appear in every issue. In the Winter issue we plan an article on the art of Svetoslav Roerich with some 4 reproductions probably including also two portraits of Prof. and Mme Roerich, if as I hope they come out sufficiently well.

I am very eager to hear from you what you think about of FLAMMA. Every bit of it has been assembled by me here - only so is it possible to give it at so low a price. Everything is handstitched, cover hand glued and what was the most difficult the edges cut. As Naggar is but a small village, and no such work can be done by anyone, all had to be done with private resources. Even the covers are hand-painted by me and I hope you will agree that the price is VERY low indeed - as a matter of fact the 4 reproductions alone if bought anywhere could not be had anywhere for the price of the whole quarterly. I hope it will serve the purpose of bringing all friends closer together and informing them of all the many activities that take place anywhere. Please send me of everything that may be useful for Flamma (newspaper clippings about the Pact, exhibitions of Prof. R's paintings, etc. etc. etc.) a extra copy wherever possible

With best wishes and my respects to your parents,
yours very sincerely



28-June-1938

FLAMMA
QUARTERLY

To

Dr. Georges Chklaver

Representative :

V. SHIBAYEV,
NAGGAR, (Kulu, Punjab), Br. India.

7 rue de Valois

PARIS-I - France

at

2 Annual Subscriptions at PRIVILEGE rate

Fr:35. -

Frcs: 70.-

PARIS SALE PRICE: 15 Frcs each number
10 Frcs for members

Also enclosed a photo from SNR for GGC

Payment may be effected by currency notes, International or Indian Money Orders,
British or Indian Postal Orders or International Reply Coupons and should always
be sent registered and made out to the Representative's name.

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Musée Roerich
Palais-Royal
7, rue de Valois, Paris I
July 8th 1938
N^o 942

My dear Friend,

Many thanks for your letter of June 28th. I will be very glad indeed to get N^o 1 of "Flamma". As I wrote to Professor de Roerich, it gave me much pleasure to see that you are Co-editor of "Flamma" and that the Magazine is thus in sure hands. It was quite moving to read how the first issue was produced through your own efforts, stitched, glued, cut and painted by yourself! I will subscribe, of course, and the Paris Center will subscribe too.

When we have the copies here, I will induce our friends to subscribe also. Mr. Barnett D. Coulam will subscribe quite certainly, and I will ask Mr. Peyronnet to do the same, and also some other friends, but after the "vacations period", for now Paris is rapidly becoming a deserted city.

The program for the Autumn issue of "Flamma" is most excellent. I thank you and also Col. Mahon for the kind consideration shown towards me. If you have a permanent section dealing with what we may term "Roerich activities" in various countries, you could make use, as regards France, of my regular Reports. One of these - N^o 314 - is herewith enclosed, as well as a description of the Center

and a rough chart - a very imperfect one, because I am rather clumsy at such kind of work. There is also herewith enclosed a draft of a Memorandum to be submitted to the Minister of National Education concerning the Portrait of Professor de Roerich by our Dear Svetoslav. We all admired greatly Svetoslav's splendid work. It is really a Masterpiece!

Several packages of books are "en route", some of them for Madame de Roerich and for Svetik.

Please convey to Professor and Madame de Roerich my feelings of reverence and devotion. Best love to Dear Georgy and Svetik. My Parents send you their kind regards.

With best wishes, I am
Yours very sincerely George G. Chelaver

Power
card for postmark

V. - A. Shibayer, Esq.

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2-AUG-38

When there will be subscriptions, it is best to send a dollar note in a thin envelope, marked VAS, in the boat mail registered letter, to avoid mixing up other accounts.

Mon tres cher Ami,

Many many thanks for your letter of July 8th, to-day to hand. I was glad to hear that 2 subscriptions for Paris are secure, that you further hope that M. Peyronnet will subscribe and possibly others. The Second issue is almost ready. Your article is in it and reprints will also be sent to you.

By the way, since reproductions for FLAMMA are made from funds EXCLUSIVELY received from stamps, I now have to ask you very much a) to please return ALL stamps from letters to me here, since you do not collect yourself, others friends can have such stamps from me of which I have many to spare, but those put on letters, as to-day are SPECIAL ones which are needed for completion of sets etc. I will be very thankful if you will please return them with your fortnightly boatletter from two envelopes at a time. I hope you will kindly agree with this. b) Also please put on both airmail letters and on packets and boatmail letters always NEW ISSUES - and such stamps as have aeroplanes on them. Blue 5F etc. but NEVER 5F St. Michel or 10 Fr. blue as I have many of these. I am sure in some post office this can be arranged for some weeks supply ahead and will be infinitely grateful to you. You see, now more than ever this is of colossal importance as it would be a pity to waste that what could be turned to use.

I hope I am not troubling you too much with this and I wish to express how greatly I appreciate your kindness in all this matter up to now. With best wishes to yourself and my compliments to your parents

Yours very sincerely

11-Aug-1938.

Mon tres cher Ami,

Thanks very much for your letter of the 16th July #949 received by boatmail.

I see you do not mention in the financial statement the receipt of the following transfer for 2/13/- send on July fourth. Since you received the money transfer sent from here on the 2nd in Paris by the 12th, it is strange that by the 16th this transfer was not paid to you - probably the postal authorities are not in a hurry. Thus we have sent you

on July 4th.....£2/13/-	about Fres	460
on Aug. 1st.....£5/-/-	Fres	875
on Aug. 2nd.....£3/10/-	Fres	612.50

Total	1947.50
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Less your balance	289.50
Salary, EpKeep Aug. 1500.-	1789. 50

Which means a balance of Fr.Frcs: 158.- to our favour, which please confirm,

We were glad to see that there is a demand and movement in the sale of the BOOKS. We presume you keep some special account for receipts for the sale of books - please let us know the total credit of this account to-date with particulars as to the names of the books and names of persons to whom sold. For the time being please keep all incoming amounts on this account.

The drop of the Franc demands that the price of the books, at least those sold outside France, be stabilized in order not to incur a loss. Would it not be better to keep a fixed

-2-

Dollar ratio - In the catalogue of the DOM KNIGI the price for both INFINITIES is \$1.50 and for FIERY WORLD between 60-80 cents per volume. We have therefore announced the price in the FLANMA list as 75 cents per unbound copy and \$1 per bound copy. Of course if the price within France cannot be raised, then at least it should be kept fixed outside France. What are the usual discounts on books in shops? We give here to the trade 33% from our own publications and 25% from outside publications.

Thanks for your sketch of the center. By the way you had mentioned that our friends the Tarabildas took some snaps of the paintings as exhibited in the center - were they successful, for a general impression it would be very interesting to have them. By the way if you have another print of yourself, your father and M. Peyronnet taken in the center for me, I would be very thankful.

Regarding FLANMA please do not forget to send us news about the Pact activity and general activity - also please ask Conlan to send his next double Art review for the Winter issue to reach here early in October and to airmail it if necessary. We liked his first Art Review very much - it is just what we need for FLANMA.

By the way in Post. Nov. we read of Bakst Exhibition in London in the gallery of *a 40th St London* A. Thus (~~the name was written in Russian and I do not know how it may be spelt in English~~) - *15 New Bond* Street. Probably this exhibition was on some special terms, as no one could pay high rents for Bakst. In some other Gallery there was Alexander Benois' exhibition in London - it would also be interesting to know on what conditions.

With best regards to yourself and please convey my best respects to your parents,
Yours very sincerely

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10-SEP-1938

Mon tres cher Ami,

Just a little note to confirm that I have sent you already the week before 4 more copies of FLAMMA - No.2 now, and hope they reached you safely. Am already printing the #3&4 winter issue and am very anxious to receive subscriptions. I hope you have found some subscribers also. When you will send the \$4 for the four subscriptions, it is best to so in dollar notes, (two at \$2 each) and send them flat in an envelope in your fortnightly or airmail letter. I am glad to say the response is very nice - 5 subscr. from Australia, 3 from Far East, Roma, the Baltic everyone likes it very much. I hope France and England will also put up a nice response. After all everything depends on the individual response of a single reader.

Awaiting your goos news, with my best respects to your parents and heartiest wishes to yourself

Yours very sincerely

12-OCT-1938

Mon tres cher Ami,

Just a line to thank you for the subscription if Fracs.70 for Paris Center and for yourself. Also thanks for the return of used stamps. I am every time putting on some special stamps and shall be grateful if you will always return them in your boatmail letters also putting on the latest asfar as possible, on airmail letters, boatmail letters and book-packets. FLAMMAWINTER will be GLORIOUS ISSUE - Hope you will get more subscribers - there are many Englishmen an Americans in Paris - and the reproductions are a joy to every member.

With best wishes

Yours very sincerely

My dear Friend, I have sent you several Indian stamps with Report No. 320
and shall send you some more of them (all those from recent letters) with Report No. 321.
I have sold two copies of "Flamma" to a Mrs. Colin and have, consequently, thirty
francs (Fr. 30) at your disposal.

Best love to our Dear Ones. My Parents wish me to convey to you their hearty
greetings; they have received the announcement about "Flamma". Dr. Zukin and Mr. Bla-
menthal asked me to remember them to you. Yours very sincerely George Chklovor

November
6th 1938

V.-A. Shibayer, Esq.

V.-A. Shibayer, Esq.

My dear Friend, Many thanks for the sheet of Winter-Flamma
which you sent me. I think it will be a splendid number. As far
as Paris is concerned, I believe that 5 (five) copies for sale will be
sufficient. What price should we charge in francs per copy? I forwarded to
you all the Indian stamps. Best love to all our Dear Ones. My Parents send their
greetings. Yours very sincerely George Chklaver

October 30th 1938

V.-d. Shibayer, Esq.

V.-d. Shibayer, Esq.

November 24th. 1938. (10)

Paris I
Musée Roerich, Palais-Royal
7, rue de Valois

Vladimir SHIBAYEV, Esq.,
Naggar.

My dear Friend,

The report herewith enclosed
will reach Naggar probably a few days before
Christmas.

I avail myself of the opportunity
to convey to you my heartiest wishes for a
joyous Christmas and a happy New Year.

The year which is now drawing to
its close has been full of tragic events. Let us
hope that 1939 will bring in its trail at least
some compensations for all the losses sustained
by humanity.

Here, under very trying conditions,
we continue our work in order to keep our Banner
proudly flying.

My parents ask me to convey to
you their best wishes.

Best love to Professor and Madame
de Roerich and also to dear George and Svetoslav.

Yours very sincerely,

George Chklaver

V.-a. Shibayer,
1899.

V.-a. Shibayer,
1899.

18-JAN-1939

My dear Friend,

Very glad to hear you and friends liked our winter FLAMMA. The cost of it, is of course, that of a double number, as stated in the magazine, as also evident from the folder - part of which I herewith enclose. I regretted to hear that it had been sold at single number price - with 8 reproductions and more than double the usual size which is of course quite out of question. I hope it will not place you in any embarrassment to adjust this.

Besides the two subscription copies for the Centre and yourself, we have sent you 2 extra copies of #1, 2 extra copies of #2 and now 5 extra copies of #3&4. As it is a saving to subscribe to them ahead for a year when the cost is 35 francs per annum - had sent you invoice dated June 28th for 2 annual subscriptions at 35 francs each, which leaves three copies additionally of the winter issue, at 20 francs each to members, and 30 francs each to outsiders. Was glad to hear that you sold 2 copies (of #1 and #2 one each probably) to Mrs Colin for 30 Francs and that now so far 30 francs have been collected on winter issues, so with Prof. Roerich's kind permission

and to save postal expenses, we are deducting this from the next month's postal transfer and the amount will be paid to me here, which is very welcome, as the printing cost of the SPRING issue have already started. Hope also that subscriptions for 1939 will soon come in. As you may guess, it is hard job to be an editor, but with subscriptions and donations I am still hopeful, though at the moment there is a deficit. Still it is a great compensation to know that everyone who knows FLAMMA likes it and that all members do their best to take their share in creating it.

I shall be obliged if you can pass on the enclosed letter to Mr. Conlan, as it fits to-day's mail without increase of postage, which is anyhow overweight, and I thus save some 2 weeks.

With best wishes and greetings

Yours very sincerely

MUSEE ROERICH,
7, rue de Valois,
PARIS 1er.

February 7th., 1939.

V.A. SHIBAYEV, Esq.
NAGGAR.

My dear Friend,

With reference to your letter of January 18th., I wish to mention that I have sent two brief financial statements with my reports N° 326 and 327. From these statements you will see that my figures coincide substantially with yours. If there are slight discrepancies, these are due to the differences in the calculation of the rate of exchange. All my counting is done in Francs, because the post office pays me in Francs; and I generally get in French money less than you mention when you count in pounds. The postal rate of exchange is always somewhat lower than the official rate. On the other hand, I get your receipts and I send them back before I actually receive the sums therein mentioned. Thus some difficulties arise in our accountancy.

Perhaps, I suggest, it would be better to send me a prepared receipt undated and without any figures printed in advance. I would date the receipt the first day of each month, stating the sums which I have actually received in the precedent month and also the expenditure (up-keep, salary and special expenses, if any) Thus the balance would be clear at each given moment.

I note that you will deduce from next month's allowance Frs. 30 for the two copies of "Flamma" (N° 1 and 2) sold to Mrs. Colin. As regards the winter "Flamma" which has been sold by mistake for Frs. 15 instead Frs. 30, I will, of course, adjust the difference. Please consider therefore that Frs. 30 have been put to the credit of your account.

I feel sure that the spring "Flamma" will be a glorious number.

Please convey my respects to Professor and Madam Roerich. Best love to dear George and Sviatosla. With best wishes and greetings,

Yours very sincerely,

George Chklover

P.S. With my Report 322 I have sent you a number of stamps cut out, as you requested. g.c.