

25 July 1938

Dear Mr Shibayev.

Thank you for your letter. I shall be only too pleased to assist you with Flamma .

I think the first number does credit to you and the printers.

There were some mistakes in the names - Shelley, Maeterlinck, Pindar, but this was much better than one could get from French printing.

I believe the Review can make its way if it keeps to Art and has an attractive appearance. Abstractions and politics are the things to avoid since the world gets far more than enough of them, but is starved of beauty and beautiful statements.

I think you obtained the right 'format' and that this should not be enlarged, the pages could be increased but the size seems excellent.

The stitching of the Scholar is sometimes faulty . Your system is far better. As to the colour on the cover I am afraid that the result is hardly worth the time or money spent on it?

Perhaps the cover might be slightly thicker, the mount for Tibetan Stronghold was not artistic. Perhaps the grey mounts might be better in dark green ?

I cannot say anything now but when I go to England I will let you know how we can arrange for sales, subscriptions.

I think you will agree with me as to the idea of making numbers so artistic that all back numbers sell. For this I think the News items should go with notes where, as I said they will be equally well read. The contents should carry permanent value like the Studio - even more so- and approach book values.

You cannot afford to have unsold copies accumulating all over the world , therefore we should stir up a desire to collect Flamma as people collect limited stamp issues.

When the Review has a very attractive appearance , this idea could be inserted.

I hope you can keep the Review from being bought up by political finance - not an easy thing to do to day - let it have genuine roots in the heart of the world and not depend on some perfidious finance which will drop it in the end.

Timeo Danaos dona ferentes !

You can count on my giving you a hearty help in every way, and I am firmly convinced that it is going to grow and continue.

With best wishes.

Yours sincerely.

Barnett L. Couker

430
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23-AUG-38

Dear Mr. Conlan,

Many thanks for your kind letter received with your to Prof. Roerich of the 23rd July, as also for references to FLAMMA in your air letter of July 21st.

I am heartily glad to welcome you on our editorial board and this will of course be included in the next Winter issue. I regret the news came too late for this Autumn issue, because for technical reasons which are below described, everything has to be prepared ever such a long time in advance. Many thanks also for the excellent Art Movement review which has already been printed and some spare copies of which will be sent to you shortly. For the Winter issue, which will be a double number, I hope you will send us your review again, preferably to reach here end of September or at the latest first week in October. As ordinary mail takes almost a month, and airmail up to us about 8-10, I would appreciate if you send it by air and registered - the loss of a letter would mean that we cannot print it in time and the Winter issue must definitely be on the readers' table before Christmas.

Yes, a few errors are quite unavoidable with the printers, and I believe that after years of contact and experience with them, we have struck the best and most economical. I also regret that for some quite inexplicable reason the place and date was omitted at the very end of your monograph text - but again too late that I could change this. However I am giving definite instructions to have it inserted in the third issue of FLAMMA, for which the text of your monograph has already been completed at the same time as the monograph separate issue.

Before I begin discussing the various points raised by you I will give you a brief outline of how the technical side of the magazine is run and this will in itself explain a great many items. There are two printers who come into consideration - one in Lahore - 3 days away by post, the other far down at the other end of India - in Palghat (350 miles south from Madras). The latter do the bulk of the text and from them we had the reprints which we use in each issue as well.

Will write again as things develop. This week will be busy
sending out No. 2 - With best regards - Yours sincerely

-2-

I have sent FLAMMA No.1 to Miss Cheesman - shall I also send No.2 or will you be awaiting a reply first? Regarding printing cover in dark blue ink - the red of the sign would show over it, but I shall experiment. How to you like the dark brown on your MON-PH? May use this co

There charges are half those of Lahore - but Lahore is neater and nearer and therefore the Index page and some of the items at the end which are to be printed in a hurry, were printed there and then rushed to Palghat, where they are included (this explains why the index page is printed in advance immediately we are sure about the text for the entire issue). Cover paper was found in Calcutta the nearest, since the material available in Palghat and Lahore was not acceptable. Of course having found the cover paper, the whole year's covers for all issues was printed at once, only substituting the date, which was an enormous saving, as otherwise the cost would have been that of three printings. This however makes it impossible to change any cover for the autumn and winter issue. Of all the best and economical possibilities I submit the most acceptable to Prof. Roerich and have his privilege of his advice and approval of the best possible. I also would like a better thicker cover paper and if only I shall be able to find it for the 1939 issues, will at once try to get hold of it. As regards the budget - it is most economical, as it is very difficult to get funds for such a publication, as always with all cultural matters. Very kindly our American editor has contributed half of the annual cost and I hope to raise the other half by subscriptions in Europe-Asia-Australia - which is however quite a difficult proposition, especially with many other additional expenses, like freight, postages, advertising (for sending out circulars), reprint cost etc. Each issue itself costs roughly 50 Dollars, and we had only 125 copies of No.1, and 200 of No.2 and shall in future keep to 250 until actual returns justify an increase. There are no other possibilities for funds except a cooperative assistance of all members and readers. Therefore where it not that in Palghat we have a printer to agree to a low rate for 250 copies, whereas all others quote the 1000 copies rate at their lowest, it would not have been possible to realize the magazine at all. All members of all our various Roerich Societies in the whole world, receive the issue at actual self cost, since 3 annas is the postage and 9 Annas the self cost. they paying 12 Annas. If reproductions were not donated it would of course be impossible to charge so low a price. To increase the price, would I am afraid mean not to get any subscribers, as after all we are confined to English reading subscribers and India is very poor financially. Now taking all this into consideration, I am trying to produce the best that can be and our main worry especially for the first years, is to get paying subscribers to increase the circulation. If all two hundred fifty - or even 220 copies would be subscribed the actual magazine would be paying for itself. Since FLAMMA is an Association for the Advancement of Culture, we are, besides art, also covering philosophy and if possible at least a broad outline of science review. I do hope that shortly we shall get some leading persons in all three fields, to contribute some articles, so that of everything we would have the best possible. In the meantime I am trying hard to get material like paper, mounts and cover improved and shall always consult Prof. Roerich for the best selection.

Many thanks also for the excellent Art Movement review which has already been printed and some spare copies of which will be sent to you shortly. For the Winter issue, which will be a double number, I hope you will send us your review again, preferably to reach here end of September or at the latest first week in October. As ordinary mail takes almost a month, and airmail up to us about 8-10, I would appreciate if you send it by air and registered - the loss of a letter would mean that we cannot print it in time and the Winter issue must definitely be on the readers' table before Christmas.

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There charges are half those of Lahore - but Lahore is neater and nearer and therefore the index page and some of the items at the end which are to be printed in a hurry, were printed there and then rushed to Palghat, where they are included (this explains why the index page is printed in advance immediately we are sure about the text for the entire issue). Cover paper was found in Calcutta the nearest, since the material available in Palghat and Lahore was not acceptable. Of course having found the cover paper, the whole year's covers for all issues was printed at once, only substituting the date, which was an enormous saving, as otherwise the cost would have been that of three printings. This however makes it impossible to change any cover for the autumn and winter issue. Of all the best and economical possibilities I submit the most acceptable to Prof. Roerich and have his privilege of his advice and approval of the best possible. I also would like a better thicker cover paper and if only I shall be able to find it for the 1939 issues, will at once try to get hold of it. As regards the budget - it is most economical, as it is very difficult to get funds for such a publication, as always with all cultural matters. Very kindly our American editor has contributed half of the annual cost and I hope to raise the other half by subscriptions in Europe-Asia-Australia - which is however quite a difficult proposition, especially with many other additional expenses, like freight, postages, advertising (for sending out circulars), reprint cost etc. Each issue itself costs roughly 50 Dollars, and we had only 125 copies of No. 1, and 200 of No. 2 and shall in future keep to 250 until actual returns justify an increase. There are no other possibilities for funds except a cooperative assistance of all members and readers. Therefore where it not that in Palghat we have a printer to agree to a low rate for 250 copies, whereas all others quote the 1000 copies rate at their lowest, it would not have been possible to realize the magazine at all. All members of all our various Roerich Societies in the whole world, receive the issue at actual self cost, since 3 annas is the postage and 9 Annas the self cost. they paying 12 Annas. If reproductions were not donated it would of course be impossible to charge so low a price. To increase the price, would I am afraid mean not to get any subscribers, as after all we are confined to English reading subscribers and India is very poor financially. Now taking all this into consideration, I am trying to produce the best that can be and our main worry especially for the first years, is to get paying subscribers to increase the circulation. If all two hundred fifty - or even 220 copies would be subscribed the actual magazine would be paying for itself. Since FLAMMA is an Association for the Advancement of Culture, we are, besides art, also covering philosophy and if possible at least a broad outline of science review. I do hope that shortly we shall get some leading persons in all three fields to contribute some articles, so that of everything we would have the best possible. In the

26 Rue de la Gare CHATILLON / BAGNEUX. SEINE. FRANCE.

Sep 1. 1938.

Dear Mr Shibayev.

Thank you for your detailed letter which interested me.

Please send on to Lewes other copies. I will pay myself this subscription and forward you the amount when I hear from another person.

I cannot promise you much on this until I go to England. I will then try and establish something to carry on.

Your cost price gives you the advantage on everyone here. The Aryan Path sells at your price, but it has no illustration and in get up is certainly not as interesting as Flamma. You can therefore offer cheaper than anyone I know and this I think will enable you to carry on. Unless we have run a year I do not think we can start with advertising. I had an Art Review once and found that I could get Art dealers to give me interesting blocks of pictures, sculpture etc as advertisement.

We might offer to give them a quarter or half page if they get so many subscribers?

I do not suggest this with general advertising which would be harder to get.

Then we might suggest exchange of advt with good Reviews. I note that Aryan Path carry a half page inside cover for the Tagore quarterly.

It might require a year however before we could get this started.

Perhaps the Scholar could give Flamma an advt on good terms?

I think it would be a good idea to have an extra number for getting subscriptions.

This should contain good articles and texts.

Perhaps the paler shade of the subscription slip would be better for the cover?

Why not print all the text on cover and inside in green, red, purple, blue, as you suggest for solstice and equinox. Then the flame would show white and the black parts and lettering in colour. It might prove daring, new, artistic, unique.

Note how the green of Flamma on the small slip suits the pale paper.

We should then have done away with everything black - rather symbolic.

I know it goes against convention, but I believe Flamma is destined to do this, and open up luminous, coloured ways.

With a thicker cover, a framed vignette and these coloured inks you would have something quite unique in the world.

With an illustrated review I once tried lilac inks, the result pleased everyone.

After all it is the unusual, new, highly coloured production which will appeal to subscribers.

Meanwhile I think you have already done something better than most of our monthlies or quarterlies.

We shall, however, have to be very careful with texts and printers errors.

Perhaps it would be well to get out each number six months ahead so as to have time to revise proofs. After all Flamma deals with anything but ephemeral subjects and ought to be as up to date in ten years as it is now.

With best wishes

yours very sincerely.

Barth. D. Coulan

P.S. In my boat letter Aug 23 I had dispatched an article - The Art Movement - The Machine Age, which was double the usual, and which is what you are asking.

26 Rue de la Gare Chatillon / BAGNEUX. SEINE.

Oct 10.1938.

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Dear Mr Shibayev.

Will you kindly forward copy of this years Flamma to :

Miss A.L.B. HARDCASTLE
The LIMES.
DITCHLING COMMON.
BURGESS HILL SUSSEX.

This person , very cultured, is connected with societies and people likely to respond to Flamma. She supported the Quest and I think was Mrs Besants main help in the Theosophical Society. I will send you 12/- in my next letter for these two Sussex subscriptions.

I think the work you have done in printing is excellent . If we could get some reprints and a reproduction like Morning Glow to make a sample Flamma to show likely buyers then it would help all round.

I am afraid that to start we shall have to try ~~libraries~~ ^{book shops} on the basis of Sale or return. This will mean quite a commercial work in England . I shall have to think it out and go over, but I think the first thing is to get libraries to carry it with their periodicals of the reading rooms , even if we have to give them a copy to start. Library reading rooms are the best form of advertising.

With best wishes

yours sincerely.

Barnett. A. Coulson.

17-OCT-1938

Dear Mr. Conlan,

I hope you have received by now FLAMMA #2 and that you like it. From everywhere we receive most encouraging appreciations and subscriptions from Australia, the Far East, the Baltic, etc. I was very glad to hear that you are trying your best to get subscriptions in France and England. I have sent #2 to Miss E.E. Cheesman upon your request. Volume #3&4 - the Winter issue - is nearing completion and promises to be very rich in contents. I am sending enclosed the Contents page - which has just gone off to the press. I also add an advance copy of your beautiful article THE MACHINE AGE. I hope there are no misprints: - no printer here will wait for days until proofs are read - so the proof reading has been put into the hands of one of the Scholar asst. editors, which should be good enough. More reprints will be sent to you in due course with the magazine.

In view of the limited number which FLAMMA is printing we cannot afford to send copies on a "sale or return basis" and I therefore request you to let me know in one of your

next airmail letters to Naggar, how many sale copies you will want of it and how many sale copies for the Center? So far we have sent two copies for sale to the Paris Centre but not yet received any returns.

The Center itself and Dr. Chklaver have of course subscribed for their own copies.

As soon as I shall be over the present rush and the WINTER issue shall be sent out, I will discuss with you and Mr. Fosdick the plans for the next year. Could you give some idea of possible subscriptions for England and France - I have asked other centers for similar figures and am awaiting news what Riga is guaranteeing. I am ever so glad to hear that you shall henceforth be revising translated articles.

With best wishes and regards

Yours sincerely

A copy of your monograph was also sent to the ARYAN PATH. (Now and then I see it advertised but have never been able to get a copy nor any acknowledgments from them).

Nov 7. 1938.

Dear Mr Shibayev.

Thank you for your letter. The Autumn number was of course very well produced so far as the get up, mounting of reproductions and printing are concerned.

The effect of the bad English would be far worse than you expect, in England, and not be of any help in the way of subscription. If you could possibly let me have half a dozen copies of the Winter edition, leaving out the faulty essays, I would take them, since in this way I could make use of them. Being a double number this might be feasible.

We can never count on France where people read no English, but might get outsiders here to take it up. England is, of course, the main question and here I can say nothing.

A publisher once told me that no Review could be started without several hundred pounds for advtg and expense. Not only have we no funds, we have not any printed matter, nothing to show. Fortunately I met the Riga people who have a sort of German readiness in what concerns business. I proposed writing a short notice in English on the Monograph and they will print me off a number of copies. In this leaflet I am adding a notice of Flamma and will let you see it before it goes to press.

I think I can get Riga to help in this question of presenting Flamma to the trade.

The Babenstchikoff text is a problem. Its peculiar English ought to be not only corrected but recast and at the same time not rewritten. One has to be careful if one asks as much as 30/- for a volume.

I think Flamma by its quality and price will sell but quarterlies go slowly. I think, once we have exterminated all the bad English out of it, that it will be better than anything of its kind.

In the last number your article seemed correct although you will find under the heading Astronomy 4th line - "shall be truly" which should read "will be truly" no doubt a slip or printers error. Vigil was fairly correct but if you would kindly let me see the MSS of this editorial, in future, I might make some suggestions.

The Boy Scout text was quite bad and the other translations of Prof Roerichs essays not good enough for English subscribers. The quotation on the Arshna advt I think would be better thus: "From the snowy peaks of the Himalayas, and in the name of the Beauty of creativeness, I greet you! I greet all those friends who are devoted to culture. And this Union in the Beautiful will multiply our strength, and attract multitudes ready to cooperate with us in the cause of culture."

It seems to me that the colour scheme of the Reprint cover of dark brown would be the better one, leaving the cover to show a pale yellow flame which is the natural colour.

Black and red fire suggests black magic or revolution, it is not quite in the spirit of Flamma which requires light colours. As for the vignette I suggested - a peak with glowing rays set in a dodecahedron form - I believe this would attract attention in bookstalls and make people curious of contents. It would also harmonize with the plates.

It might not go with the present scheme but with the lighter tints I think it would accord itself. I shall go to England in Spring. I think we ought to consult with Mr Fosdick as to prices for the Trade, booksellers etc. They, of course will want trade discounts etc

With these and a prospectus I will try them in England.

The Aryan Path are peculiar perhaps. (The Thesophy Co) They have published a poem of mine this month. They are nine years old and a monthly. I will let you see the special Gandhi number. Later I shall get them to insert an article on Prof Roerich and his work, make mention in it of Flamma and ask them to review Flamma in their book reviews.*

Perhaps it would be a good idea for Flamma to have a book review column since it would afford means of reciprocity.

I will keep you informed of what I think we should do and hope that the Spring number will be as good as any other English publication of its kind.

With best wishes

Yours sincerely.

Barnett U. Colman

* Please do not send Flamma yet.

30-NOV-1938.

Dear Mr. Conlan,

I am very grateful to you for your letter of Nov. 7th and all your valuable suggestions. I am at present under great pressure in trying to rush the Winter issue, and on the long distance with Plaghat and constant little technical details interfering, all this printing is quite a problem. As soon as this issue is gone, will devote all my time to an "inter-editorial conference" with Mr. Fosdick and yourself concerning improvements for next year. Stronger cover, printing dark brown, and no colouring of the flame is certainly better. We all like the sign of FLAMMA so much and think it is quite impressive and attractive, so why change it for dodecahedron - and to have two signs would

certainly be awkward. Hope you will send ART DIGEST for the Spring number as soon as you can. News Sections has to be revised by Colonel Mahon, as it gets ready 24 hours before going to the press. No printer will hold proofs here and therefore all proof reading HAS to be left to them. On Vigil we usually get also the week before it goes to press, so how to send all this for revision is more than a problem. Please ask Liberty to send ON VIGIL urgently one copy to us and one through you and please airmail your revision of it on to Naggar - this may be the only way out.

This yesterday's foreign mail had a subscription for 3 years from a non-member, ^{from Melbourne} and two for 1½ years each from Europe. The main id of FLAMMA was to make reprints available to all members of all our societies - to enter the arena of the public is already the second step. All MEMBERS enjoy FLAMMA greatly and none would like to give it up.

More in my next letter, best greetings and thanks

Yours sincerely

20 Dec 1938.

Dear Mr Shibayev.

Thank you for your two letters and for the card. If Vigil is sent I will post on at once. Otherwise it should be all right if Mr Fosdick has seen it. It is only these translations such as in 'On Vigil' that I criticise, because I know that they are neither English nor American. Writers like Miss Grant or Dr Cousins I would not think of criticising. Since you have a copy I will return 'The Teacher' in my next boatmail. There are typing mistakes. Page 2. Last para graph should be 'indications'. Page 4 'Imitation of Christ'. On page six you will find four or five typing mistakes. The English of this article is not bad. I might have put some of the Agni texts into a somewhat different style but they are not incorrect and the article can very well be published.

I do not see why this question of correct texts should be so difficult. It is quite easy for me to settle the translations beforehand and your other contributors will, I imagine, be writers of English.

As to England I can do nothing until I go there, and when there, I do not think I could get useful results unless I can make arrangements with booksellers. If you can think out some plan with Mr Fosdick for getting prices for retailers we could get Flamma on the market. The question of sale or return is not so serious, because Flamma is so well got up that in the long run there will be no unsold back numbers, new members will be wanting them.

I do not suggest putting it into the hands of Smith, or Hachette, I know all about their extortionate conditions, but if we can make arrangements with some good booksellers then subscribers may be the result.

I have no reply from Hagebert Wright but I will go into this matter of the libraries with him when in England and try and get an interview. He may have all sorts of prejudices. I quite agree about the cover. I did not suggest replacing the Flame which is indispensable, moreover it was a part of my own poetry before the war.

The extra vignette would perhaps clash and on the whole the style of your reprint cover is excellent. In fact I must congratulate you on the general get up which is more artistic than any other publication of the kind.

I posted per boatmail an Art contribution, together with the six articles rewritten, on Dec 15.

The Riga people seem to me all important for Flamma, because its success will be due, in great part, to the colour illustrations.

Perhaps you could mail me four copies of the winter issue which would enable me to show them round. I will remit later.

Under 'Publications' you will find my monograph has been badly presented.

The name Roerich is ~~misprinted~~. The misprinted, the phrase 'a master of the mountains' is left out, and the words 'in preparation' ought to be struck out.

Otherwise this sheet seems to me to be correct.

As Flamma is of the character of the book rather than the newspaper, there is no reason why we cannot compile it six months ahead, so far as the main texts are concerned. I should imagine that The Scholar could give you a very good idea of what they will have in reprints. I have received no copies from them since September.

With best wishes for 1939.

Yours sincerely,

Barrett D. Curran

10 (223)
18-JAN-1939

Dear Mr. Conlan ,

By previous mail I sent you my letter on "inter-editorial" discussions. I am extremely sorry that in expressing my thanks for your and Mr. Fosdick's contributions and work on revision, I quite omitted to include therein also your Art Reviews. I assure you that this was certainly not due to any lack of my appreciation of these - for I like them immensely and consider them one of the foundations of our quarterly - but was due merely to pressure in working trying to catch the air mail. Once more I want to express my heartfelt thanks for your quarterly Art Reviews.

I have sent by last boatmail two more copies of WINTER FLAMMA thus to bring up the spare number for the one you require. Your contributor's voucher copy was also included in the first sending from Palghat .

If it is not too much trouble, please confirm what you received, so that I can have a check on the despatches made from South India abroad direct. The price for these copies for you is of course the reduced membership rate, unless you manage to sell any to outsiders at full price, which of course would be much appreciated and welcome. The winter issue being a double number, the price is of course accordingly.

Enclosed I am sending a copy of ROBRICHANA, being Prof. Amiya Chakravarty's review of your book and Zelta Gramata, which might interest you. We are including this in our spring issue and I made the spare light copy for you.

By boatmail a few weeks ago I sent you a book by Dr. James H. Cousins (Poems) and by Mrs Margaret Cousins on Music - you mentioned that a book review section would be desirable and I thought you may care to review these in a few lines or half a page, as they were sent to us for this purpose and we value Dr. Cousins cordial cooperation. If after reviewing you could kindly return them, I would much appreciate it, as I had to send them in a hurry and was unable to look over them. This seems like the beginning of a FLAMMA Library, which afterwards will perhaps be collected in Liberty.

By last week's boatmail Prof. Roerich also sent you a reprint of his essay "CREDO" which is included in the SPRING issue, as we received the article ready printed. A review by Mr. Tampy of your book, which appeared in the Landholder's Journal was also sent in the packet. Cannot understand the rather unnecessary last few lines - but it is impossible to check everything on such distances (Travancore is 7 days from Naggar!). Your interesting poem on "THE MUSES" was sent to the Scholar with the suggestion to print them according to your wish in three columns across, but we have not yet heard from them. They have now continued printing the continuation of your monograph, so cannot say when they may take up this poem.

By the way in their last issue SACRED ASHRAMS unexpectedly appeared in the old translation, which they apparently took from FLAMMA liking the subject. We had expected them to print one of the several new translations which you sent but there you are - they do not write, nor do they acknowledge articles when sent, nor do they say what and when it will appear - que faire? Neither have replied about the copyright, shifting the answer from one editor to another. Yet, they are best people to get along as after all they DO print things and at lower rates - postage all over India being the same, Palghat or Lahore makes no difference in cost of correspondence with them. All considered, I still think we get along with the Scholar splendidly.

With best wishes and greetings

Yours sincerely

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26 Rue de la Gare Chatillon / Bagneux Seine.

24 Jan 1939

Dear Mr Shibayev.

Thank you for your letter as to Flamma.

I enclose orders for :

4. Winter Nos (Received)	10. 0
2, 1939 -	12. 0
My Flamma 5\$ subscription	1. 2. 6
	<hr/>
	2. 4. 6

Will you please continue with Miss Cheesman and send for this year to John Cowper Powys esq . 7 Cae Coed CORWEN, MERIONETHSHIRE , North Wales . Great Britain.

I think your improvements with the cover will be the means of making a fine Review. Perhaps it would be well to insert contents of back numbers at the end of each number. To sell off all old copies is half the battle. I have an idea that if we can get a number of well known writers such as Powys, Bragdon, Tagore, to give articles that will help to attract subscribers.

I will write later on before going over to England as to what we can arrange for the English distribution.

With best wishes

Sincerely yours.

Barnett D. Coulson

13/4
1/5

14/14
7/15
6/10

21/7

6/10
1/5

7/15

6/10

CONFIDENTIAL

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Copy of letter from John Cowper Powys. Jan.10,1939
to Mr.B.D.Conlan.

Conlan, I'm perfectly thrilled with this of yours on
Roerich, I've read it all - even unto the Dragon end!
and it is most profoundly moving to me. You ought to write
a similar study on Wagner of whom you speak so well.
● but very very seriously I can tell you I got such a
thrill from this article of yours as I haven't had -well!
since I first opened Spengler's "Decline of the West".
No, really Conlan, but its a grand article, worthy of its
implications as well as of its special topic.
Personally I'm entirely un-musical although I can catch
the finest nuance of sound in poetry.
Aye but this article is a powerful one and I pray and hope
a prophetic one. I was thinking of it all this morning
as I walked along the west bank of the Dee and saw the sun
come up over the crest of the Berwyn mountain range.

Thank you so very much for this

Yours as ever
J.C.P.

CONFIDENTIAL

(48)
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Copy of letter from John Cowper Powys. Jan 10 1939

Conlan, I'm perfectly thrilled with this of yours on Roerich. I've read it all - even unto the Dragon end ! and it is most profoundly moving to me. You ought to write a similar study on Wagner of whom you speak so well.

No but very very seriously I can tell you I got such a thrill from this article of yours as I havent had - well ! since I first opened Spengler's " Decline of the West "

No really Conlan, but its a grand article , worthy of its implications as well as of its special topic !

Personally I'm entirely un-musical although I can catch the finest nuance of sound in poetry.

Aye but this article is a powerful one and I pray and hope a prophetic one. I was thinking of it all this morning as I walked along the west bank of the Dee and saw the sun come up over the crest of the Berwyn mountain range.

Thank you so very much for this

Yours as ever

J. C. P.

~~779~~
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18-FEB-1939

Dear Mr. C o n l a n ,

Many thanks for your kind letter of the 24th ult. with £2/4/6 enclosed in BPOs. I see that you have received the 4 Winter numbers, and I expect that your two copies (editor's and author's) and 12 reprints have also reached you by now. The 2 subscriptions for 1939 I understand to apply to Miss Cheesman and Mr. Powys, and that Miss Hardcastle's is to be discontinued. If I am wrong as regards the latter, please drop me an airpc so that I can rush it on to her too. The Spring issue is in the press and if the Scholar Press will not let me down again, I hope they will manage to get the copies posted on the March 4th P&O boat from Bombay. But just imagine - I still have NOT got the cover proof! Neither did Mr. E. V. Subramaniam, who is the Scholar's active editor, and is in Madras where he also participates in editing the "Hindu" newspa-

In the summer issue we hope to send out to subscribers as supplement Dr. Cousins's lectures delivered by him at the Osmania University. - - Please excuse the hurry - have to write another serious letter to the Scholar Press, with to-day's post. Thanks & Greetings sincerely yours

per reply ~~and~~ these months regarding the copyright. So I have decided to take the bull by the horns and am printing on a white page (back of Table of Contents) - "COPYRIGHT by FLAMMA, Inc. Liberty, Indiana U.S.A." - then it will be copyrighted in the U.S..A. - for Mr.G.Fosdick wrote in a letter recently that if this inscription is printed in the magazine, he can copyright it there. Hope this will suit you - perhaps you will correspond further with Liberty regarding copyright. I shall continue to press E.V.Subramaniam for an answer, of course, but goodness knows whether this answer will come through during my life time.

Your FLAMMA \$5 Fellow Membership fee is being adjusted through Liberty and you will receive the diploma direct from there. As soon as I get the reprints I will send to you to Chatillon the 12 reprints of your "SIGNS OF THE TIMES" (which I greatly enjoyed reading, as always) and your editor's and author's copies. - Re the old contents page which I sent you, that was of course a draft only only to let you know what was intended for inclusion and the proper table of contents has of course "a paintings" and "George Grey Barnard" in full (I did not recollect the full title, when I draft the Table of Contents for you). Also Bragdon's article is "Sibylline Women in the Modern World" (and not just Delphic Women), etc. Am very glad to hear you are writing on Yeats and hope also for Powys's article. Glad also that you liked Mrs M.Cousins's book - I only had time to glance through a page or two, but liked

915/15

Feb 21 1939.

Dear Mr. Shibayev.

Thank you for your last letter . The Credo was in faulty Russian English and had not been overlooked. I assume that in future there will be no more of these texts. On the other hand the Stanislavsky article was quite good.

I enclose my art contribution and a review of the Cousin books. Yes I think we could get writers and publishers interested in this way.

I quite realize how slow and unresponsive orientals may be , but we get that sort of thing over here too. I posted Maurice Maeterlinck one of my winter copies and sent him a registered letter to the effect that we should be only too pleased to have his name on the subscribers list . No reply. But this was always his way. The fact that Powys accepted instanter shows that he is far more modern , even though he is as sceptical on spiritual matters as the Belgian. Some people are too old.

But the Scholar Press , as you say, are good people. In sending them a further subscription a few days back I congratulated them on the work they had done for Flamma. Will you send four copies of the Spring number to me here and a dozen copies to England where I shall need them next May. They could be addressed to Miss Cheesman who will keep them for me.

I will see what I can do with libraries, booksellers and private people.

Meanwhile I heartily congratulate you in the way you have helped Prof Rperich to produce what is , I believe, the most artistic quarterly that is published to day.

With kind regards

Yours sincerely.

Barnett L. Clarke.

26 Rue de la Gare CHATILLON / BAGNEUX. SEINE. FRANCE.

21 Feb. 1939.

16

Intereditorial .

Mr V.A. Shibayev Naggar India

Mr Gene Fosdick Liberty USA.

Dear Friends.

In reply to your editorial communications concerning the first year of FLAMMA , I might say that it is scarcely possible to make much headway during the first months, for an unknown Review particularly if there be no preparation or advertising. I was interested to see that you are confident of being able to continue , and for this you can be sure of my literary collaboration and editing as well as negotiations in England for getting some sort of a start.

I am of opinion that it would be a very good thing to get the review on the shelves of the reading rooms of large public libraries. I will see what I can do in England and, if I cannot get the Library councils to adopt and pay for Flamma at once, I will myself offer them a year's subscription , on condition that they promise to show it with other monthlies and quarterlies in the reading room.

The essential thing is to maintain the present quality , which is the best of its kind, at a minimum, so as to have no unsold copies.

After my English tour in May I will report further.

With best wishes for this year

Yours sincerely.

Barnett D. Conlan

26 Rue de la Gare Chatillon / Bagneux Seine.

March 2^d 1939.

(X)
17

Dear Mr Shibayev.

Thank you for your letter Feb 18, and for the two copies which came to hand. I shall be at Lewes at the end of April. Your copyright decision was good and I will enquire about the English side.

I will send you an article on Yeats of 5 pages for Autumn and another on Powys of 10 pages for Winter.

As this is the most famous literary family in England and America, I think this will help to get Flamma in certain quarters.

I am more and more convinced about Oriental subjects and illustration. We must get blocks from artists. I imagine if they stand cost of blocks - then printing is cheaper since this eliminates composition?

To day people cannot digest much text. In getting artistic illustration we shall get subscription.

With Riga and with artists East and West we should get the best illustrated quarterly in the world.

I will write again later.

With kind regards

Sincerely yours.

Barrett D. Lawton

15-MARCH-1939

X3
18

Dear Mr. Conlan,

Just a line in haste to add my thanks for your two letters of the 21st and to confirm that I have at once yesterday given instructions to Palghat to send ten copies of SPRING FLAMMA to Miss Cheesman for you - and two more to her and two more to you to Chatillon will be sent tomorrow from here - as the case has not yet arrived. This will make 2 to Paris and 12 to England as desired. Of course your editor's copy and your author's copy are both already on the way.

Sent you yesterday my inter-editorial letter #2 with statistics - but it went by boatmail and may take 7-10 days longer than this note.

Yes. I did ask Mrs Cousins for a special article on Indian Music and illustrations of Indian musical instruments - but "THE FUTURE OF WORLD MUSIC" was what I received from her. Perhaps an article on Indian Music will follow at some later date.

Thanks ever so much for the ART MOVEMENT and book Review. I take it you are not sending the article Yeats, or if so, then for the next issue.

The mail is leaving and so I must close. Thanking you once more very much, also for your most flattering congratulations, which I would only be too glad to justify in the future - with kind regards Yours sincerely

564118

air in Chblare

20-APR-1939

Dear Mr. Conlan,

You ask about block-making in India - this is quite a problem - the Scholar cannot make blocks, anyhow not satisfactory for art purposes. As a matter of fact I find they cannot even paste the reproductions satisfactorily onto the grey mounts! Coloured reproductions are very expensive to print and we have only made one attempt: a postcard portrait of Prof. Roerich, when I found that 2000 to 3000 prints was the minimum to make it pay. Half tone blocks I used to order from a firm in Calcutta - they took three months, then four, and last July informed me that they could not promise printing the work soon, because in October was their autumn holiday! So I have no more hope with that firm either, besides their prices went up and up. Also with the Scholar things are going from bad to worse. They promised to send me the printed work within 2-3 days after receipt. I am now waiting for one month for the last order (the beginning of Summer FLAMMA) but it is not being sent. Yet I have to adjust blank pages, index and other pages accordingly, as we absolutely cannot afford to print more than 72 pages per issue. (Our funds as you know from the Financial Statement do not fully cover the SUMMER issue, yet there are two more to follow this year.) I have tried printing half tone blocks in Lahore, which is nearer to supervise and find the work faulty and not clean. By the way this reproduction of a photo of mine was on my Christmas card to you, I believe. Thus block making is quite a problem at present, but since there are no funds to make them with, FLAMMA is relying lately exclusively on donations of reproductions and since Riga has lately sent us 400 of each of the postcard sized reproductions from the new Monograph we are somewhat provided for the time being. I have also

Reprinted From

The Visva-Bharati Quarterly.

Vol. IV, Part III, New Series,

November 1938—January 1939.



CREDO

BY

NICHOLAS ROERICH

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Printing and paper cost as much again as the block.

written to Allahabad and Lucknow to friends asking whether spare reproductions of OLD Indian paintings could be obtained and am still awaiting their reply. If you would send us a block there would not only be the postage, but also the duty to pay and there is always the danger of it being scratched, as the customs handling is appalling. A Block in Calcutta, of Flamma reproduction size (half tone) costs Rs:10-12, almost a pound. Lahore is cheaper by about 25% but the work is cheaper too. ✓

Many thanks for having sent your article on Yeats for the Autumn issue.

By the way, since you are well acquainted with symbolism, I would like to mention, that for our movement the tiger was ALWAYS an adverse symbol and you will agree that thus it is better not to use it, especially in pictorial form. As a matter of fact I am sure, that if we reproduce a tiger, it will be our last issue! A Dragon is better.

FLAMMA stands before the following dilemma: either it is the organ of our societies, when perhaps over half the issue is guaranteed, or Flamma is to become a free-lanced general art journal and in this case who and what is to guarantee the expense? At present FLAMMA is connected with the ideals of the societies and previously used to send to members reprints from many magazines of which we had hundreds of different kinds of reprints. In our Notes in number one the idea which brought FLAMMA into existence is given. All our subscribers are somehow connected with our activities. Thus the three latest subscriptions from the Travancore University and Public Library and the Hyderabad Council Library resulted after exhibitions there. We have almost no outside subscribers. and anyhow the latter could not sustain the magazine. There is as if before us the path of an evolution or a revolution. The former takes longer, but the latter may give an explosion. Whenever a magazine is an organ of a society, as for instance the Maha Bodhi Journal, the Visva Bharati Quarterly, it is always giving space to domestic affairs and for the subscribers this is quite natural.

The financial side of the AUTUMN issue is a great problem and with the present world conditions it is getting still more serious, when people even are afraid for the safety of mail and money regulations do not permit to send even small subscriptions. You can hardly imagine with what difficulty a dollar is sent to us from the Far East. Let us hope, however, for the best with the little that is available. With best wishes

Yours sincerely

X

Reprinted From

The Visva-Bharati Quarterly.

Vol. IV, Part III, New Series,

November 1938—January 1939.



CREDO

BY

NICHOLAS ROERICH

9 May . 1939.

Dear Mr Shibayev.

Thank you for your letter of April 20. I imagine that blocks sent from England go into India without duty ?

I note all you have to say as to the difficulty and expense of the Review.

I should think that at the moment all that can be done is to carry on as a Society Bulletin or quarterly . The Review has never really been anything else because of the subscription rates and prices for single copies.

The only way in which we could have gone on the market would have been to establish trade conditions, prices, discounts , in short conform to the bookseller market.

A bookseller cannot take an interest in anything but discount , net profit , and with the price list we carry we cannot approach them .

When I am in England I will of course do the best to get them to take an interest but the Review has never had this idea of selling at a profit and booksellers will never have any other idea.

The other way, as you say , would be to go on like the Maha Bodhi and other reviews and try and get shown in the libraries.

If we can get illustrations from artists as suggested it will help to attract readers and , in any case, would carry out the idea of Prof Roerich and of Flamma itself, of laying stress on the value of Art.

Whether it would be worth the expense of making a block for the Chinese subject of which I sent a photo you must judge after seeing the article.

My idea was to have had reprints which could have been sent to China and to Chinese groups in America where this artist is greatly appreciated and as the family direct the Beaux Arts in China to get in touch with whatever movement there might be there.

Of course illustration is very expensive and I never thought of colour but only black and white . It is interesting to know that Riga has given you a good supply but I still believe that variety of illustration would enhance the value of the Roerich reproductions.

The Credo of Prof Roerich as I said and as I suspected was indifferent English.

If he is publishing in India or elsewhere articles of this type then, it would be better to let me revise them. The article On Vigil also is not clear , I do not wish to say it is bad English but it could have been touched up since the phrasing is vague and phrases such as : "unfurled over everything, by which the human spirit exists" would be better "unfurled over all those monuments and art treasures which sustain the human spirit "... and so on.

Again in the notice on the Flamma association Prof Roerich is made to say " of uniting upon the noble concept of Culture " which I think should read " uniting around the noble ... I do not know if these phrases are American but they are not good English.

Otherwise I can only congratulate you on the get up of the Review and I imagine the trouble you have with all the faulty English , misprints , etc .

As for the Scholar they have good intentions but like all Orientals are perhaps keyed to another tempo than we are. I have a letter from them in which they say :

" We are conscious of the honour Prof Roerich is doing us in getting the Flamma quarterly printed by us. It has been our special endeavour to do justice to the trust that he has reposed in us. "

I have been held up in my going to England but expect to be there at the end of the month and will again write as to what I think can be done and what I hear there.

With best wishes

yours sincerely.

Barnett D. Conrad

70922

29-JUNE-1939

Dear Mr. Conlan,

Your letter with the fine articles for FLAMMA received some time back, for which many thanks. I am sending enclosed the contents for the Autumn and Winter issues. The former is ready to go to press and the latter will also have to be sent very soon, since the SCHOLAR does not seem to work in the autumn, similar with other Indian concerns who celebrate the Dusehra holidays. Therefore everything has to be prepared now.

It will interest you to hear that Dr. James H. Cousins and Mrs Cousins are at present on a visit to Prof. Roerich. They are very refined and spiritual people and we have enjoyed both her music and his recitals of his Irish poems. Incidentally I noticed that they appreciated very much when Prof. Roerich told them of your cordial references to them in your letter. Dr. Cousins is now writing a review on the English Monograph, which he liked very much - his review will be printed in the large Madras newspaper "The Hindu" and perhaps also elsewhere, when we shall send you clippings.

Now as editor of FLAMMA, I wish to whisper something which would be for the general good and helpful because of Dr. Cousins cordial attitude. I have noticed, when he read your review, that he was somewhat reserved about it, which I gathered to be due to the fact that in literature Yeats, A.E. and Cousins are considered the three Irish great poets of the elder generations and that if I may mention so confidentially, he was somewhat shocked by a passage which seemed to imply that he was a follower of Yeats and not one of the remarkable trio. I have now read your brilliant article

on Yeats - and don't you think that where mentioning A.E. something similarly significant could also be added about Cousins? We feel that this would be for the general good, especially in view of future relationships. He is now the only survivor of the three and a most impressive aged sage and proclaimer of spiritual art. I fully realize that this is a very delicate subject, but having contacted him I just venture to suggest that a little paragraph added near about A.E. and a line or two somewhere else at your discretion might be for the Good. As you no doubt have a copy of your article, it would be sufficient to mention the page and line where the insertions are to be made and if you could send these insertions by air, it would be still in time for the autumn issue.

Your photograph of Chang-Shan Tze's painting is with the printers and I hope they will make a clear block. I noted your pencil mark 19x10, which I take to be centimeters and have ordered the block $7\frac{1}{2}$ inch on the long side accordingly. As soon as I hear of the cost I will let you know and thank you on behalf of FLAMMA for this kind contribution. I hope you have received the ~~SPRING~~ issue and expect to hear how many more copies you will want. Have you received the 12 copies of the SPRING issue?

In connection with China, you will be interested to hear that a Member of the Chinese Academy of Science, Dr. Keng, has named a new discovered plant in honour of Prof. Roerich, since it was found during the Roerich Expedition in Mongolia. Yesterday we received from Him the reprint of his scientific paper to this effect. As a biographer every seed will be helpful to you.

With best greetings and wishes
Yours very sincerely

P.S. Prof. Roerich thanks you for your letter of June 17th with the good news from the STUDIO, which you enclosed in Dr. Chklaver's letter.

26 Rue de la Gare

Chatillon / Bagneux Seine. France.

4 July . 1939

Dear Mr Shibayeff.

I enclose 3/6 for the 10 Flamma . I did not get much done during my short stay in London. Most of my time was taken with the Monograph and to make the few arrangements I did meant I had to visit a number of people and firms for two days in London. I tried libraries but they seem sceptic on quarterlies, and several in London and Brighton refused my offer of sale or return. It is a personal , society matter which will not go quick. Perhaps you will let me know if you want the Powys article for Winter.

Powys himself says he has no money. We have sold a monograph to an artist and I have asked her to see if she can get artists to collaborate for Flamma.

If you can keep going as a society bulletin , and the bad climate changes as I think it will , for I forsee an all round arrangement this Autumn and not the war which all the newspapers so much look to, then I might try and get some short advertisements in the monthly reviews that publish my articles.

I will try and go across again in Autumn . The Brighton Library did not reply to my offer to give them a copy. Sir Hagebert Wright said no one would subscribe to Flamma or read it and that it was useless to try - very encouraging after the time and expense all this involves ! but I am not of his opinion.

It is a question of getting a few young enthusiasts with the new spirit in them and it will go. The older men like Gordon Craig , Maeterlinck , etc are sceptical of doing anything in this way. In Sept I will try in other quarters.

With best wishes

Yours sincerely.

Barnett D. Colman.

7 July 1939

125
24

Dear Mr Shibayev.

Thank you for your airmail 29 ult with suggestions. In the Yeats article the name of Dr Cousins could be inserted thus : " The Celtic revival , as it has been called , was very largely the work of Yeats, A.E. Synge, Dr Cousins, Lady Gregory and James Stephens, although Standish O'Grady " This is among the first paragraphs. I was interested to hear that Dr Cousins is now considered to be one of the foremost Irish poets with A.E. and Yeats, because his name has been little to the fore with historians of the movement. Yeats himself, in his Irish dramatic Movement which mentions everybody has a line : " Deirdre, by A.E., The Racing Lug by Mr Cousins the Foundations by Mr Bryan, were repeated ." and that is the only sentence in which he mentions the name . Perhaps his recent lectures in America have drawn attention to his work which was certainly not known to English publishers at the time Yeats and A.E. were in view. He may be like Robert Bridges a poet who has been overlooked until 70 years of age. When I mentioned A.E. along with Yeats I used my own judgement because Yeats himself , often unjust to A.E. , would not have admitted this. He would have insisted on Synge, Yeats and Lady Gregory as the trio. Only a year or so ago he wrote " A.E. went to the Upanishads both for imagery and belief and the originality of his best work stands among the translators , so little has he in common with his time ." If he did not admit A.E. I doubt if he would have thought of Dr Cousins as the promoter of the Irish movement. I am not saying this to throw doubt on the matter but merely to point out that, so far, Dr Cousins is not mentioned in the histories and documents of this movement as a leading figure. He may, for all I know, have been very important , but I do not know, and I cannot write as if I knew all about his influence. Neither Yeats nor A.E. nor anyone writing on this epoch mention his importance. I should be only too ready to give him his due , since he may have been neglected. When I got your letter and heard of his reaction I hunted up all the letters I received sixteen years ago from A.E. regarding the Irish poets and an Anthology which we had in view. In one letter A.E. says " Yeats is of course the best and most famous and then followed a list of all the Irish poets - O ' Sullivan, James Stephens, Katherine Tynan, Padraic Colum and so on , but in none of these letters does he so much as mention Cousins, and yet A.E. extended his sympathies to everyone known. If Dr Cousins's poetry has intrinsic value , and I think it has, then why does he trouble to be in a movement? I should be only too pleased to call attention to his work since his point of view on poetry , his interest in India, and his genuine inspiration enlist my sympathy. Perhaps you could ask him to send me his collected poems and critical works , which I probably would understand better than many. I could then let you have for Flamma an article to correspond with that on Yeats. In a boatmail , sent to Prof Roerich on the 5th inst, I enclosed a letter of two pages for Dr Cousins, a letter for Mrs Cousins, a poem of 7 pages dedicated to Mrs Cousins. Perhaps then, when you send him this letter you could mention my project and he might reply to me , in which case, I could get more light on his part in the Irish revival. His views on modern technique & 'vers libre' seem more important to me, and his relation to India. It was 25 years ago when I first began to be inspired by Asia and India , and it was about this time that Prof Roerich and Dr Cousins also were drawn to the East. This is more advanced than the Irish Movement , so I do not see why Dr Cousins need trouble so much about this matter of the Irish Renaissance. I have not yet had the Summer Review. I sent 3/6 for the ten Flamma -subscriber rate.* I will let you have an Art Movement in a week or so. Vigil and Articles by Tampy ought to be overlooked since they often contain queer phrasing. We must keep up the quality of the text to the level of the pictures and get up , which is the best of its kind. In Autumn I will see what can be done for Flamma. Would the Tagore Quarterly exchange advertisements? Could not the Scholar mention Flamma in their book reviews ? or carry a half page advertisement ? Thank you for the biographical note . Anything in this way you can think of would help me to get a synthesis.

With best wishes

Yours very Sincerely.

Barrett D. Loulan

P. T. O.

* An error I will forward balance 9/- next boatmail

F.S. I have just received a letter from the Brighton Public Libraries to say that Mr Law whom I knew has retired. At a recent meeting of the Library Committee however there was a discussion on my offer to supply Flamma - for display in Public Reading Room - and this was accepted. Will you please post Summer copy to : C.W. Musgrave esq. Chief Librarian. Public Libraries, Museums and Fine Art Galleries . Brighton .1. Sussex.

As I may be in Brighton in Autumn I shall be in a position to control this. Another Summer copy should go to : Sir Chas . T. Hagberg Wright L.L.D. The London Libraries. 14 St James Square . London . S. W. 1.

Which is also to be displayed in the reading room. I trust these public displays will draw some attention

Also please send a Summer copy to A. Donald Jarvis .esq. O. St. J.

Hamelesham Court
Hailsham. Sussex.

He has not paid although I gave him Spring copy but I will get his subscription. I notice that the Aryan Path have advertisements in the large monthlies which perhaps explains their having lasted twelve years.

I thought that the mounts in the Spring copy rather stiff. That of last Autumn No 2 for the Brahmaputra plate was excellent in tint and in flexibility , and, if it is a case of framing, just as good.

The new contents seem well varied.

Do you think we could get something from Tagore, from Shankar , and other well known people so as to get an advertisement. I will try on my side if you think you can do this. Then when readers are attracted by several good names they will continue because of the pictures and get up.

In England there is a craze just now for Ballet. Suppose we got articles on the subject from Prof Roerich, Shankar, Tagore, Lifar, and other modern masters , with the object of pointing to sacred dance and ritual . I think this is the time. Mrs Cousins could deal with the music of Indian sacred dance.

If we can do this with Roerich and other ballet pictures I will risk the advertising; since an insertion made up with these names and subjects would draw readers. If you think the idea feasible I will go further into the subject.

WRITE TO CONLAN

(27)

25

Cheesman II sent
Aryan Path Conlan Sent
about all his ideas.

Miss E.E.Cheesman
1 Wallands Crescent.
LEWES, ~~SURREY~~ Sussex

Herewith Rs:25 and VP form for 20/15- signed. Please give the parcel to Uttu. Yesterday balance by favour about 2/5/-, please deduct overpaid on BPO and send for balance one anna commercial envelopes. Thanks.

TO THE POSTMASTER

Please state actual final proceeds of 20s, 20s, 4s6d -
total was £2/4/6 - equal Rs: 29/7/- .

20/-	2	from Rs 26-8-0	} = Rs 29/7/0
4/-	1	" " 2-10-0	
6d	1	" " 0-5-0	

Conlan 2