

A CALL TO THE PEOPLE OF ASIA

By Mirza Ahmad Sohrab. Our Honorary Editor.

Director. The New History Society of America.

The New History Society turns its heart toward the East asking for illumination and guidance in its undertaking to discern the as yet undiscovered path to "Universal Disarmament".

In November 1936 this Society will place the following question before the population of the globe:

"How can the People of the World Achieve Universal Disarmament?"

Over half the inhabitants of the earth live in the East. What will their answer be? Will they remain silent and inarticulate, or will they thunder their reply across the continents and seas? Will they assume an unconcerned attitude and leave it to the war torn and war-demented West to evolve a tepid, ineffectual plan, or will they bring into play their spiritual insight, their intellectual powers, their fruitifying intuition, and their vital and dynamic energy in the creation of the structure of peace? What will they do?

More than half of the final success of this Universal Plebiscite depends upon the East. Will the East—the Mother Continent of True Civilization—face the responsibility and assist the New History Society in this World Crusade for peace? The East can help in ever so many ways to give the people of the world a chance to register its opinion on this important question of Disarmament.

The New History Society, since its foundation in April 1929, has carried its numerous activities without any outside financial assistance. It has likewise offered Four International Prize Competitions on World Problems (and at this writing it is carrying on its Fifth Competition) to the younger generations of each continent at great sacrifice, cost and labour.

Now in this forthcoming World Competition, it asks the East, and it asks frankly and unashamedly:

Will you help us with sums, both large and small?

Will you contribute your mites to this Universal Stock-taking?

Individual financing in the instance of our World Competition will be insufficient and inadequate. Western missionaries have poured millions of dollars into all Eastern countries to

"churchianize" and "mechanize" the people, will the East, at this challenging hour, pour back her material and divine treasures to "Christianize" and "spiritualize" and to pacify the embattled hosts of the West?

Will the awakened millions of the East answer this Call? The New History Society is broadcasting an appeal for Twenty Five Thousand Dollars to pay part of the expenses of this World Plebiscite. The money received will be expended on:

A. Forty Prizes, ranging from One Thousand Dollars to Fifty Dollars.

B. The printing and distribution of the conditions of the Competition as well as the translation, printing and distribution of a vast amount of free leaflets in diverse languages. These will be sent to institutions, editors of publications and individuals in all parts of the world.

People of India! Will you rise and contribute generously to this fund? Inhabitants of China! What is your answer? Sons and daughters of Japan! Are you going to assist us? Kings, rulers and princes of the Orient! Will you be prompted to share with us a "little" out of your abundance? Philanthropists, merchants, traders and labourers of the East! Your donations will help to make the world safe for your children and grandchildren. You the living generations of the countries of Asia! What can you, individually or collectively, do to co-operate with us in this gigantic task?

We know we have your prayers, your goodwill; pour moral support but the time is here when we sorely need your financial assistance. This is the time! This is the accepted time! You can trust in the selfless motive of The New History Society. Every cent, every dollar contributed will be wisely expended for the immediate work at hand and at the end a detailed account will be rendered to our "investors" in Asia who are contributing their money for the defence of the rights of humanity.

Somehow The New History Society has confidence in the spontaneous generosity of the people of the Orient; it relies on their co-operation, it hopes that they will respond

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The New OUTLOOK



EDITOR
Govindlal D. Shah.

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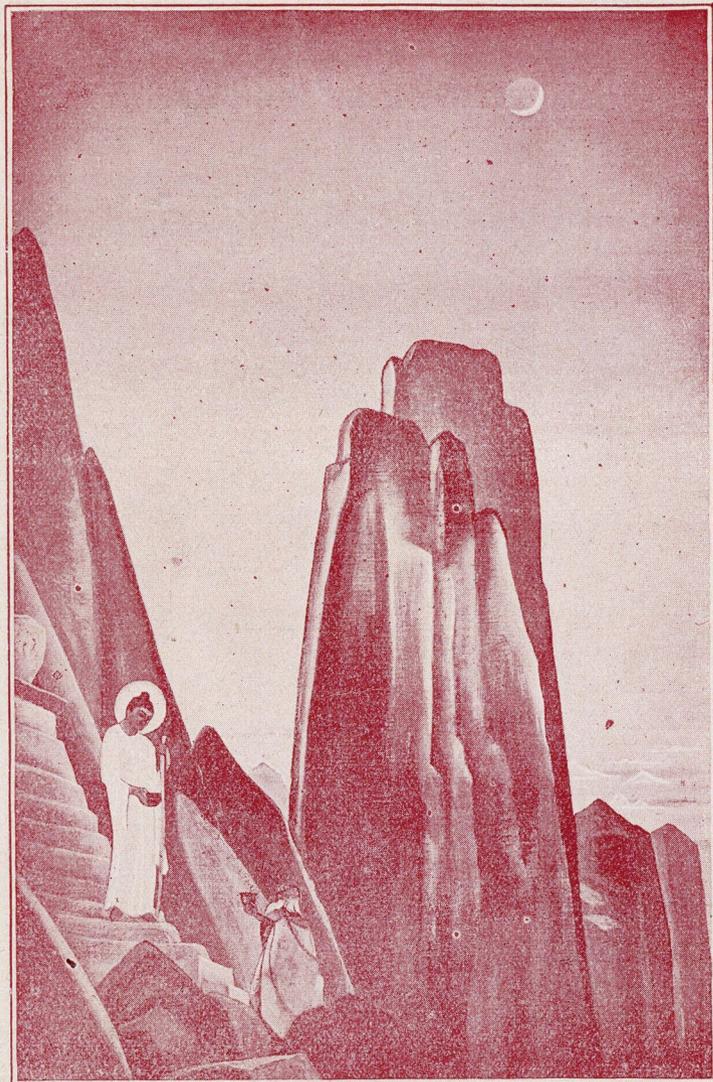
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Buddha, the Giver, By Nicholas Roerich.



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Wonders Of The World

(An Interview with Robert L. Ripley)

By Sheikh Iftekhhar Rasool

WHERE do you get the material for 'Believe it or Not,' I asked the creator of the world's most original features of modern journalism when he came to London a little while ago.

'From the streets,' he said. 'The avenues and alleys of the world are crowded with the quaint, the queer, the unbelievable. If the wind blew a blank sheet anywhere in India, China or Japan it would come out with a Believe it or Not cartoon on it.'

'The best idea that I have ever used in the Believe it or Not cartoons was picked up on the Sixth Avenue in New York,' he added. 'I was walking along towards the Athletic Club and reading an afternoon paper. There were headlines about Lindberg who had just made his famous flight. His name was on everybody's tongue...even on the tongue of a man huddled in the doorway near Fiftieth Street. He was talking to someone, and the little bit of his conversation that. I

overheard was responsible for the success of my cartoons. 'Lindbergh was not the first to cross the ocean, some fellow in the Zep crossed before he did.' I was surprised. Those words stuck in my ears, and as I walked along my wonderment grew greater. Practically everybody thought Lindbergh made the first non-stop flight across the ocean. So I drew a cartoon illustrating Lindy in flight and printed in large letters under it this fact.

'Lindbergh was the 67th man to make a non-stop flight over the Atlantic Ocean.'

'This picture appeared in several papers the next day. Almost immediately thousands of letters, messages and telegrams poured in. Who were the other 66?'

'They had forgotten that Sir John Alcock and Sir Arthur Whitten Brown made the first non-stop flight years before. They forgot that the English dirigible R-34, with 31 men aboard, had crossed from Scotland to America and returned, and that the German ZR-3 flew from Friedri-

Economic Planning and the Textile Industry

By Sheth Mathuradas M. Parekh.

THE era of capitalism based on *Laissez Faire* is in its death agonies. A new era is being born — the age of national economic self-sufficiency. The world is "Planning-mad". Savants of the new age tell us that we must either 'Plan' our industrial civilisation or let it perish. Every country in the world has seriously launched out ambitious schemes of economic reconstruction. India alone among the nations of the world is left in the stagnant backwaters of an age-old economy, and the pitious plight of India is to be explained by stating that "the crux of Indian economics is Indian politics"

By hazarding the statement that the crux of Indian economics is Indian politics, it is meant that there is no national economic policy for India. Whatever may be the explanations offered and apologies tendered, the existing indifference of the powers that be towards the economic conditions of India, is indeed, unjustifiable. In the face of these facts it is amusing and ridiculous to offer economic 'Plans' for India's economic reconstruction. So long as a policy of light-hearted experimentation with long exploded economic shibboleths continues to preside over India's economic policy, no plan however ably formulated can rejuvenate the country. The main springs of India's economic life lie elsewhere.

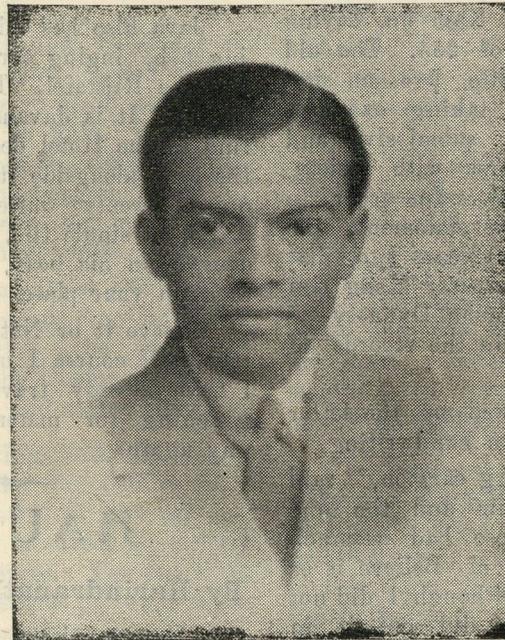
National economic planning in any sense

includes the full utilisation of productive resources and involves an efficient control over production, distribution of purchasing power in all its forms and over the fixing of prices. Even under a regime of more conservative economic policy the importance of control over these factors can hardly be ignored. If India to-day is in a stagnant economic condition it is because of the fluctuations in the internal prices, firstly due to the inefficient and inelastic currency policy of the Government and secondly, due to the absence of sterilisation of Indian price-level, to the influences of unfair competition from abroad by a protective system of tariffs and embargoes.

The economic system of a country is closely intertwined and any disturbance in any one part of it rapidly distributes itself over the whole system. When we compare the production of cotton yarn between 1929-1930 and 1932-33, to take

an instance, we find that the production increased from 833,560,000 lbs. to 1,016,418,000 lbs. and the production of cotton piecegoods increased from 562,236,000 lbs. to 737,185,000 lbs. This small increase itself is no sufficient cause for jubilation. Agricultural production in the country is stationary and the consumption of mill-made cloth per head of agricultural population has fallen from 12.40 yards in

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The Writer.

HIDDEN TREASURES

By Nicholas Roerich

(Diary Leaves)

THE folklore remembers many hidden treasures.

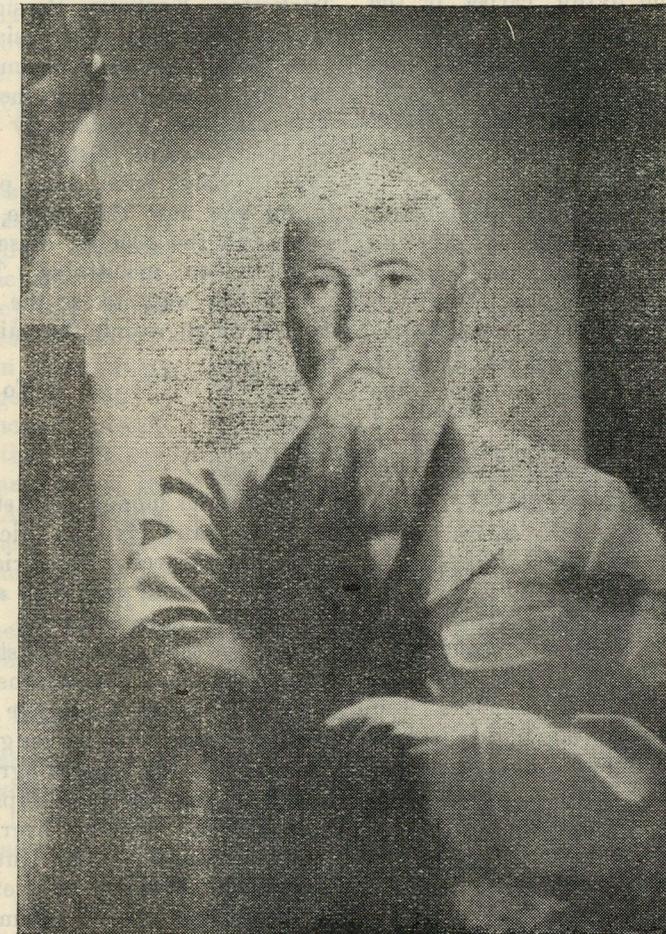
In the sea, near the coast of Bretagne there are visible under the water ruins of an ancient city. History remembers nothing about it, but the memory of the people has kept beautiful legends.

Once on our travels we reached a half-ruined village. There was a glimmer of light in only two houses. In a small room, an old man sat cleaning a utensil. He became our host for the night. I asked him the reason for his isolation. He answered, "Every one has departed. They have found more suitable sites for their dwellings. They were strong and enterprising. Something new attracted them. But I know that

nothing new exists on earth. And I did not wish to change the place of my death."

Thus the strongest ones depart. The decaying ones patiently await death. Is this not the story of all migrations, of all enterprises?

The subject of the great migrations is the most fascinating in the history of humanity. What spirit was it that thus moved whole nations and innumerable tribes? What cataclysm drove the hordes from their familiar steppes. What new happiness and privileges did they anticipate in the blue mist of the immense desert?



The Writer

On the rocks in Dardistan we saw ancient drawings. We also saw the same kind of drawings upon the rocks near the Brahmaputra, as well as on the rocks of Orkan in Mongolia, and in the tumuli of Minusinsk in Siberia and finally we discerned the same creative psychology in the halristnigars of Sweden and of Norway. And later we stopped in admiration before the mighty sings of the early Romanesque which we found, based on the same creative aspirations of the great migrators.

In every city, in every encampment of Asia, I tried to discover what memories were being cherished in the folk-memory.



Through these guarded and preserved tales you can recognize the reality of the past. In every spark of folk-lore, there is a drop of Great Truth adorned or distorted. Not long ago we were too vain to appreciate these treasures of folk-lore. But afterwards we learned that even the great Rig-Vedas were written down only in the comparatively recent past, and perhaps for many centuries they were passed down by word of mouth. We thought that the flying carpet of the fairy tales belonged only to the children but we soon recognized that although each fantasy in its own individual way, weaves a beautiful carpet ornamenting life, nevertheless this very carpet bears the footprints of great reality of the past.

Among the innumerable legends and fairy tales of various countries may be found the tales of lost tribes or subterranean dwellers. In wide and diverse directions, people are speaking of the identical facts. But in correlating them you can readily see that these are but chapters from the

one story. At first it seems impossible that there should exist any scientific connection between these distorted whispers under the light of the desert bonfires. But afterwards you begin to grasp the peculiar coincidence in these manifold legends related by peoples who are even ignorant of each other's names.

You recognize the same relationship in the folk-lore of Tibet, Mongolia, China, Turkestan, Kashmir, Persia, Altai, Siberia, the Ural, Caucasia, the Russian steppes, Lithuania, Poland, Hungary, Germany, France; from the highest mountains to the deepest oceans. You will hear wonderfully elaborated tales in the Tourfan district. They tell you how a holy tribe was persecuted by a tyrant and how the people, not willing to submit to the cruelty, closed themselves in subterranean mountains. They even ask you if you want to see the entrance of the cave through which the saintly persecuted folk fled.

(To be continued)

(Continued from page 126)

1929-30 to 11.94 yards in 1932-33. The alarming significance of the story which these simple sad figures narrate cannot be sufficiently emphasised.

After all, in these days of serious competitions even in neutral markets abroad from Japan and other textile powers, the Indian textile industry must consolidate and conserve at least the home market. The birth of economic nationalism and the serious turn that it is already taking also point to the home market as the only certain outlet for our textile production. The existing conditions are such that we may even lose the home market for our textile industry unless we take measures to conserve it with a well-planned programme of production and distribution.

The improvement of the condition of the agriculturist, who is our potential (ultimate) customer, is unfortunately beyond our direct reach. The seasonal strin-

gency in the money market, of which the Reserve Bank is the dictator, and the economic anarchy in agriculture brought about by several technical and non-technical factors have depleted the purchasing power of the agriculturists. We cannot expect any more concessions for the textile industry through protective duties or preference or subsidies so long as the mentality behind the Ottawa agreement, Mody-Lees pact and the Indo-Japanese agreement continues to preside over the economic policy of India. The flouting of Indian commercial opinion at every stage leaves no room for much optimism either. In addition to these facts Japan's disastrous competition in our own markets has augmented the seriousness of the situation, and there is no way open for the textile industry to cope with the situation but by reducing its costs and making a bold bid to conquer the home market by an internal economic planning.

(To be continued)

* H. E. Prof. Nicholas Roerich

By C. H. Thakore, B. A. LL. B.

IN this age of clashing creeds and commercial motives it is refreshing to think of the serene genius of Nicholas Roerich. By lofty endeavour and untiring zeal he has proclaimed to the world the supreme necessity of promoting and preserving the works of Art and Culture. Only through Art does he visualise the final triumph of Man over the brute.

Nicholas Roerich was born on October 10, 1874, at Petersburg, as the son of Constantine F. Roerich, a well-known Barrister, and Marie V. Kalashrikoff. A precocious child, Nicholas surprised his teachers by his unusual brilliancy and versatility. He evinced a remarkable interest in archaeology and at the age of ten he excavated the ancient mounds dating from the Vikings. Imagine the amazement of the members of the Archaeological Society when these finds were presented to them by a boy of ten. Indeed, "the spirit of a youth that means to be of note, begins betimes."

The Literary Giant:

Interest in archaeology at ten and literary work at fifteen! Just think of it! No wonder Prof. Roerich has come to be what he is - a great savant and artist who has achieved universal fame and recognition. His literary works are characterised by profundity of thought and convey his message in simple and inspiring language. 'Realm of Light' for instance. This book - 'a

book of fire and light', as a critic calls it - is a passionate call to Culture. The writer stresses the paramount necessity of maintaining an equilibrium between spiritual energies and mechanical appliances. To him the beauty of Art is the supreme cure for human ills. His works insistently point to



The Roerich Museum, America

* Nicholas Roerich by K. P. P. Tampy, B. A. Trivandrum