

## Shaw Refuses to Write For Trade Purposes

Wells and Bennett Also Enunciate the Ethics of Their Profession

London.—What is almost certain to be recognized as a definite outlining of a new and admirable standard of ethics for all honorable writers and for literature in general has been stated by Arnold Bennett, H. G. Wells, and George Bernard Shaw. They have outlined a creed in which their own assessment of their responsibility to their profession and to the public can hardly fail, in the judgment of competent critics, to raise and soundly establish the entire field of letters on a higher plane.

The opportunity which these three writers have seized to define their attitude and their own estimation of their place in national and international life was supplied through the enterprise of Sir Woodman Burbridge, head of the great department store of Harrod's in London.

### REQUEST TO AUTHORS

Sir Woodman's position was that although Harrod's and other great commercial enterprises are able to retain the best advertising talent and best artists, as well as architects, technicians, and others of the professional classes, they had not had the real story of their growth, their amazing complexity and ramifications, and the romance of industry in general presented to the public as these great writers would be capable of presenting it. He thereupon wrote to ask if they would lend their pens in such a manner.

All three declined, and in their reasoned replies is found a standard which is recognized as a noble statement of ideals which lesser writers may strive to reach. Replying to the argument that a writer is a skilled professional who should place his talent at the services of commercial enterprise, Mr. Wells said:

### TAKES HIMSELF SERIOUSLY

"The answer is that, rightly or wrongly, the writer takes himself more seriously than that. In his heart he classes himself not with the artists, but with the teachers and the priests and prophets. That may be an old view, and it may be going out of fashion.

"We all believe, of our generation, deep in our foundations, that our only paymaster ought to be the reader. We live on sales to readers and we don't accept fees. There is, we feel, an implicit understanding between writer and reader to that effect."

Mr. Shaw prefaced his refusal with an account of the tremendous improvement which has taken place in journalistic standards since he first began to write. Of the use of the best professional talent aside from writers with established reputations he says:

### MILLAIS STARTS CUSTOM

"When Millais was at the height of his fame as a painter a very popular picture of his, representing a nice little boy blowing bubbles, was bought by the firm of Pear's, and used and reproduced as an advertisement. The Academy was shocked; but Millais took no notice; the advertisement had an enormous vogue; and advertising entered on its present phase, in which it is a matter of course for commercial firms to employ the best available artistic and literary talent to advertise their wares and services. There is no reason on earth why they should not, and every reason why they should, now that the art of selling has so much more importance than the routine of production."

### AUBREY BEARDSLEY POSTER

Mr. Shaw then recalled that Aubrey Beardsley designed a poster for his first play and that there would be nothing questionable if he were to commission the president of the Royal Academy to design a poster for his next one. Then he continues: "But if I were intimate to, say, Mr. St. John Ervine and Mr. Harris Deans that in the event of their notices of my play being sufficiently flattering to be usefully quoted as advertisements I should be prepared to buy the copyright from them for £500 apiece, then Heaven knows what would happen. Probably both gentlemen would refuse to notice my play at all, and would say why."

"By all means let our commercial houses engage skilled but nameless scribes . . . to write their advertisements as such. But a writer who has been consecrated by fame to the service of the public, and has thus become prophet as well as author, must take wages in no other service."

### MR. BENNETT'S OPINION.

Mr. Bennett bases his refusal on a slightly different ground. He thinks there is not necessarily any ethical reason why he should not, under proper conditions, write advertisements, but doubts whether worth-while public opinion would sanction such action on the part of writers whom it could, in a sense, be said to have made. He concludes: "The reason is that public opinion in Britain is not yet ripe to approve the employment of responsible imaginative writers to whom it has granted a reputation, in any scheme of publicity for a commercial concern. Personally I differ from public opinion in this matter; but the opinion exists and I will not flout it."

Current opinion, in the short time

it has had to express itself, does not see eye to eye with Mr. Bennett's view that in some future time recognized authors will sell their pens in the cause of commerce. Such a step seems to be generally considered retrograde, and in line with the practice of those days when literary men served the causes of the politicians who granted or procured pensions for them and whom Dr. Samuel Johnson so unmercifully dogged with the vigor of his scorn.

## Bird Menace Seen in Abandoned Cats

Concreted attacks on the slinking hordes of stray cats have netted the New York City Division of the S.P.C.A. some 322,273 pellets says an article in the April issue of "Field and Stream". The pellets, however, are not desired so much as the lives of the erstwhile wearers, though the one is closely allied to the other, the main purpose being the elimination of stray cats as a menace to birds.

Says the article, "It is the unwanted, homeless, hungry cat that is the menace of bird life. What is true in the environs of Greater New York is equally true in every part of the inhabited United States. The number of birds devoured by the stray and homeless cat is beyond computation. The house cat gone wild and foraging in the country for its own living is by no means a helpless, puny animal. Its extraordinary growth and strength indicate a abundant food supply, a great part of which is birds.

As for cats, being kept to kill rodents this article discounts the claim "that a large cat population is necessary to control the increase of rats and mice, and urges that the proper care and storing of food which are attractive to rodents and the avoidance of scattering loose food around stock or poultry will do more to discourage the breeding of undesirable rodents than can be accomplished by any number of cats.

## Community Art Action Needed

Lee Simonson Says Towns Should Get Together and Head off Ugliness

In a joyous dialogue concerning culture in the April "Forum" between Harvey Wiley Corbett, William M. Ivins, Henry Goddard Leach, Vachel Lindsay, Lewis Mumford, Walter Pach, Walter B. Pitkin, Alfred Steiglitz, Harvey M. Watts, Art Young and Lee Simonson, the latter remarks, "We need a development of community effort, if we are to get anywhere in such arts as architecture. The community should get together, as it has in Frankfurt and many Dutch cities, and decide what it needs, and then send for the architect and say to him: 'This is our problem. You can do anything but sidestep the problem and take it. Now go ahead and find the ornament that expresses that.' Every time that has been done in Europe it has been successful. Whereas here, every time you haven't a community that is clearly conscious of its real problem, that isn't free to give a mandate to the architect and say, 'Light, air, leisure, recreation, and don't you dare funk one of those, then you get this crazy mixture we have of port magnificence, part borrowing, and part Renaissance palace, Roman bath, or Greek temple."

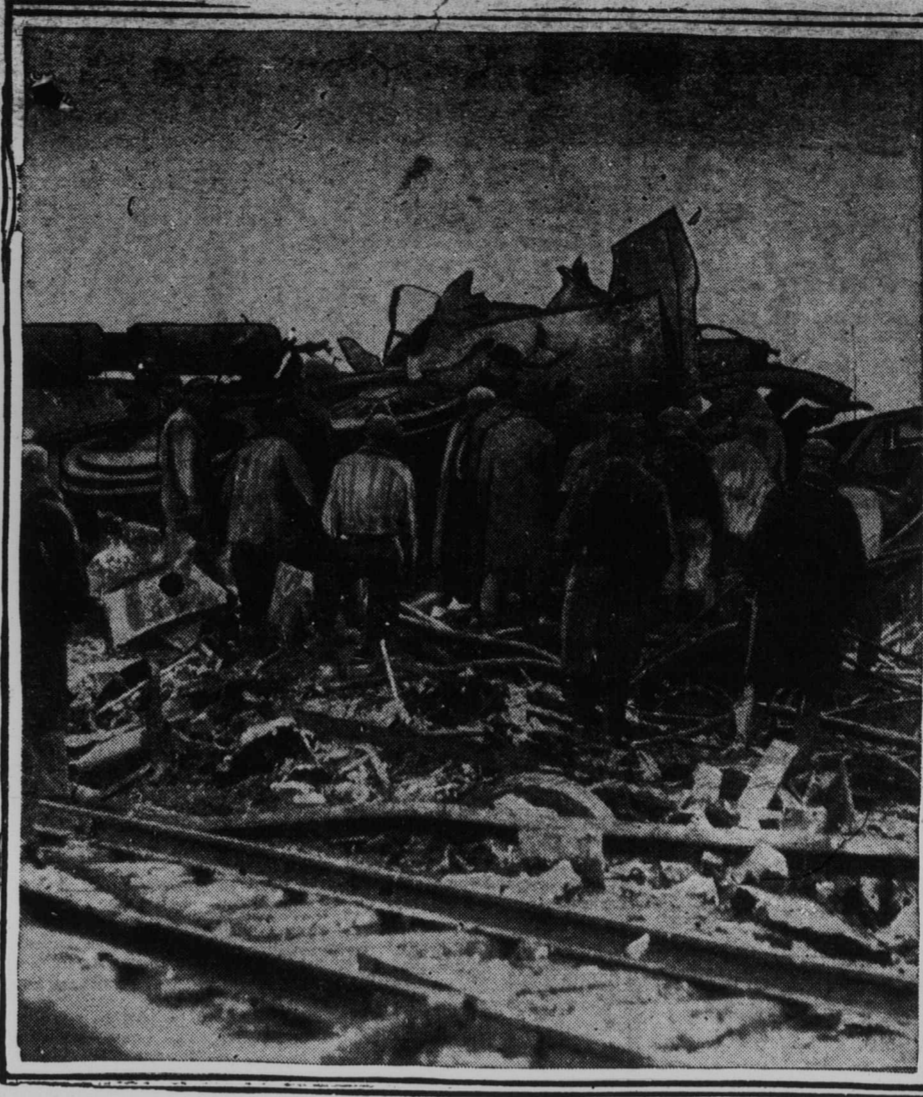
The sanctity of the roads is becoming almost as dear to the tribesmen as to the government, Sir Norman declared. Nothing is more symbolic of this change in the tribesmen's angle of vision than the increasing requests for the intervention of the government in purely tribal disputes. Even the Mahsud women, it is reported, appreciate the advantage of the Pax Britannica as saving their men folk from the danger of internal feuds.

An achievement of no mean merit is also the reduction of crime on the border and the suppression of border feuds.

The most wonderful thing that the world contains is a bright face.—Dr. Albert Einstein.

Spring is coming down the street, Light of heart and light of feet, Can you hear his merry note Echoed in each song-bird's throat? Can't you see his youthful grace Mirrored in the tulip's face? Spring is coming, oh, what gladness! Spring must surely banish sadness.

Once the Pride of the Road, Now a Pile of Junk.



Officials and wreckers of the C.N.R. observing the chaos of all that remains of the huge locomotive of train No. 3. This picture was taken immediately before the task, which was commenced of clearing away the tangle to clear the line for traffic.

## Indian Tribesmen Favor Britain On Northwest Border

Government Intervention Increasingly Sought in Pure Tribal Disputes

Bombay.—The remarkable success of the British policy on the northwest frontier of India is strikingly illustrated in the report of Sir Horatio N. Bolton, Chief Commissioner, on the administration of the border during the past year.

Sir Norman describes how warring tribes of Waziristan, have, of their own accord, come into line with Britain. The policy of opening this country to the influence of civilization by giving the tribesmen themselves a stake in the administration of law and order was maintained and even accelerated last year.

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## U. S. and England Will Have War Says Russia

Calling the United States and Great Britain "tight and bloated," the Russian War Commissioner Gland'omskan Commissar Voroshilov is quoted in "Time" as saying they are bound to come to war with each other.

"I mean by tight," continued Comrade Voroshilov, "exactly what I say. Grown gigantic and bloated with capital like a giant blood sausage, the United States feels tight within its frontiers."

Least any dunderhead should fail to catch his drift, "Time" continues: "War Minister Voroshilov added that there is another bloated blood sausage which feels tight, namely Great Britain, and that 'one need not be particularly Bolshevik to foresee that a solution lies in armed conflict between them.'"

### Avoiding Stains

The stain sometimes made on neck or wrist by costume jewelry may be averted in many cases if the two surfaces of the ornament are washed in warm soapsuds to which a few drops of household ammonia have been added. They should then be rinsed in cold water and polished with a dry cloth.

A Scottish mother complains that her daughters "have danced away from her." Having their Highland fling probably.

## British Economist Sees Crisis Ahead

Protection Policy is Bringing Disaster to Business, Says Sir George Paish

Manchester, Eng.—The gravest financial crisis in the world's history was described by Sir George Paish, well known economist, as threatening modern business.

"I say with the highest authority, and I challenge anyone to deny it," Sir George told the National Free Trade Conference, "when I say we are threatened with the greatest financial crisis the world has ever seen, because the governments of the world have followed the policy of trade restriction, preventing debtors from paying their debts." Sir George declared.

"The greatest authorities in this country and in the United States expect it to come this spring, and unless this policy of safeguarding or protection is checked, it means disaster to the world. I am not exaggerating."

I consider it the duty of the men at the head of government to remain in their places even if the waves wash the deck and the crew talks of mutiny.—Dr. Gustav Stresemann.

Although we regret very much that this generation has at present past the old standard and has not yet found a new one, I think that it may have found a little grain of truth that may be of enormous value.—Evelyn Sharp.

A Good Idea of What a Terrible Mess Occurred



The tangle of wreckage of train No. 4, with wrecking train standing beside it. The remains of the other engine and baggage car of train No. 3 are shown in the back ground at the right.

## Beebe Party Sails to Scan Sea Depths

Scientist's 32nd Expedition Will Study Ocean Life Off Bermudas

William Beebe, writer and explorer of ocean depths, sailed recently for another expedition into the world of deep-sea creatures unknown to man. Widely experienced in observing ocean phenomena and in invading the private haunts of weird aquatic creatures, Mr. Beebe will this time turn his eyes toward the tropic sea surrounding the Bermudas.

When he and his party of scientists and aides arrive at Bermuda, they will go to Nonsuch Island, a speck of land at the entrance to Castle Harbor, which has been offered to the expedition by the Colonial government of Bermuda for the advance of the study of sea life there.

Formerly, the explorer has been somewhat handicapped in his researches because he has had to use a ship as a floating base and has made his studies from small boats.

Nonsuch Island, Dr. Beebe said, was a perfectly natural base for the expedition, and he looked forward to the discovery of valuable data on tropic sea life hundreds of feet below the surface.

The expedition, Mr. Beebe's thirty-second, and the twelfth under the auspices of the New York Zoological Society, will begin the six months of study without any single goal in view. The purpose of the expedition, Mr. Beebe declared yesterday, is to get "any kind" of available deep-sea life, and the party will not seek any particular variety.

"It will be just like going to Mars or Jupiter," he added, "as you don't know just what you are liable to find." Some new devices will be used in this expedition. One is the new radium-covered type of hook for deep sea work. A special diving bell will be used for going into deep waters.

Another is the camera Dr. Beebe will use. It is a brass box affair containing a hand-operated motion picture camera, weighted so it will sink to the operator's level beneath the surface. He had taken pictures at 60 feet depth and contemplated trying it at 90 but was dissuaded by divers. The camera may be tried at 70 feet, however, he declared.

A seagoing tug will take the party out from Nonsuch Island whose surrounding waters reach a depth of two miles in places. Nets secured to sounding wires will be used for fishing. In shallow depths he will use percussion traps to start the fish.

Dr. Beebe is accompanied by Mrs. Beebe, John Tee-Van, general assistant; William K. Gregory, scientific associate; Sven von Hallberg and Helen Tee-Van, artists; Robert White-law, photographer, and William Merriam. Several of the party have accompanied Dr. Beebe on preceding expeditions. Other scientists may join the party later.

## Gandhi Prepares Plan for Boycott

Would Eliminate Foreign Cloth and Substitute Native Product

Bombay.—For carrying out the congress program regarding the boycott of foreign cloth with the aid of khadi (handspun and handwoven cloth), Mahatma Gandhi has prepared a scheme for submission to the Working Committee of the Congress.

The scheme requires congress organizations to call for contributors to go from door to door in every town and village having a congress committee and collect foreign cloth and deliver or receive orders for khadi. Foreign cloth, it is stated, should be burned. Wherever possible, foreign cloth dealers should be individually visited with a view to inducing them to stop further purchase of foreign cloth and to cancel all cancellable orders.

Picketing of foreign cloth shops may, it is pointed out, be undertaken wherever possible and where there is no danger of violence being committed by the congress pickets. The help and co-operation of all political and other organizations should be solicited in the campaign and the help of patriotic women should also be enlisted.

## The French-Canadians Go Ahead

La Presse (Ind.): The progress of the French-Americans in public affairs has just been confirmed anew in the municipal elections which have taken place in New England. . . . The Province of Quebec, which is the mother country of most French-Americans, watches with legitimate pride their progress and their political success. In their progressive emancipation, their traditions, their racial influence establishing itself in the very heart of American society, especially in the Eastern States, Quebec has good reason, to congratulate them. But, faithful to its motto and guarding the memory of its past, it reminds them that there is always at its bedside a warm place for those who wish to return.

He blamed politicians who had pursued wrong policies since the war for the impending crisis.