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NOTES AND NEWS

Church And The Colour Bar

PASTOR" writing in *The Star* (Johannesburg) states:—

"All the time we have been waiting to hear from the members of the World Sunday School Convention Council which held its sessions in Bloemfontein their reasons for accepting, as they did, the conditions laid down by the Dutch Reformed Church as a basis on which its members shall attend the Sunday School Convention to be held in Durban in July, 1940. The conditions are, of course, that the policy of segregation shall be adopted as far as their members are concerned. In other words, all those who have been privileged to possess Dutch blood in their veins shall sit separately in the hall and not contaminate themselves by mixing with members of the coloured group. But hitherto no explanatory statement has been forthcoming except a very feeble attempt by the Rev. J. B. Webb, of the Methodist Church, in the *Methodist Churchman* of November 21, to condone this. Mr. Webb's vindictory epistle contains the following lines: "But we feel very strongly that a world convention in South Africa that did not include the Dutch Reformed Church, the biggest religious constituency in the country, would not only fail of its purpose, but would create a most unfortunate impression abroad."

What Mr. Webb Omits

"Pastor" goes on further:

"Mr. Webb goes thus far and omits to tell us the kind of impression their acceptance of this colour discrimination will create amongst the unfortunate coloured races who, for no fault of their own, have not been privileged to wear a white skin, or amongst the thousand and one European people who have the interest of the coloured races at heart. He also fails to tell us how far this is going

to disharmonise the relations between black and white. The council evidently was representative of most of the recognised churches and other important religious bodies of this land of ours. These ambassadors of Christ, in order to secure the co-operation of the Dutch Reformed Church, have had to take a line of action which is nothing short of an insult to the non-European people. They had to bow before the force of circumstances so much that they had to forget the teachings of the New Testament, which do not respect any colour bar.

"I am not a Communist and I shall never be one, but I feel that if Christ was at the Bloemfontein Sunday School Council He would not be a party to any agreement that is calculated to fan the embers of racial animosity and to hurt the susceptibilities of some of the members of His Church. As against what Mr. Webb has said, the Rev. Wm. Eveleigh, who is the editor of the *Methodist Churchman* and chairman of the Cape District of the Methodist Church, has issued the following statement: "But the Sunday School Convention is inter-racial and international and this is made clear in sending out the invitations. We do not see how the convention officers could be expected to depart from the constitution of the convention." The members of the council, apart from violating the constitution of the convention, have deliberately violated the Christian principles embodied in the New Testament and I am sure they feel that they have done more harm than good."

Dutch Reformed Church To Pray

Dutch Reformed Churches throughout the Union will observe Sunday December 4, as a day of prayer for "brotherly love, unity and tolerance" in South Africa, according to a notice in the *Kerkbode*. The notice is signed by the secretaries of the Cape, Free State, Transvaal and Natal churches.

The reader need hardly be reminded that this prayer for "brotherly love, unity and tolerance" is only meant for

the white man; not for the darker races. It is therefore doubtful if such a prayer will be heard.

Moral Re-armament World's Vital Need

Mr. Herbert Hoover, former President of the United States, speaking at Toronto to a distinguished audience including Lord Tweedsmuir and Senator Arthur Meichen, for Canadian Prime Minister, said: "Moral re-^{armament} is something more than inhibitions, prohibitions and laws. It has become the world's vital need. The failure of men to develop and maintain moral standards is a deficiency in all nations which produce this conflict and confusion in the world. Democracies, while they may view the world's violence with horror, have greater moral troubles. We should worry less over public conscience and mass morals and worry more over individual conscience and individual morals for therein is the only foundation of real moral progress."

Dundee Town Council Favours

Segregation

When the question of giving evidence before the "Black Belts" Committee was considered by the Dundee Town Council last week it was agreed that the Council should ask for an opportunity to give evidence. It was reported that a residential property had been bought by an Indian, and Mr. O. McKenzie said he had recently had to make a big purchase to keep Indians out. The Mayor said he had pressed for municipalities to be given expropriation powers. When it was reported to the Council that the only site for the coloured school at Dundee favoured by the Education Department was one in the European area, the Mayor said the present trend of opinion was so firmly in favour of coloured segregation that the Council would not be justified in agreeing to the Department's choice, and the matter of a site would have to be further explored.

Death Of Mrs. L. W. Ritch

It is with deep regret that we have to record the sad death of Mrs. L. W. Ritch, wife of Mr. L. W. Ritch, which took place last week at her

residence in Johannesburg in tragic circumstances, owing to the fact that Mr. Ritch, who had taken ill some weeks ago is still bed-ridden. It is a great blow to Mr. Ritch and we can only hope and pray that he may be bestowed with strength and courage to bear the untold sufferings. Our heartfelt sympathy goes out to Mr. Ritch and the members of his family in their sad bereavement.

Death Of Maulana Shaukat Ali

A Reuter's message from New Delhi dated Monday November 28, announces the death of Moulana Shaukat Ali. The late Moulana was born about 1872, and received his education at Rampur State School and Aligarh College. For 15 years he was an official in the Government Opium Department. From 1915 to 1919 he was interned under the Defence of India Act. Mahatma Gandhi took a prominent part in getting the late Maulana and his brother, Maulana Mahomed Ali, released and also helped them in the Khalifat movement initiated by them in 1920. Maulana Shaukat Ali was the secretary of its central committee. In 1927 the All-India Muslim League favoured aboycott of the Simon Commission, but when Gandhiji started the civil disobedience campaign in 1930, the Ali brothers denounced the campaign and Maulana Shukat Ali who favoured the Round Table Conference was appointed one of the delegates. In 1932, at the age of 60, he married his English secretary, Miss Ayesha Formsby, aged 32. Much feeling was aroused in Moslem circles in India and the Union in 1929 when the Union Government agreed to allow the Ali brothers to enter the Union on a religious mission only on certain conditions. Maulana Mahomed Ali cancelled his passage and Maulana Shaukat Ali came as far as Lourenco Marques and from there returned to India. The late Maulana was an ardent Muslim Leaguer and his loss will be great to that body especially and to the Muslim community generally.

Durban's Sympathy

The following resolution was adopted at a meeting of the Natal Indian Congress held in Durban on Tuesday to mourn the death of Maulana Shaukat Ali: "This mass meeting of Natal Indians held under the auspices of the Natal Indian Congress, records its heartfelt and deep sense of sorrow at the irreparable loss sustained by the Indian nation by the death of one of India's noblest patriots, Maulana Shaukat Ali." Swami Bhawani Dayal, President of the Congress, said the late Maulana supplied the heart to the non-co-operation movement launched by Mahatma Gandhi.

Indian Opinion

FRIDAY, DECEMBER 2ND, 1938

Unbecoming South Africa

TWO painful incidents occurred last week casting a slur on the fair name of South Africa. Both took place in the Transvaal—one in Rustenburg and the other in Johannesburg. The Rustenburg incident was comparatively small. A threat was declared by the white residents of the town to burn down Indian stores and to boycott them because of an alleged assault on a European youth by certain Indians. Instead of allowing the law to take its own course the townsmen were anxious to take the law into their own hands. Better counsels have, however, prevailed and all is for the present quiet while the police is taking the necessary action. Like the Nazis in Germany the people indulged in condemning the whole community for the fault of a few individuals. We shall defer comment on this matter until it has been decided by the Court.

The second incident was much graver and, we are sure, it has shocked all true South Africans. It was the riot that took place in the heart of Johannesburg City on the night of Thursday November 24, when hooliganism was displayed in its worst form, giving just a little idea of what is happening to Jews in Germany.

The facts which have been published fully in the daily papers were, briefly, that on Thursday November 17, a meeting was held in the City Hall Johannesburg under the auspices of the International Peace Campaign, the Society of Jews and Christians and the Youth Peace Council at which the Mayor of Johannesburg and other prominent persons were present. The meeting was held to protest against the atrocities committed upon the Jews in Germany. As the City Hall could not accommodate all persons attending the meeting a number congregated outside. During the course of this meeting a woman among the crowd outside the hall shouted Heil Hitler, which caused a disturbance and she was alleged to have been kicked by a Jew in connection with which a complaint had been lodged with the police.

As a result of the assault a meeting was advertised to take place on Thursday November 24, at 7.30 on the City Hall steps to protest against the alleged assault. The South African Anti-Fascist League thereupon distributed a number of leaflets reading as follows:

"Citizens workers trade unionists, Hitler's agents in South Africa—the Blackshirts, Grey-shirts, Nazis and Fascists—have called a meeting in Johannesburg (City Hall steps) on Thursday November 24. They have instructions from Nazi Germany to start pogroms and concentration camps in our land. Are you going to stand by and see Nazism start this butchery in our country? Never. Then come in your thousands to a mass meeting to condemn Nazi terrorism in South Africa this Thursday evening, November 24 at 7 p.m., City Hall steps. Demonstrate your abhorrence of Hitler's methods in Johannesburg now before it is too late. Down with inquisition methods in South Africa."—Issued by the South African Anti-Fascist Movement, 20, Barbican Buildings, Johannesburg.

The result was, there was no meeting but a general fight near the City Hall. A large section were armed with sticks, bars of iron and other dangerous weapons. The police intervened and endeavoured to disperse the mob. Eight tear-gas bombs were dropped. During the disturbance two shots appear to have been fired by a certain person or persons. After the crowd was dispersed by the police one man—living in Brakpan—was found to have been shot in the chest. He was removed to the hospital, where a bullet was extracted, and he was subsequently taken to the Far East Rand Hospital. In all 27 persons were admitted to hospital; 22 were allowed to leave after treatment and five were detained. Fourteen persons were arrested for being in possession of dangerous weapons, which comprised iron bars, bicycle chains and loaded sticks.

There has been racial bitterness in South Africa, but the public have never allowed themselves to go beyond the limits of decency, and no doubt this incident would make many South Africans hang their heads down in shame. But thank God there is a redeeming feature. Unlike Nazi Germany we have a Government in South Africa which is stern and steady with its head in its right place and is not prepared to tolerate any unlawful acts by the people. The Minister of Justice has given proof of this by making a public statement. The statement merits reproduction in full which neither time nor space permits us to do this week. We shall content ourselves with reproducing just a few lines which we have no doubt will bring relief to all sections of the community. "Government was determined," said General Smuts, "to repress the spirit of lawlessness. The Government was going to repress it

sternly and see that this sort of thing did not endanger our society. Innocent people of whatever race or colour would have to be protected. The Government was going to take strong steps but had no intention of suppressing freedom of thought and speech. It was going to take measures to preserve

these institutions and see that evils which had shown themselves were eliminated. The recent incidents were the outcome of alien movements intended to foment one section of the people against the other. South Africa could not tolerate them. If this sort of doctrine, which was absolutely sub-

versive of our ideals of freedom and law and order, could be preached here with impunity, what future was there for this country?"

Let us hope this will be the last of Nazism and that more sanity and tolerance and less of racial bitterness will prevail in South Africa.

ANTI-ASIATIC AGITATION IN TRANSVAAL CONFERENCE IN PRETORIA

MEMBERS of Parliament, members of the Provincial Council and representatives of local authorities in all parts of the Transvaal attended a conference in Pretoria arranged by the Pretoria Federation of Ratepayers' Association to protest against Asiatic occupation of property in European areas—Asiatic penetration it was called.

Opening the conference Mr. J. M. van Brink, M.E.C., reviewed the legislation leading to the present position.

The Transvaal Government attempted to solve the problem in 1885, but, owing to the circumstances beyond its control, particularly the terms of the London Convention with the British Government, had not been successful. The legislation passed then did not reflect the wishes of the people who from the earliest days of the Republic had realised "the dangerous potentialities of the position."

"To-day," he said, "the position has developed certain complicated aspects and its solution is extremely difficult. The complications are not only apparent in South Africa itself, but any solution must be coupled with due regard for our relations not only with India itself, but with the outside world in general.

"In 1877 the question was trifling and capable of an easy solution, but from that to the present day the interests of the Indians have grown and have become established. Whereas in 1877 the Transvaal had to deal with Indian-born Indians, we are faced to-day with an Indian population 75 per cent. of which is South African-born.

European Interest

"Because the problem is so important and difficult its solution must not be delayed any longer. I do not make this statement because of dislike or hatred of the Indian or coloured people, but merely from the sense of self-preservation inherent in all of us.

"We do not want to abolish the existing rights of the Indian, but we do not wish to allow a further extension of those rights at the expense of European interests.

"I feel that the Indian himself, proud of his own traditions and culture, cannot take exception to our desire to preserve our own traditions and culture in our own country just as he rightly does in India.

"We know that the Indian population objects strongly to segregation. We, on the other side, would be accused of hypocrisy should we not emphasise as strongly as possible our great dislike of that dangerous phenomenon which we call penetration. As penetration of white areas grows so will the agitation for segregation have greater force."

Asiatic Occupation

Penetration would have to be limited if the Indians were to avoid segregation. It was wrong for Europeans, Indians and coloured people to live in close proximity.

"Dislike of the present position exists throughout the country and a thorough investigation is long overdue."

Mr. Brink said the federation had asked the Government to widen the terms of reference of the Asiatic Land Laws Commission to include an investigation into Asiatic occupation of property instead of merely an investigation into evasions of the law against ownership.

He hoped that the conference would limit discussion to the need for an inquiry into occupation. "We wish to press with all our might for an inquiry."

In a memorandum submitted to the conference the federation states that the ban on the Asiatic ownership of property is strictly administered but there is nothing to prohibit indiscriminate Asiatic occupation. It considers legislation on the point urgently necessary.

The memorandum adds that the proper control of occupation will decrease the evasions of the law against ownership.

"The standard of living of the Asiatic is so low that no European can compete with him in business," it states. Asiatics therefore monopolise trade in the country towns. Native custom at Asiatic stores leads to an undesirable concentration of natives in certain parts

of each town. Asiatic occupation also causes a depreciation in the value of adjoining properties."

Welcoming the delegates, Mr. F. H. van den Berg, chairman of the federation said that the discussion would neither be political nor racial.

Mr. M. G. Nicolson (town clerk of Pretoria) said the Transvaal Municipal Association had repeatedly discussed the problem.

"The law of ownership is clear," he said, "but is evaded frequently. Its intention is obvious but the Legislature has provided no machinery to carry it out. The association has supported every move towards segregation and knows that it has the entire urban population of the Transvaal behind it. The position is becoming worse every year."

Segregation Demanded

Mr. Leslie Blackwell, M.P., quoted extracts from the evidence given before the Land Laws Committee by representatives of country towns. That evidence, he said, indicated that Asiatic occupation ranged from 30 to 50 years; that Indians usually kept to a certain area in each town, and that the number of Asiatic traders was not markedly increasing.

Certain towns, notably Pretoria and Lichtenburg, however, had complained bitterly of the problem and their increasing difficulties.

Mr. E. A. Booth, F.P., said that the Indians were becoming wealthy at the expense of impoverished European classes. He maintained that the Government should extend its segregation policy from the natives to the Asiatics.

The conference passed a resolution adopting the contents of the federation's memorandum and asking the Government to extend the terms of reference of the Asiatic Land Laws Commission to include investigation into Asiatic occupation of property. The conference also asked the Government to instruct the Commission to recommend areas in the Transvaal in which Asiatics and coloured persons should live and trade.

FRIGHTFULNESS IN PALESTINE

APPEAL TO JEWS TO CO-OPERATE WITH ARABS

THE following is the full text of a letter of Pandit Jawaharlal Nehru published in the *Time And Tide*—

"I am glad that Mr. Edward Thompson has written about Palestine in *Notes On The Way*. I have watched with amazement the studied silence of the British press about conditions in Palestine. Occasionally, a bomb outrage is referred to, or a murder, or the despatch of additional troops, but the horror that is continuously going on in the unfortunate holy land finds no mention.

"I have personal knowledge of how news has been sent to British newspapers and suppressed by them. Many reports have reached me of the frightfulness with which the Arab population is being treated, and a mere reading of them has shocked me beyond words. They may be exaggerated but I have no doubt that there is a great deal of truth in them, and I can say with certainty that millions of people in Asia and Africa believe them and are infuriated by them. I know of their reactions in India, and I have recently had occasion to discuss the Palestine situation with the leaders of the Egyptian national movement.

"It is not a question of being pro-Jew or pro-Arab. I am pro-Jew in a sense because I think that the Jews have been shamefully treated in Central Europe and I am full of sympathy for them and can appreciate their aspirations. But I am strongly pro-Arab also, because I know that the Arabs are struggling for their freedom and are being crushed by British Imperialism. I have met leaders of both Jews and Arabs and tried to understand their respective viewpoints.

"The conflict is not essentially between the Arabs and the Jews. We must remember that the present problem of Palestine is of recent creation. It has come into existence since the Great War and the responsibility for it must rest with the British Government which made lavish promises to both Arabs and Jews during the War and sought to exploit both to their advantage. These promises were often mutually contradictory.

Trap For Jews

"Since the War, it has not been, love of the Jews that has moved the British Government but the desire to control an important route to India and the East. An independent Arab State might not be wholly amenable to control from Whitehall, and hence it was considered desirable to place the Jews in a key position. Situated as they were, the Jews had inevitably to rely on British protection and Palestine could thus indefinitely remain under British control. The Jews have fallen into this trap and their love of Palestine has been exploited for the purposes of British Imperialism.

An Arab Country

"It is absolutely clear to me that Palestine is and must remain a fundamentally Arab country. I am convinced that no amount of terrorism or coercion will cow down the Arabs into submission. It is equally clear that the Jews are an essential and vital part of the country and should be given protection of their rights and a full opportunity to co-operate in building up Palestine. I think it is possible for these premises to be agreed to and a

settlement to be arrived at on that basis provided Arabs and Jews deal with each other directly and British Imperialism does not exploit one against the other for the protection of its own interests.

"It must be realised that the present policy of the British Government is doomed to failure. The Arab national movement will never be crushed by bayonets and terrorism. Black and Tan methods did not succeed in Ireland. Enforced partitions are equally doomed to failure. The British Government must also remember the terrible crop of bitterness and the ill-will that they are sowing, not only in the entire Muslim world but also in large parts of Asia and Africa.

Appeal To Jews

"To the Jews I would earnestly appeal to realize that their lining up with British Imperialism and against a national movement will have disastrous results for their race. Their ability and resources are of infinite value to Palestine and nothing can stop them from having an honoured place in the country, provided they seek it in co operation with the Arabs. They will never get it in opposition to the Arabs. Unhappily, there is a great deal of anti-Jewish sentiment in Europe to-day. There has never been any such feeling in Asia or Africa but, owing to the struggle in Palestine, this is growing and I am greatly distressed by it. It is time that the leaders of the Jews considered this problem dispassionately, in its wider aspects.—*United Press of India*.

ABUSE OF ADVERTISING

CERTAIN series of advertisements have been appearing prominently in our newspapers and magazines with the message conveying such an idea as "long life in tea drinking." The Advertising campaign is bold to the point of audacity in going so far as to depict the message with an illustration in which an old man in a dignified costume is giving sermons to a group of young ones to that very extent. It is not necessary here to ascertain how far the particular inference as to 'long life' is correct, but it is at least certain that no authority could conscientiously give testimonials to tea drinking for one's longevity.

Again, another type of advertisements is having similar prominence in the advertising columns of our press

By
KSHITINDRA KUMAR NAG Ph.B.
(Chicago)

In "The Modern Review"

with striking announcement of cigarette smoking as beneficial to our health and nerves, and also useful in giving relief to fatigue. The idea of health behind cigarette smoking is ridiculous to any common sense, but as regards the question of fatigue Mr. L. F. Henderson professor of biological chemistry, Harvard University, who can claim certain authority in this line, has pointed out in his article on "Alkali Ads" which appeared in *Harvard Business Review*, Autumn, 1937, that

"Fatigue is relieved by rest and food, not by the use of alkalis or cigarettes. But sometimes it may be relieved by faith."

The article has been devoted to criticising principally advertisements announcing the healing virtues of a multitude of alkaline remedies, but Mr. Henderson could make a special mention of cigarettes only in the above line, relating to fatigue.

The total effects of such advertisements should not be considered to be trivial, as they must influence the readers' outlook to a considerable extent. Add due to our indifference or for want of a definite policy of social control in this respect, we may have to observe a steadily mounting dishonesty in advertising copies that claim

qualities for a product which have not the slightest basis in fact, to the detriment of the field of advertising.

Unfortunately, the advertising field has been thus abused. It is no wonder that the attitude of the Indian public towards advertising is peculiar. Most people in India still think that advertisement carries news different from what it ought to carry; in other words, the advertiser spreads an exaggerated story of the product for sale. The advertisers, it is true, are chiefly patent medicine vendors and others to whom dishonest methods may seem justifiable to further their short-sighted ends. This class of people also constituted the only well defined group of advertisers in the western countries until approximately 1850; to-day it has been supplanted by almost the entire commercial fraternity.

In order to bring in or build up reputation that the field of advertising lacks in India there should be some sort of check to the advertising campaigns like the ones in question. It is worthwhile here to mention what a drastic step had been taken by the Federal Trade Commission of the United States of America against one cigarette manufacturer with regard to its irresponsible advertising policy. It is pretty nearly a decade that the Federal Trade Commission freed American advertising of the burden it has to bear then by exacting from the manufacturer a promise to "cease and desist" from publication or broadcasting of statements that smoking of his cigarettes "will bring slender figures and cause a reduction of flesh in all instances."

Any way, the advertisers themselves must realize the importance of advertising in an economic organization to elevate its standard. In short, advertising is salesmanship on paper. The enormous increase in production available through the modern machine industry introduced into business the great problems of marketing, the solution of which is hardly possible without advertising as the substitute for increased selling forces. It plays such an important part in economic society that advertising and advertising agencies are sometimes spoken of as important factors in the apportionment of our economic activity. Advertising becomes a necessity, but if not wisely used to depict a product truthfully it becomes as much a boomerang as a poor product, and as a result a hindrance rather than help in creating public confidence towards the field of advertising. In other words, the marketing problem becomes complicated rather than simple in the sense that a reader of advertisements finds it difficult as to which to believe and which not to believe. There are people, indeed, to whom the idea of advertising is this—honest or dishonest, it pays any way. Then, one can as well say

that cheating pays but that can never be a business proposition.

The activities of advertisers have an important bearing on the welfare of the society in which they live. In the estimation of many economists the importance of advertising is measured more by social consequences than by its economical effects. Dr. Edward D. Jones, professor of Commerce and Industry in the University of Michigan, U.S.A., has said,

"Upon the general public there can be no doubt but the constant sight of announcements of high qualities in goods, and the constant reading of protestations of social service as the motive of business action, exerts an influence in the direction of elevating the standards of taste and of conduct."

If on the other hand, 'high qualities' and 'social service' become phrases of deception the social consequences can easily be imagined. The dishonest practices may be taken as a matter of course, and in the callous acceptance of such deceptions lies a measure of the decline of our integrity, especially

"when Big Business tells him (a buyer) to purchase some article he feels he must obey. And if he does not happen to have the purchase price, he may be willing to take desperate chances to get it."

In this respect the business ethics as expressed recently in the following American advertisement that is appearing currently in various magazines and newspapers in U.S.A. demonstrates the high standard the advertising has reached.

No persons should spend a cent for liquor until necessities of living are provided—and paid for. Bills for groceries, clothes, rent, light, heat, doctors, have the first call on America's pay-roll.

We don't want to sell whisky to anyone who buys it at a sacrifice of the necessities of life. Whisky is a luxury and should be treated as such. Fine whisky can play a pleasing part in the scheme of gracious living.....but only when taken in moderation and only after the bills are paid.

This statement may seem contrary to our self interest. Actually it is not. As one of America's leading distillers we recognize a definite social responsibility. The very existence of legalized liquor in this country depends upon the civilized manner in which it is consumed. In the long run, we believe, it is good business for us to say, "pay your bills first."

These paragraphs are printed, not in furtherance of the drinking of spirituous liquors, which even "in moderation"

we condemn, but only to show how even some liquor-sellers in America advertise their goods.

If certain advertisers still think it wise to follow the gleam of profits more than anything else, they should remember that the crime brings its own consequences, in that advertising of an objectionable nature creates an adverse feeling towards the goods rather than a desire to buy them. Finally, the advertisers and advertising agencies in India should at least rid themselves of the fallacy that anything and everything is all right with a publication when it is an advertisement.

In order to give modern advertising its proper prestige and in order to realise its advantages, it is well to mention that the publishers of public organs like newspapers and magazines should feel a sense of responsibility. In many cases, particularly in India, many men still use advertising as a plan to make money easily. A number of advertisements dealing with patent medicines, intoxicating liquors tempting cures, fortune telling, exciting novels and many other swindles should be refused so that they cannot abuse the field of advertising and cheat the public purse. Unfortunately, from the standpoint of the advertising business, some of those articles which are notoriously associated with misrepresentation are particularly prominent in the advertisement columns of the press. It is all the more unfortunate when it is the case with certain newspapers and magazines which in virtue of their standing, tradition and large circulation are in a better position than others to withstand the pressure of such advertising propaganda. Unless a man has sincerity and wholehearted belief in that which he wants to advertise and desires to merit public confidence he should not be allowed to have space for advertising his product. The *Saturday Evening Post*, a weekly magazine in the United States of America, for instance, rejects nearly as much advertising as it prints owing to the fact that such advertising will not pass the "acid test" which the publisher applies to it. There is, of course, a keen competition among American publishers in selling space for advertisements.

It is evident that the *Saturday Evening Post* does not really become loser of advertisements by refusing them space. As advertising is an economic necessity the advertisers are to send back their copies of advertisements with modifications as required, and they cannot afford to get cross or get cold feet at the refusal, when they know well that they are to advertise and that their advertisements must be published for obvious reasons, in that particular journal. Thus, in the matter of checking or censorship of advertising columns the Indian publishers can cast off with-

out any loss whatsoever, the bugaboo of "we will-lose advertisement" and put in its place "it will come any way." On the other hand, if they are to apprehend anything at all in connection with their relation with advertisements they should mind the offence of irresponsibility and deception on the part of advertisers, for which the publishers are equally, if not more, to blame, because it is they who help the advertisers get their message carried to the public. It is no doubt true that the public gets the benefit of cheap newspapers and magazines because of

advertisements, yet it does not follow that the circulation of a journal depends upon them but upon the reading public who are interested primarily in news, editorial matters and particularly in the honesty and consistency of its policy in regard to many other things which it has to deal with.

Now is the time for the publisher, the advertising agency and the advertiser to appreciate each other's service and to co-operate with each other not only to their own advantage but also to that of the community. It should be remembered that the policy of

advertising cannot remain unchanged with the changes ever coming up with the machine industry, in order to help the producer sell his product produced on a large scale. They must, therefore, realize the importance of the field of advertising wisely utilised. It is as well a matter of great concern to all of them when an organization lands into advertising campaign, especially an extensive one, to go so far as to proclaim an attribution like "long life" or "good health" to such things as tea drinking, cigarette smoking and the like.

American Notes

(BY H. STEFAN SANTESSON)

Gandhiji's Birthday Celebration In New York

AMERICAN and Indian friends of the Nationalist cause met at a dinner-meeting on October 2 in celebration of the 70th birthday of Gandhiji. The function was arranged jointly by the American League for India's Freedom and by the India Political Council. Mr. Roger Baldwin, Director of the American Civil Liberties Union, presided. Prominent participants included Mr. Norman Thomas, head of the Socialist Party; Mr. Kedarnath Das Gupta, General Executive, World of Faiths; Dr. Haridas T. Muzumdar, biographer of Gandhiji, and Mr. Yusuf J. Meherally, Secretary All India Congress Socialist Party.

Mr. Meherally, a leader of the left wing of the Congress movement, spoke at length about the formation and activities of the Party, and their relations with Gandhiji, paying tribute to the great work of Gandhiji in the cause of national freedom.

Other participants included Mr. Abdul Ghafoor Khan, Mr. Ramlal Bajpai, Mr. Satish Chandra Mondal and Mr. Frederic Vencatakrisnaiah, Mr. Walter Ludwig, prominent Socialist Youth leader, and Mr. Algernon Crawford, delegate to the World Youth Congress from Barbados, likewise attended. Mr. H. Stefan Santesson, of the India Political Council, spoke on the Czech situation and the Premier's policy towards Germany.

Yusuf Meherally In The United States

Yusuf Meherally, Secretary of the All India Congress Socialist Party, arrived in this country on August 13 as head of the India Delegation to the imminent World Youth Congress.

The World Youth Congress met from the 16th to the 24th at Vassar College. The India Delegation distinguished itself particularly, during the celebrations, presenting the case for anti-

Fascist Congress India to the enthusiastic representatives of 53 other nations. Mrs. Franklin D. Roosevelt attended some of the sessions. The members of the delegation were: Tarapadu Das from Paris, Miss Renu Roy, Aurn Bose, from England, Mian Ifitikhar-ud-din from the Punjab, and K. A. Abbas from Bombay.

Immediately after the Congress, Mr. Meherally left for Mexico to attend the Latin-American Trade Union Congress Mexico City. Mr. Meherally spoke at these meetings to tens of thousands of people. He was a guest of President Cardenas at luncheon. Mr. Meherally returned to New York on September 25 only to be rushed immediately from the train to the first of a series of functions arranged in his honour. The India Welfare League arranged a dinner-reception in his honour on the 25th, at which former Justice Jean Norris, Sirdar J. J. Singh of the India Chamber of Commerce and Messrs. Vencatakrisnaiah and Santesson of the India Political Council, were among the speakers. Mr. Ramlal Bajpai presided. Mr. Mubark Ali, organiser of the League, likewise spoke.

During the following nine days Mr. Meherally had an average of half-a-dozen major appointments everyday. By arrangement with the World Youth Congress, his schedule was arranged by the India Political Council. Tuesday evening, the 27th, he spoke at a meeting of the League for Industrial Democracy at Norman Thomas' home. Thursday afternoon the same group gave a luncheon for him. Monday evening he attended a meeting of the Executive Council of the Friends of the Chinese People, where he reported briefly on pro China work in India. Thursday afternoon Miss Ruth St. Denis gave a tea for him at Adelphi College, Long Island. Friday evening there was a house party for him by the League of American Writers, attended by Angele Hernden, among others. Saturday after-

noon, October 1, there was a dinner meeting of the Eastern Moslems Association in Brooklyn and Sunday afternoon, October 2, he spoke at a meeting of the All World Gandhi Fellowship. This is only an indication of how crowded his programme was.

To-night, at the time of writing (October 4), Mr. Meherally is addressing a Socialist meeting in Boston. He returns to New York in a few days and sails within another week. He has been hailed by all members of the community as the most distinguished Nationalist since the days of Sgt. V. J. Patel.

India Political Council

Mr. Santesson, the Secretary of the Council, spoke on the Nationalist movement before a meeting of the Businesswomen's Round Table Club, at the Hotel Irequais on September 21. Former Justice Norris was among those present. (The Hotel Irequais, owned by Miss Mena Fritz, friend of India, was the home of the Council's Gandhi dinner on October 2).

The Council participated in this year's Peace Parade on August 6. Approximately 25,000 people marched, despite a continuous rain throughout the day.

Mr. Frederic Rama Chanda Vencatakrisnaiah has become vice-chairman of the Council.

The Executive Council of the I. P. C. met on September 17 to consider future activities. The Council voted to proceed with its plans despite the fact that the India League was to meet on October 2. Later negotiations for a united celebration did not succeed.

India League

The India League likewise celebrated October 2nd. Those participating included Sirdar J. J. Singh, Dr. John Haynes Holmes, Mr. N. R. Checker and others. The dinner was held at the Ceylon India Inn.

RUSTENBURG TROUBLE

CONGRESS OFFICIAL'S STATEMENT

THE alleged assault on a European youth by Indians at Rustenburg last week was the subject of the following statement by Mr. S. M. Nana, secretary of the Transvaal Indian Congress on Wednesday, November 23:—

"I visited Rustenburg yesterday and investigated conditions for myself. It appears that for a number of nights past some European youths have been causing a disturbance in the Indian quarter of the town by throwing stones on the roofs of houses occupied by Indians, and that the matter was reported to the police by the Indians on 10 or 12 different occasions.

"On Saturday night stones were again thrown and a few Indians came out of a house in an attempt to locate the disturbers. It seems that the youths responsible ran away, and unfortunately a young European schoolboy was badly handled.

"Responsible Indians, both in Rustenburg and the Transvaal, strongly disapprove of what happened, and there

can be no justification for the alleged assault. It is felt, however, that in spite of the provocation which existed the matter should have been left in the hands of the police. I understand that certain persons have been detained and that charges are pending against them.

"The members of the Indian community deeply sympathise with the innocent victim of this incident. The attempt to exploit this incident against the Indian community of Rustenburg in particular, and the Transvaal in general, is to be deplored. It is inequitable that the whole Indian community should be held responsible for the action of a few individuals.

"The Indians as a whole have been a law-abiding section, and this is the first incident of this nature which has occurred in Rustenburg, where Indians have been resident for close on 50 years.

"The regrets of the Rustenburg Indians have been conveyed to the Mayor and magistrate of the town.

'28 Indians Arrested

A message from Rustenburg states:—

Twenty Indians were arrested here after an identification parade on Wednesday November 23 afternoon and, together with eight other Indians previously arrested in connection with an alleged attack on a European boy named Gouws, appeared before Mr. B. R. Verster, acting magistrate, on a charge of public violence. The case was adjourned and will be heard on December 5, 6 and 9. Bail of £25 was allowed in each case.

The Public Prosecutor mentioned the danger, in view of the mood of a section of the European population, of releasing the eight Indians originally arrested and one of those arrested subsequently. These nine Indians were released on the further condition that they should leave the Rustenburg municipal area immediately and not return until the hearing of the case. They agreed to this provision being made a condition of their bail,

Things In General

Indian Trader Shot

AN Indian was shot dead and another was severely wounded in a store on the farm Rondebult No. 16, about seven miles from Germiston, Transvaal, on Sunday night, when they were attacked by two natives. It was stated to the police that two natives knocked at the door of the store about 7.30 p.m. and asked for some bread, speaking very insolently. The Indians brought some bread, but one of the natives produced a revolver and shot the younger of the two Indians in the stomach. Then he shot the other Indian, an elderly man named Abraham, in the head, killing him instantly. The natives made off on their bicycles along the main road. The occupants of a car travelling along the road saw two natives on bicycles who apparently thought they were being pursued for they left their bicycles and ran off across the veld. The police are in possession of the bicycles, but had not traced the owners up to the time of going to press. The wounded Indian was taken to a Reef hospital.

Slum Clearance On The Rand

Work is to start as soon as possible on the building of 1,164 more houses for Europeans and 1,500 houses for non-Europeans at a cost of about £1,300,000 in economic and sub-economic schemes

of the Johannesburg City Council in its big drive to eliminate slums. The City Council also plans to establish six residential clubs for girls in the city.

Pietersburg Young Muslim Society

It is reported from Pietersburg that all Muslim shops were closed for the day in the town and a special service was held on hearing the sad news of the passing away of Kamal Attaturk, Muslim hero of Turkey, a beloved son of Islam, and a cable of sympathy was sent to Turkish National Government, Ankara, by Pietersburg Young Muslim Society.

Council To Discuss Transport Problem Of Added Areas

The question of a municipal transport monopoly in Durban will be discussed at a conference which is to be held in Durban shortly. Difficulties have arisen in regard to the City Council providing transport facilities in the outer areas, and representations have been made to authorities to remove restrictions which are preventing the Council from increasing its services. At the present time where the Council wishes to start a service it has to buy out any existing motor transport service operating on the same route.

Commercial And Technical Classes In P.M. Burg

Definite steps have been taken by the Congress to commence commercial and technical classes at the H.Y.M.A. Hall at the beginning of the next school term, at the end of January 1939. The Congress has received intimation that a grant of £80 has been made from the Carnegie Corporation Grant as a contribution to the initial equipment. It is proposed to hold commercial and general educational classes for adult Indians and those desiring information should make application to the Secretaries, Natal Indian Congress (Pietermaritzburg Branch). The Grey's Hospital Board has approved the nomination of Messrs. V. Kristy and F. Satyapal as Congress official visitors to the Grey's Hospital. The Congress will be represented at the meetings of the Social Services of South Africa (Pietermaritzburg Branch) by Mr. S. R. Naidoo with Mr. F. Satyapal as an alternate member. The Congress has forwarded a letter to the Grey's Hospital Board, asking that sufficient lighting be provided at the Commercial Road entrance to the Wards. The City Council has been approached with a view to providing a playground for Indian children. A complete survey is being made by the Congress to collect

(Continued on page 447)

Doings In India

India's Poverty Due To Her Slavery.

THE most pressing problem of the day in our country is the question of bread. It is a pity that millions of our countrymen have to remain half-starved and half naked in spite of the fact that millions of tons of wheat and cotton are produced in this country. If you are anxious to get two square meals a day and are really desirous of getting relief from all these privations, the only solution lies in your strengthening the Congress and achieving freedom for India." The above appeal was made by Mr. J. C. Gupta, the President of the Calcutta Congress Committee and the Chief Whip of the Bengal Assembly Congress Party at a very largely attended public meeting held at the Tilak National Hall Grounds, under the auspices of the City Congress Committee, with Yogi Ram Nath Shastri in the chair. "We should ponder into the reasons of the poverty of India in spite of her mineral and agricultural resources. In my opinion, said Mr. Gupta, there is only one reply to this question and that is that we are slaves. We are under an alien Government, we have got no power even to fix our exchange in the best interests of our country. The entire half of the expenditure of the country is usurped by the Military Department, in the voting of which our legislature has got no hand. We want the Indianization of the Army, as we know that 10 Indian soldiers can be profitably employed on the pay and allowances drawn by one British soldier." Mr. Gupta then vehemently attacked the proposed Federal scheme and added that the same was not acceptable to the overwhelming majority of the Indian people. Concluding Mr. Gupta stated that the Congress was the only competent body to prescribe specific remedies for all the ills from which the country was suffering and made out a passionate appeal to all those present to muster strong under the tri-colour flag of the Indian National Congress.

Civilisations Are At High Blood Pressure

"I may, perhaps, express my real satisfaction that at least this Corporation believes that patriotism and public service are not the preserves of active politicians. I admit that due to the exertions of many eminent politicians we have acquired the form and spirit of democracy and it is much more difficult," observed Sir S. Radhakrishnan, replying to a civic address presented to him by the Madras Corporation. Sir S. Radhakrishnan emphasised that India had a mission with regard to philo-

sophy and religion. "The history of this country," he said, "has for its landmarks not kings, emperors, battles and wars; but saints, scriptures and holy lives. We have not adored statesmen, diplomats and military heroes. We have adored the people who are great not by what they do, but what they believe, who have stamped infinity on the thought and life of our country; perhaps, who are able to point out to us, at a time when we are lost in the pursuit of power, the call of the unseen and the reality of the spirit. It is these people who have given life to our country, who have enabled this country to endure and survive all these centuries of misrule, plague, pestilence and wars and other things." Proceeding Sir S. Radhakrishnan said that it was essential in these distracted times to point out the necessity for emphasising the values of the spirit. Civilisations, which were based on religious values, were long lived while those based on aggression, reason and progress were short-lived. The speaker added: "Civilisations are now at high blood pressure. Blessed are the meek and they shall inherit the world. The world in the end belongs to the unworldly. Concluding, Sir S. Radhakrishnan said he believed that the message of India had a value not only abroad but also within their own borders. "It is for home consumption as well as for external export."

Bombay Education Committee's Recommendation

"It is indeed a tragedy that the responsible work of laying the foundation of national education in our country has to be entrusted to poorly equipped teachers," remarked the committee appointed by the Bombay Government to advise them on the question of the training of primary teachers, in the course of the report submitted to the Government. The committee find that the primary schools are now manned by teachers with inadequate general education and much less training. According to them, "teachers should possess, in addition to an innate love for children and a liking for his vocation, a broad national outlook and be free from narrow communal and racial prejudices. The personality, character and the outlook of the teacher are bound to have a tremendous influence on the minds and lives of the children. We must have the best type of men and women as teachers." The committee emphasise that no amount of training can make up for the poverty of knowledge. They, therefore, find that the present primary school-leaving certificate should no

longer be regarded as a satisfactory qualification for the post of a primary teacher. The committee further recommend that no fundamental differentiation should be made between the education of boys and girls as, particularly, the reasons for such differentiation no longer hold good. Incidentally, the committee find that "all educationists are agreed that not only girls' schools but lower classes in boys' schools as well, should be staffed by women, who can deal with children with more knowledge, tact and patience, and enter into more intimate and informal relations with them. With a view to finding a sufficient number of qualified women for the above purpose, the immediate introduction of a plan of seven years' compulsory education for girls is advocated.

The Third Pen-Friends' International Camp

The Third International Pen-friends' Camp will be held at Ahmedabad on December 28, 29 and 30. The First was held at Sukkur under the presidentship of the Hon. Diwan Bhoj Singh Pahalajan the first Speaker of the first Sind Legislative Assembly. The second was held at Delhi under the presidentship of Sjt. Asaf Ali, M.L.A. (Central). The Young Folks' Brotherhood has embarked upon a programme of holding these annual camps. The idea is stated to be to afford a common platform to pen-friends and hobbyists in different parts and to allow them an opportunity to camp together for two or three days and to participate in the various programmes consisting of meeting, open sessions, excursions, exhibition, dramatic and variety entertainments, fancy dress show, sports, music competition, dinner etc. etc. Incidentally these camps also afford an opportunity of hiking and of acquainting members with various places and peoples and provide a very happy and profitable change. The Publicity Committee invites friends to extend their best support and co-operation. All correspondence to be addressed to Organisers, The Third International Penfriends' Camp, Young Folks' Brotherhood, Dalal Building, Kapasia Bazar, Railway pura, Ahmedabad, 2, India.

1938 Nobel Prize Winner

Prof. Sanjib Chaudhuri of Dacca has been awarded the Nobel Prize for the year 1938.

THINGS IN GENERAL

information so as to press for the claims of Old Age Pensions to Indians, and Mothers' Educational Grant to Indian widows. A plan of social work is being prepared to ascertain correct information as to housing conditions of poorer Indians, their wages and education of their children.

Natal Indian Congress (Estcourt)

At a meeting held at Estcourt last Sunday a branch of the Natal Indian Congress was formed and the following office-bearers were elected. Mr. M. E. Haffjee presiding; President: Mr. M. E. Haffjee; vice-presidents: Messrs. I. E. Haffjee, T. Augustine, Bessesser, A. M. Samuel and M. A. Paruk; secretary: Mr. James Augustine; treasurer: Mr. O. D. Kooverjee; committee: Messrs. J. G. Augustine, E. I. Mayet, S. D. Shanker, G. S. Naidoo, G. Kirpen, B. Ramthaney, S. Ramthal, P. S. Rai, S. Peter, Y. S. Mahomed and Gopal Dewa.

Indian Women's League

(Maritzburg)

A general meeting of the recently formed Indian Women's League (Pietermaritzburg Branch) was held on Sunday November 27, at the H.Y.M.A. Main Hall, Church Street, Maritzburg. It was well attended by members. The joint hon. secretaries, Mrs. S. Muthray and Miss P. N. Singh, submitted a lengthy report reviewing its various activities covering a period of about two months since its inception. Among other matters that received the attention of the League were State-Aided Butter Scheme, centenary celebrations, new Indian girls' school, sewing classes, visiting the Grey's Hospital, Christmas Stamp committee, soup kitchen, death of Indian lady at Grey's Hospital, protest to police authorities against the action of police constables, Armistice services, Indian nurses, old age pensions for women etc. The principal speaker at the meeting was Dr. Beryl A. Peters, now of Durban, who was accorded a welcome by Mrs. N. G. Naidoo, who presided. Mrs. Naidoo congratulated Dr. Peters in her success, and stated that she was the second South African born Indian lady to qualify, and accordingly wished her good luck in her noble profession. A bouquet was presented to Dr. Peters by Miss Moodley. Dr. Peters thanked the League for its kind expression of good wishes and earnestly appealed to Indian women to take an active interest in the welfare of the community, particularly in the up-bringing of children, and spoke at great length on various social, hygienic and health matters, and diseases, such as tuberculosis and maternity cases. She was pleased that an attempt was being made to obtain training facilities for local girls as nurses. The following also spoke: Misses P. N. Singh, M. Ebenzer, K. N. Singh, M. V. Naidoo and Mrs. N. Padayachee.

Lord Nuffield's New Gift

Lord Nuffield has announced that he intends to provide every hospital and institution in the British Empire with an "iron lung." Some large hospitals may have three or four. It is expected that all the iron lungs required will be available by March. It is proposed to give up to 5,000 iron lungs, which represent a total benefaction of £500,000. Lord Nuffield's gift, cables the London correspondent of *The Star*, was announced casually at a cocktail party at his Cowley Office. The lung, which was designed and invented by a young Australian, Mr. E. T. Both, to cope with the infant paralysis epidemic in the Antipodes last year, will be made at Lord Nuffield's Cowley factory.

Inquiry Into Nyasaland

Tobacco Position

A Government Commission has been appointed to inquire into the production of tobacco in Nyasaland and to report on the cost of production, marketing methods and the prices realised from different selling methods. The Commission will recommend to the Government any changes in systems of production and marketing which it considers desirable so as to establish the Protectorate's tobacco industry on a sounder footing. The Commission was appointed as the result of a suggestion that all tobacco should be compulsorily disposed of on the auction floor of Tobacco Auctions, Nyasaland Ltd. At present some types of tobacco, such as the crops of Native growers on private estates (amounting to about 4,000,000lb. a year), may be shipped for sale on the London market or elsewhere. Members of the Commission are the Director of Agriculture, the Attorney-General, the Acting Treasurer and the Acting Senior Provincial Commissioner. The Commission will begin taking evidence immediately, states a Reuter's message from Blantyre, dated November 29.

Cost Of Living In Nyasaland

The statement that a married man with one child can live in Blantyre in reasonable comfort on £25 a month, which was made in a report by Sir Robert Bell on the finance of Nyasaland, has aroused strong comments in the Protectorate. *The Nyasaland Times* has published many letters from readers on the subject, some quoting figures to show that Sir Robert Bell's estimate should be doubled.

The Agent-General

The Agent-General for India, Mr. Rama Rau, who has come to Durban for the last two weeks will remain in the City till the end of this month. He will then go to the Transvaal and thence to Capetown at the time of the opening of the Parliament. His residence in Durban is at the Marine Hotel.

[Continued from page 445]

Nigel Indians And Kemal Attaturk

All Indian and Chinese places of business in Nigel (Transvaal), were closed from 1 to 3 o'clock as a mark of respect to Kemal Attaturk, late President of Turkey. After a service in the mosque the Indian community attended a mass meeting organised by the Nigel Indian Congress. A two-minute's silence was observed. A cablegram of sympathy has been sent to the President of Turkey.

The M.C.C. In Durban

Durban Indians in general and Cricketers in particular will no doubt join the public in according a hearty welcome to the M.C.C., who, after their triumphs at Newlands, Kimberley and Bloemfontien, have arrived in Durban on Thursday to play with Natal in a three day match, commencing on Saturday.

REVIEW

"OUR CRICKET SPRINGBOOKS"

This is an Official Souvenir of the visit of the M.C.C. Team to South Africa, 1938-39, by Ivor D. Difford, price 1s., published by the Central News Agency, Ltd., under the authority and with the approval of the South African Cricket Board of Control. It is a neatly brought out booklet containing photos and biographies of the M.C.C. Team, and a statistical record of all South Africa's Cricket tours to Britain, Australia and New Zealand 1894-1935 and of British and Australian Teams to South Africa (1888-1936). It will be of immense interest to the sporting world.

Colonial Born & Settlers' Indian Association

ANNUAL GENERAL MEETING

The sixth annual general meeting of the Colonial Born and Settlers' Indian Association (Pietermaritzburg Branch) will be held on Sunday, December 11, at 2.30 p.m. at the H.Y.M.A. Main Hall, Church Street, Maritzburg.

Agenda: (1) Minutes, (2) Correspondence, (3) Joint Hon. Secretaries' Report, (4) Hon. Treasurer's Financial Report, (5) To amend, alter and add Constitution, (6) Election of Officials, (7) General Business.

Advocate Mr. A. Christopher, D.C.M., President of Headquarters and other officials will also be present to address the meeting.

J. M. DAVID, President.

S. RATHANAM

R. KRISHNASAMY

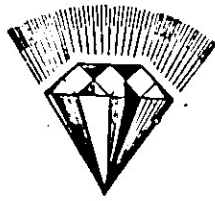
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"ઇનોઝ" શરિરની
આંતરિક શુદ્ધી કરી
પેટની બધી બ્યાધી
ઓ દુર કરે છે. રોજ
સવારે એક ટી સ્પુન
ફ્રુટ સોલ્ટ એક
ગ્લાસ પાણી સાથે
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શહેરોની વસ્તી, મોટી નદીઓની લંબાઈ, વજન, માપ,
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Manager, 'Indian Opinion, Phoenix.