GEORGE BERNARD SHAW

Letter to the producer of
The Silver Tassie (1929)

Whitehall Court
London

Charles B. Cochran
Apollo Theatre
London

My dear Cochran,

I really must congratulate you on *The Silver Tassie* before it passes into the classical repertory. It is a magnificent play; and it was a magnificent gesture of yours to produce it. The highbrows should have produced it; you, the unpretentious showman, did, as you have done so many other noble and rash things on your Sundays. This, I think, will rank as the best of them. I hope you have not lost too much by it, especially as I am quite sure you have done your best in that direction by doing the thing as extravagantly as possible. That is the worst of operating on your colossal scale; you haven't time to economise; and you lose the habit of thinking it worth while.

No matter! a famous achievement. There is a new drama rising from unplumbed depths to sweep the nice little bourgeois efforts of myself and my contemporaries into the dustbin; and your name will live as that of the man who didn't run away. If only someone would build you a huge Woolworth Theatre (all seats 6d) to start with O'Casey and O'Neill, and no plays by men who had ever seen a £5 note before they were 30 or been inside a school after they were 13, you would be buried in Westminster Abbey. Bravo!

G. B. S.

(from *The Times*, 26 Nov 1929)