# REARICH MUSEUM RESS - FINANCI AL REPORT

INCOME	10/1/31 10/1/31	11/12/31 \$0 11/18/31	10/1/31 to 11/18/31
Art Supplies Bulletin Library Income Library Deposits Repros. and Publ.	47.63 17.42 3.15 -1.00- 30 4.54	70 2.25 2.00 53.98	47.65 18.12 8.60 1.00 358.52
Extension Trips Gen'l Outside Publ. Photos and Prints Expenses for Distribut	110.03	21.80	131,83
Commission on Sales Eanner of Peace Camp. Cancer Research (R off.	.78 23.95	9.70 6.00	.73 33.65 35.33 25.76
	\$584.61	\$96.43	\$681.04
D INBURSEMENTS			
Art Supplies Outside Publications Publication Cost Director's Salary Secretary Reproductions	4.80 225.91 270.00 408.00 79.05	14.36 45.00 65.00	19.16 225.91 315.00 475.00 79.05
Photos and Prints Promotion Commission on Sales	24.15		24.15
Trips Postage Stationery Office Expenses General Expenses	85.33 124.80 9.00 33.96	17.41	102.74 124.80 9.00 43.84
Royalties Bulletin Advances (C.C.)	3.53		3.53 300.00
	1,568.53	\$151.65	\$1,720.18

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## REPORT OF ROERICH MUSEUM PRESS ACTIVITIES

May 9, 1931 to May 23, 1931

"The Union of Souls" by H.I. H. Grand Duke Alexander of Russia, is now in page form and will be completed June 1st.

We have given to Mr. Narodny for translation, the previously untranslated articles for inclusion in "The Abode of Light" by Professor Roerich.

An offer has been received from Mrs. Sundar Giffin to publish her book of poetry, for which a sum covering the entire printing has been donated by a friend of the author. As soon as the poems are corrected, this manuscript will go to press. The book is to be called "The Barren Woman's Son", taken from the Eastern symbol for Maya.

"The Urusvati Journal" has been set in type, except for the 15-page article which was completed by Miss Linden yesterday afternoon (May 22nd) This article will now be edited, and the completion of the Journal can proceed immediately.

The Roerich Museum Press will be glad soon to begin publication of the Roerich Museum Annual for 1930, as soon as the various departments contribute the material which they desire to be included.

The Roerich Museum Press would also be pleased to receive suggestions from the various departments concerning material desired for inclusion for next month's Bulletin. We would like to go to press om the Bulletin a little earlier each month, and would therefore ask that a deadline for receiving copy be set for the first of each month.

A letter has been written to Dr. Chklaver requesting terms on the Banner of Peace postcards in quantities of ten thousand. Dr. Chklaver has also been asked to submit estimates on the publication of five-colored postcards from the paintings by Professor Roerich now in the European Center, Paris.

From a statement received from Dr. Chklaver, we note that apparently he has not been able to sell any of the books sent him by the Press since November. Reproductions have been sent him, and copies of other books, with the hope that he may be able to reach an English-reading public in Paris.

An answer has been received from Mr. Christmas Humphreys of the Buddhist Lodge, London, requesting 500 copies of the colored reproduction, Tsong-Kha-Pa at a special rate which the Press has quoted him, feeling that in this instance, it is worth while to grant such a concession.

Letters regarding the securing of advance substidiptions on the Memorial Edition of the Chanler Monograph have been sent out TO The friends of Mr. Chanler The text of Mr. Yaremenko's Monograph on Professor Roerich has been found highly uncreative, and dry. In view of the difficulty we have had with him, however, I have merely corrected the facts and have changed the portion of the article dealing with the institutions.

The Roerich Museum Press wishes to say that we are wery low on reproductions and postcards, and feel the necessity of renewing our supply in this connection in the very near future.

The first meeting to form the Pan-American Woman's Society, was held, and letters have been sent out for the first general meeting on Wednesday, May 27th.

Miss Grant has lectured recently as follows:

May 8th: New Jersey Federation of Women's Clubs in Convention at Atlantic City on "The New Spiritual Outlook"

May 12th: Anderson G lleries, on "The Banner of Peace"

May 14th: Atehnia Club, Washingtonville, N.Y., on Professor Roerich's philosophy and "The Banner of Peace"

May 18th: Jr. League Club. Peace Day Luncheon, on "The Banner of Peace"

## Publications of the Roerich Museum Press Sold from October 1930 to May1,1931

\*Present Edition Exhausted.

Adamant	142
Altai Himalaya	51
Flame in Chalice	17
Foundations of	
Buddhism	75
Heart of Asia	210
Himalaya (Monograph)	4
Message of 1929	102
The Messenger	33
Pillars of Life	66
Blue Monograph	87
Green Catalogue	74
Roerich Museum Cat.	1783
Roerich Day*	81
N. Roerich and	
Science	32
Shambhala	371
Eastern Crossroads	80
Tibetan Painting	17
World of Roerich	59
American Artists	73
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## ROERICH MUSEUM PRESS

April 30th, 1931

Trial Balance -- Income and Expense Accounts

# Income Accounts

Donations Sale of Books & Catalogues Ostcards and Repros M. Stamps Rental-Library Miscellaneous Sales-Agni Yoga Leaves of Morya Outside Publications Commission on Books	2308.90 1201.51 2.76 104.14 104.72 128.79 3.33 780.20 302.00	Ang of this is all's account . This star goes to Aly acct.
Bulletin Sales and Subscr.	51.50	

\$6664.85

# Expense Accounts

Publications	853.98
Frector's Salaries	1200.00
office Salaries	1464.00
Reproductions	707.21
Photos & Prints	25.25
Promotion	74.13
Commissions Paid	54.08
Postage	202.56
Stat., Prtg., Office Exp.	107.67
General Expenses	64.10
Outisde Publ.	517.40
R.M.P. Bulletin	310.12
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\$5580.50

\$1084.35

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# ROERICH MUSEUM PRESS

TENTATIVE BUDGET (1931 Oct 1, to 1932 Syde

Income	
Sales of Books and Catalogues	\$12,500.00
Postcards and Reproductions	5,000.00
Sales on Outside Books	2,000:00
Commission on Sales (Consignment)	500.00
Roerich Museum Bulletin	1,500.00
Photographs	150.00
Donations towards Publications	1,000.00
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Total

\$ 22,650.00

Expenses

3,000.00 2,340.00 2,080.00) Jecy.
1,040.00) Acet. 1,040.00) Bask st
2,000.00 Book Sta
750:00
500.00
750.00
400.00
500.00
1,200,00
1,000.00

Total

\$18,100.00

# REPORT OF ROERICH MUSEUM PRESS ACTIVITIES May 29--June 6 1931

The Roerich Museum <sup>B</sup>ulletin went to press on June 4th. The Roerich Museum Press will be able to make the publication date of the Bulletin on the first of the month beginning with the July number. The date of publication originally chosen--the fifteen of the month--on which the Bulletin has previously appeared-- is no longer necessary in view of the fact that we will publish also during the <sup>S</sup>ummer months.

In answer to "rofessor Roerich's suggestion regarding the difference in the papers of the Roerich "useum Bulletin, we have found it very hard to impress our printers with this necessity. It may therefore be essential for the Press to buy its own paper in bulk so as to insure consistency throughout all the issues. The Press will investigate this question.

The "Urusvati" Journal is now completely in type and will probably be complete by the end of next week. As yet the engravings for the illustrations are still to be made. This matter has been deferred until all material was set in type in order to ascertain the size of the illustrations.

The Secretary of "Urusvati" calls our attention to the fact that although Dr. Roerich mentions ten photographs to illustrate the Annual Report, only nine have been received. If the tenth illustration is not received in a short time, it will probably be necessary to go to press without it.

The Press has made every effort to verify all scientific terms,

as well as style and other problems of publication connected with the Journal. The translation of Count Du Mesnil's article has been verified by Professor Muller, Head of the Romance Language Department of Columbia University.

Reproductions of Tzong-Kha-Pa and Nagarjuna which were exhausted, have been ordered. 550 of the reproductions of Tzong-Kha-Pa are intended for the Buddhist Lodge, London, which we gave at the special price of \$35.

Outside of material which has to be re-translated from the Russian, the manuscript of Abode of Light is completed, and will be sent by the next boat. Mr. Narodny who was translating the articles from the "Complete Works of Nicholas Roerich" promises to deliver these translationg on Monday, June Sth. The final article for the Abode of Light--an address to the Wew York State Federation of Women's Clubs, was found to have one page omitted. A cable has been sent to Naggar, requesting that page 4 be sent to us. As yet Mr. Grebenstchikoff to whom we have addressed several letters, has not responded to our request to send us copy for the "Inauguration of the Chapel of St. Sergius, eredted by the Siberian Roerich Society" which is to be included in the Abode of Light.

The material for the Banner of Peace Book, to be published abroad by Dr. Chklaver, is being re-copied. Six typists are working on this material, which will probably be completed the middle of next week. In addition we will send to Dr. Chklaver copies of various aditorials which have appeared in the press, in which splendid comment has been made on the Banner of Peace, as well as several articles. We hope that this material will be completed so that it may be sent by next week's boat.

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In regard to the Banner of Peace, the Director of the Roerich Museum Press wishes to make the following report:

At a meeting of the <sup>F</sup>ine Arts Committee of the New York State Federation of Women's Clubs, on the proposal of the Director of the <sup>P</sup>ress, the <sup>C</sup>ommittee decided to sponsor a resolution for the support of the Peace. Banner of Pace. This will be presented to the entire Federation in Convention on November 9th at Lake Placid by the Director. Efforts will then be made to present the resolution for adoption by all the other State Federations and the General Federation of Women's Clubs. The Director of the <sup>P</sup>ress has written to Mrs. Green, Chairman of Art of the General Federation of Women's Clubs, and hopes through her to bring greater support to the Banner of Peace. Due to the severe operation on her husband, Mrs. Sporborg was unable to attend this meeting.

The Director of the Press recommends that a Roerich Banner of Peace Day be inaugurated for the next season. Although November 17th would be the logical day for such a celebration, this might be somewhat too early in the year to complete all arrangements. The idea would be to make a world-wide celebration appealing through women's clubs, schools, churches, Sunday schools, the radio, etc.

The Director of the Press also proposes the possible establishment of a "Children's army of Peace". This could be carried out through the public school teachers and Sunday schools, etc. The standard could be the Banner of Peace, and a button with the same symbol could be used for the children. In this way the plan could be spread among the schools and mothers.

The Director of the Press also proposes the nomination of Mrs. Hattie Prince, President of the Godmother's League--an organization of 1500 women--(Mrs. Prince has splendid contacts among women)--as an

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officer possibly of the Woman's Unity, or as Chairman of one of the **Committees to** push the Banner of Peace project. It is felt that her help could be splendid, and that she would be a great worker for this purpose.

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The Director of the Press spoke this week to the Godmother's League on the Woman's Unity, and Banner of Peace, and received very enthusiastic promises of support. She proposes that a meeting of the Woman's Unity be held to further cement these new ties. These women have promised to help sell the Banner of Peace postcards as soon as they arrive.

The Director of the Press also proposes for early next season at the beginning of the school year, the public presentation of the Banner of Peace Flag to the schools. She believes that she could be assisted in this by the Association of Assistant Principals of New York Schools whom she recently addressed, and who promised their cooperation.

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#### REPORT OF ROERICH MUSEUM PRESS ACTIVITIES June 6 1931 to June 17 1931

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The manuscript of the Abode of Light, to which the Press has completely devoted its time for the past few weeks, was sent today to Professor Roerich on the Aquitania by air mail, with the exception of the following material: Numbers 18 and 19 (from the French Messenger) which are to be copied and sent by the next boat; Numbers 21, 22 and 25, which have not been located; (We have as yet received no response to numerous letters and telegrams sent to Mr. Gregenstchikoff requesting No. 25); The only other missing manuscript is No. 46, which was received with one page lacking.

Announcements of the publication of Abode of Light have appeared in the following papers: New York World-Telegram; Post; Herald-Tribune.

The six girls who are working on the copying of theBanner of Peace letters today completed this material, which is to be sent to Dr. Chklaver. These number, according to the secretary, about 1700. Photostat copies were also made of commendatory editorials in the American press and also sent to Dr. Chklaver. All letters will be ready for mailing on the Europa on Friday.

We are obtaining estimates for the printing of the postcards of Buddha the Tester and Siggs of Maitreya. Our first estimate from the Beck Engraving Company, which does perhaps the finest engraving in this country, is \$200.00 a set. This however, is probably double the price which Powers would charge, so that the Press feels this would be a prohibitive price. In view of the excellence of the work done by the Beck Company, however, the Director asks the Trustees whether they would recommend the paying of this extra sum.

The Director of the Press recommends that our auditor be given instructions to pay bills more promptly, as very embarrassing situations have arisen in view of the remissness with which our accounts are attended to.

We would like once again to remind departments to submit their material for the Annual, which will go to press immediately upon receiving all data.

The Urusvati Journal is now in page proofs, and as soon as it is corrected by the secretary, it will go to press. The Director hereby submits samples of paper for choice for the Journal.

With reference to the Banner of Peace, the Director of the Press believes that it will be most advantageous to interest some of the motion picture companies in including it in some of their announcements orweekly news releases. She will make efforts to interest them in this respect.

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Miss Grant wishes to offer all author's receipts from the forthcoming book "Flambeaux" to the fund for the Banner of Peace.

Mr. Cluthe, who is writing an article for The Architectural Forum on mural paintings, saw the Director of the Press and received photographs of the Queen of Heaven and other murals of Professor Recrich for use in the article. We also discussed with him the placing of the "Ancient Temples of Finland" in some architectural magazine. He has taken the article, and will notify ms of the results of his efforts in this connection.

According to a letter received from Mrs. Parks, leader of the Roerich Society in Peru, the article, "Spiritual Values" sent by Miss Grant to Sr. Carlos Solari, has appeared in one of the prominent Lima dailies--"El Peru." She also mentions that letters written by Miss Grant to her in December have only reached her in May. Miss Grant also wishes to correct a previous report to the effect that invitations were not sent to South American groups. Letters of invitation, suggesting greetings for our **INEXUX** anniversary celebration were sent to Argentine, and other South American countries Since no answer has thus far been received, she feels that these letters may have met with the same delays as previous communications.

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REPORT OF ROERICH MUSEUM PRESS ACTIVITIES

#### June 17 1931 to July 1 1931

No. 13

The Recrich Museum Bulletin for July is on the press, and is expected about the 3rd of July. Due to the delay in receiving copy, this issue cannot be out on the first, but we would request all institutions once again to have copy in the Recrich Museum Press office not later than the 20th or 21st of each month.

Regarding the Roerich Museum Bulletin, the Press suggests the following feature for interesting our widely scattered friends and members throughout the world: that each Bulletin contain a sketch and perhaps a photograph of one of our Honorary Advisors or leaders of our foreign branches, with an outline of their general activities and achievements.

The Urusvati Journal is also now in the press, and final revised pages, covering especially the accent marks are being received.

The last article for the Roerich Museum Annual reached the Roerich Museum Press office today (July 1). However, all these articles need editing and in some cases, rre-writing. However, we hope that it will be possible to go to press withint the next few days. In addition to the report for each department, the Annual is to include a special article on the Roerich Peace Banner, and on Professor Roerich Sojourn in France.

Proofs are expected today or tomorrow for the 2 4-colored reproductions (postcard size) for which plates are being made. These are for the paintings Signs of Maitreya and Buddha the Tester.

The small monograph on the Life of Anton Bruckner published in cooperation with the Bruckner Society is now in print, and is expected to be completed in about a week or ten days. It has been understood that the cost of the publication is to be paid by the Bruckner Society, plue twenty percent for our overhead expenses. Proceeds from all sales of the books will be divided 50-50.

The small Spinoza pamphlet pblished in cooperation with the Spinoza group has been sent to the printer. The Young Idealists' Club has guaranteed to sell enough books more than to cover the cost of the issue.

In regard to the Banner of Peace, in response to a letter written by Miss Grant to Mrs. Green, thanking her for her interest in the Banner of Peace movement, she received a letter concerning the endorsement of the Pact by the General Federation of Women's Clubs, as mentioned in the memorandum of last week. In view of the significance of this announcement, Miss Grant requested permission from Mrs. Sippel, President of the General Federation of Women's Clubs to make use of the news for the press. and received her permission. Three separate articles are now being written with this release--with different forms for North America, South America and Europe, and are being sent to the following newspapers:

- 1. 111 newspapers in the United States, covering also news agencies.
- 2. 45 newspapers in South America.
- 5. 16 newspapers in Europe.

In addition, all Hoerich Museum Banner responses have been divided into various professions. In this way we have been able to compile a list of writers who may be approached in assisting us for this purpose. They will be approached with a personal letter requesting their assistance.

In addition to the members of the Banner of Peace Committee mentioned in the memorandum of last week, Miss Grant wishes to announce that Mrs. Hattle Prince, President of the Godmother's League, has accepted membership. Should Mrs. Sporborg be unable to accept the Chairmanship of the Banner of Peace Committee, we would suggest that Mrs. Prince be considered for the Chairmanship.

The Recrich Museum Press will endeavor to make a very consistent drive with personal letters to all those responding to the Banner of Peace, who might be able to help us in their field of activity. In this regard we might mention for instance, ministers who might be requested to give sermons on the subject, etc.

Should the possibility for an "Army of Peace" among school and college students be considered acceptable, Mrs. Prince would be able to approach Drs. Ryan and O'Shea through Judge Prince, her husband. Since Professor Roerich has mentioned the world Banner of Peace Day, the Press proposes that we ask Professor Roerich for his suggestions concerning/this Celebration so that we can proceed immediately in organizing this project.

Believing that within the lists of our own institutions and apartments, there is highly interesting material which ben be utilized, we have asked each department today to compile a list of all their members, patrons, etc. These will be catalogued in great detail according to institutions, interests, etc., so that they can be utilized as our most immediate material of approach. A special girl will be designated to carry on this work exclusively, and Mr. Lichtmann and Miss Grant are conferring in this regard.

> During the week the Roerich Museum Press was pleased to cooperate with various departments as follows: For the Urusvati Journal with Miss Linden; for the material for the Annual Report with Miss Taylor, and with Miss Porutchik; for annual report material and publicity with Miss Cumpings; for the advertisement for the Roerich Museum Apartments with Mr. Koerper and the advertising agent.

Since the need for the devotion of time and attention to the

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Banner of Peace and for general campaigns has arisen, the Press will endeavor to organize its forces for this purpose, the assignment of a special girl for the Poerich Banner of Peace, and the general campaigns, as has been proposed by the Trustees. The Press will be pleased to give all available time to these imperative projects.

#### ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

# From July 1st, to July 14th, 1931

1. The Roerich Museum Press received a cable from Professor Roerich authorizing us to proceed with the printing of "Realm of Light", and also indicating that four additional articles were to come as well an addition to the article "Womanhood". The Roerich Museum Press wishes to express its pleasure and gratification at being able to publish this superb work.

2. In view of the fact that "Realm of Light" will come to not less than 400 pages, the Roerich Museum Press feels that a type page similar to the usual type page of the New Era Library would increase the size of the book to nearly 500 pages and the book would be unwieldy. A cable was therefore sent to Professor Roerich suggesting that we use the type page of the style of "Shambhala", which allows more words and lines to the page than the usual New Era Library page covers. There would also be a saving in cost of about "OO if this larger type page is used, as it would reduce the number of pages. We are now preparing the copy for the printer which will be ready to go to press as soon as the answer to the cable is received. The articles which are to come can be added subsequently.

3. It is estimated that the cost for 2,000 copies of "Realm of Light" will be from \$1,200 to \$1,400. The books should be ready about five weeks after the arrival of the final copy. This may be delayed somewhat if the proofs need changes. The Press also wishes to calculate not less than one week and possibly two for careful proof-reading, as we feel that haste in such an important volume would be detrimental.

4. On receipt of Agni Yoga it was found that the preface and forenote had been combined by an error of the printer, The printers, J. J. Little and Ives, have immediately reprinted a corrected forenote and preface for the entire second and third editions of Agni Yoga, and the books stand now corrected.

5. In regard to the Roerich Museum Bulletin, upon its receipt from Steurer ess we found that the printer had used the wrong format for the Bulletin and changed the style of the cover page, in addition to inserting several errors in proper names. Acknowledging their mistage they immediately printed the entire issue again. This has already been received and sent out.

6. The "Life of Anton Burckner", published in collaboration with the Burckner Society has been received from the Livingston Press. The book, which is

paper bound, is to sell for .50% and is to be the first of a series of books on the lives of musicians of that School. It is planned to have a second volume on the life of Mahler, also in collaboration with the Bruckner Society. The arrangements made with them are as follows: The Scoeity pays for the cost of printing plus 20% for our overhead and the sales are shared fifty-fifty by the Press and the Bruckner Society.

7. The proofs of the colored reproductions (postcard size) of Buddha the Tester and Signs of Maitreya were received. Signs of Maitreya was corrected in size and according to Mr. S. Roerich is satisfactory. The Director of the Press and Mr. Roerich visited the Powers plant and the latter suggested

slight changes in this reproduction. The revised proof has already been received by, and Mr. Roerich and Miss Grant are going to the plant today to give it the final OK.

8. In regard to Buddha the Tester, the Roerich Museum Press has had great difficultixes. The first cuts made were far too small, and acknowledged by

Powers to be not according to the dimensions given them, and promised to re-make the complete set. On Luly 14th, the corrected proofs of Buddha the Tester were received and found to have been done so that part of the head of Buddha is not seen. The Director of the Press immediately telephoned Powers, calling their attention to their second error and is to visit the plant to see wherther the error is in the plates or in the printing. If the former is the case, the Press will refuse completely to accept the plates It is extremely regrettable that after the second attempt in which three weeks have been lost the results are so unfortunate.

9. Material for the Message of 1930 is still being corrected and compiled. The various departments are still adding to their material. As soon as all copy is submitted, the Press will be glad to edit it and re-write whereever necessary, so that it may go to press as the earlies possible idate.

10. In regard to the article of Miss Lichtmann, one of our friends in California, an editor who is trying to place the article, has writtem me the accompanying letter.

11. The book of poems by Mrs. Sundar Giffin, "The Barren Woman's Son", is to go to press shortly. On this book the same arrangements have been made as with the Bruckner book. A donor, friend of Mrs. Giffin, will pay for the edition plus 20% for service charges, and we will share equally in the dales.

12. The Roerch Museum Press is cooperating with Dr. Kettner and the Spinoza Center of Roerich Society in the publication of a quarterly to be know as "Spinoza and America." The address from Professor Roerich to the Spinoza Center is to be the feature article, and there is also a letter from Albert Einstein. The remainder of the copy has been written by the young students of the Spinoza Center. Dr. Kettner promised to guarantee expenses of this publication. The Roefich Museum Press is very glad to encourage the efforts of this group of young idealists.

13. Circularization on "The Union of Souls" has begun. Mr. Roumanoff promised a list of possible purchasers for this volume, but he has left the country without fulfilling his promise. Before leaving, however, he told us that he had written personally to friends who might be interest subscriber

14. The Roerich Museum Press noticed in the New York Times that Mr. Walter Damrosch and two other noted American received President Massaryk's Honorary Order. In accrodance with the suggestion forwarded by the Director of the Press several months ago, the Press suggests that the matter again be brought to the attention of Consul General Novak.

15. The Roerich Museum Press wishes to express its appreciation to Mr. S. Roerich for his assistance in solving the matter with the Powers Engraving Co. Through his technical knowledge we were able to show the engraver that the error was due to their poor photography in permitting a shadow to be

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cast on the painting. In this way, we were able to prove their error, and are now doing the work for the third time. The Roerich Museum Press gratefully wishes to recommend that Mr. Roerich be asked to accept a fee for his professional advice.

16. In regard to "Realm of Light", announcement folders are to be printed within the next few weeks with subscription blanks. The Roerich Museum Press will plan extensive circularization for this volume.

17. The Press wishes to mention that the paper chosen by the Directors for the Urusvati Journal seems to have delayed the printing. This was not mentioned to the Director of the Press until today by Steurer Press, who informed her that it would take one week to get this **stock**. The sample submitted by them as a substitute was not satisfactory because of the color. Eighty pound, Parian Dull coated, a choice equally acceptable to the Directors was decided upon. Mr. S. Roerich also assisted in this selection of the paper.

18. The Press begs to remain the departments that the coadline on the material for the August issue is July 20th.

19. For the last few weeks the sales both on mail orders and the bookstall have been very low. We feel that this is due to the lack of new material, and the usual summer depression, but we believe that with the new material that is coming out, these sales will materially increase.

20. Due to the great press of work the report regarding the work done for the Banner of Peace and the clippings of the institutions could not be submitted. This will be done for the next meeting.

21. We are not submitting detailed financial reports for the last two weeks as one of these has not been received from the accountant's office. The income, however, for the week 7/1/ to 7/7/31 was--\$59.50 for the week 7/7/ to 7/14/31 was-\$23<del>3.16</del> 219.5]

# MEMORANDUM REGARDING ROERICH MUSEUM BULLETIN

On fully studying the cost of the publication and circularization to the Roerich Museum Bulletin, the Roerich Museum Press finds that it is impossible for subscriptions to be given for less than \$1.00 without incurring considerable loss. This, of course, is without consideration of the tile alloted to its publication or the overhead, or circularization.

In regard to expenditures met by the Roerich Museum Press for the Bulletin, they are as follows:

Printing Cost Cuts for year Postage "	(12 issues)	\$1020.00 60.00 150.00
Total Cost		\$1236.00

The complete amount of subscriptions taken by all institutions chargeable at 1.00 which would be the full rate, will bring the Press \$1182.

The above estimate also includes those subscriptions taken by Professor Roerich, Miss Lichtmann, Dr. Roerich and Mr. Shibayev.

From outside sibscriptions we have so far received \$29. and the bookstall and other outside sales bring in an average of \$50.a year.

The Roerich Museum Press, therefore, feels it necessary, until outside subscriptions and sales increase, to charge the full amount of \$1.00 to all the institutions.

	10/1/30	7/2/31	10/1/30
INCOME	1/1/31	7/8/31	7/8/31
Bulletin	94.74	.30	95.04
Library	111.49 49.00	1.40	49
Deposits Deposits	4306.79	51.35	4358.14
Repros & Publ. Extension Trips	6.25		6.25
Gen'l Outside Publ.	799.00	6.45	805.45
Photos & Prints			
kpenses for Dist.	222 00		333.92
Commission on Sales	333.92		COULT
	\$5701.19	\$59.50	\$5760.69
Outside Publications	844.75	22.33	867.08
Publicationx Cost	2794.19		2794.10
Director's Salary	2280.00	35.00	2315500 1864.00
Secretary's Salary	1824.00	40.00	387.11
Reproductions Photos & Prints	387.71 49.18		49.18
Promotion	95.13		95,13
Commission on Sales	200.31		200.31
Trips		33 48	OFF CI
Postage	264.16 145.45	11.45	275.61 145.85
Stationery Office Expenses	96,50	14.90	111.40
General "	122.34	7.02	129.36
Royalties	127.35		127.35
	\$9230,98	\$131.10	\$9362.08

# ROERICH MUSEUM PRESS--FINANCIAL REPORT

Unpaid Bills

\$1211.76

#### ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

From August 12, 1931 to September 1, 1931

- 1. <u>Realm of Light</u>-The special set of revised proofs obtained from the printer to insure proper placement of new copy has been read, as well as the page proofs for this volume, these being returned on September 1.
- 2. <u>Message of 1930</u>--Page proofs on this book are being read, and are to be returned September 2.
- 3. <u>Colored Reproductions and New Color Plates--First proofs on the four</u> paintings in the hands of the Beck Engraving Company for the making of postcards were received August 31. A revised proof will be seen September 1.

The Beck Engraving Company also maintains a printing department in Philadelphia, and the Press believes it would be best to have them do the printing on the cards also, in order to assure regults of equal quality from engraving and printing.

4. <u>Banner of Peace Postcards</u>--The Press received 1000 copies of the Banner of Peace postcards from Dr. <sup>C</sup>hklaver. We find that the paper is considerably thinner than the average American postcard, and feel that this may make them too fragile to be sent without envelopes through the mail.

In this connection we plan to print a poster to be set up in the bookstall, and proceed at once with the sales of the cards.

- 5. <u>Banner of Peace Reproductions</u>--The two thousand reproductions of the Banner of Peace which are to be tipped on as a frontispiece in the <u>Message of 1930</u> were also received. Riskin of Light
- 6. <u>Postcards to Ceylon for Buddhist Celebration</u>-250 each of "Sings of Maitreya" and "Buddha the Tester" were mailed to Mr. Siriwardhana for the Buddhist Celebration at Ceylon. Although the Press feels extremely dissatisfied with the quality of the cards, it was under the necessity of sending these, as there was no time to reprint them before the scheduled celebration on September 15th.
- 7. <u>September Roerich Museum Bulletin</u> -- The September issue of the Roerich Museum Bulletin went to press this week.
- 8. Spinoza Quarterly -- The first issue of the Spinoza Quarterly appeared August 24th.
- 9. <u>Sales Program</u>--The Press is planning a program of sales promotion for the United States and other countries, in which we are being assisted at present by one of the volunteer workers.

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# 10. <u>Publicity</u> The Press has arranged for the publication of "Saintly Guests" as a frontispiece to the Fall Edition of the Institute of arts and Sciences Magazine.

The Press released a general story on the delegate from France to the Bruges Conference for the Banner of Peace.

A special story on the Banner of Peace, touching Dr. Adacti's interest, was sent to the "Japanese Times".

# ROERICH MUSEUM PRESS# FINANCIAL REPORT

I.

INCOME	10/1/30 to 8/5/31	8/6/31 to 8/12/31	10/1/30 t0 8/12/31
Bulletin Library Deposits Repros.& Publications Extension Trips Gen'l Outside Publ. Photos & Prints Expenses for Distr.	98.34 116.37 48.00 4819.38 6.25 827.05	1.00 .25 1.00 44.33 5.00	99.34 116.62 49.00 4863.71 6.25 832.05
Commission on Sales	333,92 \$ 6249,31	\$51.58	333,92 \$6300,89
DISBURSEMENTS			
Outside Publications Publication Cost Director's Salary Secretary's " Reproductions Photos & Prints Promotion Commission on Sales Trips	915.90 2894.10 2475.00 2024.00 393.21 49.18 95.13 200.31	3.73 100.00 45.00 40.00 100.00	919.63 2994.10 2520.00 2064.00 493.21 49.18 95.13 200.31
Postage Stationery Office Expenses General Royalties	313.46 192.37 114.40 143.81 127.35	2,35 4,50	313.46 194.72 114.40 148.31 127.35
	\$9938.22	\$295,58	\$10,338.00

Unpaid Invoices

\$1307.90

#### ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

From September 1, to September 9, 1931

- 1. Realm of Light Printing was stopped on this volume when the new article "Realm of Culture", as well as additions to the article on St. Francis were received for inclusion (Sept.8) This material has been translated with the assistance of Mrs. Lichtmann, and is to be sent to the printer today (Sept.9). As yet, however, we are awaiting the Russian copy of St. Francis from Mr. Grebenstchikoff, in order to verify the new additions.
- 2. <u>Roerich Museum Bulletin</u> The September issue of the Bulletin appeared. We find the printing not up to standard, and would wish to recommend, that, in line with Professor Roerich's suggestion, a new printer be secured in January.
- 3. <u>Mrs. Giffin's Book of Poetry</u> This volume went to Press today (Sept.9) First proofs are expected on Sept. 12.
- 4. Decade Plans for the completion of the Decade pamphlet are proceeding. The material which has been received from other departments is being compiled for inclusion.
- 5. <u>Reproductions</u> Additional proofs have been received of the four paintings being reproduced by Beck Engraving Company. The cuts are now being completed, and will be run off by the Beck Engraving Company. Proofs have been sent to Professor Roerich so that should there be need of further corrections these could be done before the second printing.

The estimate given by Beck Engraving Company for 5,000 each of the four paintings (20,000 postcards) will be \$285.00.

<u>Re Banner of Peace Postcard</u>, 989 copies of this card were received from Dr. Chklaver. We widh to call the attention of the Trustees to the fact that a duty of 30% was charged on the postcards for entry. In view of the fact that we are paying 35¢ each for the cards, this additional tax would make the cost almost prohibitive. The Press will therefore again approach Dr. Chklaver regarding the possibility of considerably lowering prices in larger quantities, or of sending over electro-types for printing in this country.

6. <u>Publicity</u> The Press has written an article for the Park Avenue Social Review on the Banner of Peace.

A release was sent by the Press regarding the appointment of an official delegate by the French Government to the Bruges Conference, and has also written for release on Sunday, September 13th, a general story on the Bruges Conference with special emphasis on its opening.

Miss Grant also visited the United Press and the Associated Press which promised to assign their correspondents

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to cover the Bruges Conference.

Personal letters were also sent to many other editors in regard to the Conference.

The Press sent to Dr. Chklaver literature from all institutions, as well as publications, so that his needs will be amply provided for during the Conference.

"The Thinker" has accepted the "Wisdom of Joy" by Professor Reerich for publication in November. "World Unity Magazine" has accepted the article on Tagore for early publication.

The Jean Duvernay article is being re-edited.

7. Infinity Regarding this volue, 128 pages have thus far been sent to Mme. Roerich.

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8. <u>Personnel</u> The Press has interviewed applicants for the new assistant, but as yet has not found any properly equipped person.

9. Decade Celebration The Press strongly recommends that immediate plans be made for our Celebration on November 17, as it would be necessary for us to write those letters to distant countries in order to assure replies in time for the Celebration. From September 10 to 17, 1931

#### REALM OF LIGHT

1. Proofs on the new article "Roots of Culture" were received from the printer on September 14th and returned corrected on September 15th.

2. The schedule on the printing of "Realm of Light" is as follows:

First copy sent to printer--7/24/31 First Galley proofs received--7/31/31 First Galley Proofs neturned--8/11/31 Second Galley Proofs Returned--8/21/31 First page proofs Received8/27 First page proofs Returned9/1 New Copy sent to printer 9/10

3. On September 1st the book was ready for printing. On September 8th the copy for the new article "Realm of culture" reached us, was immediately translated and corrected and reached the printer on September 10th. It was necessary to take the book off the presses in order to make this insertion.

In view of the necessity of changing the page sequence, we have a sked for additional stoneproof so as to check back again any errors. Although this necessitates three day's delay, I feel that it will be safer to have these in order to avoid any possibility of misunderstanding.

5. The cover of the ""ealm of Light" has been chosen as identical to that of "Flame in Chalice".

6. In paper we were fortunate to procure an unusually fine tock which could be secured in the regular format of the New Era Library. The type chosen is identical with that of "Heart of Asia", in accordance with Professor Roerich's telegram to maintain the uniformity of our volumes.

7. The copy for the jacket has been planned and proofs are soon to be received.

8. The Subscription Folder is now being printed, to be ready Tuesday morning. Immediately on its receipt, wide circularization will be begun.

#### DISTRIBUTION

Special letters have been written again to accompanying lists of bookstores, and samples of postcards and reproductions were sent. Special letters have been written to Thacker & Spinck of Calcutta and Taraporevala, to whom complete sample sets of the postcards and reproductions were mailed. We shall write similar letters to all other countries throughout the world.

#### BULLET IN

10. Sample copies of the Bulletin together with special letters were sent to Jewish leaders, calling their attention to the cover picture of the September issue, and also 150 special names were chosen for possible subscriptions.

11. An acknoledgement has been received from the Vatican Library for the Dulleti

#### URUSVATI

12. The Roerich Museum Press is deeply gratified to learn from the cable of Professor Roerich that he was pleased with the Urusvati Journal. In this regard the Press wishes to express its appreciation to Mrs. S. Lichtmann and Miss K. Linden for their splendid assistance.

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# 2 AGNI YOGA

13. In regard to the second edition of Agni Yoga, the Roerich Museum Press Fegrets that it was found inferior to the original editions. 14. There was no attempt made to economize on the quality of this édition. The paper was of identical quality as the previous books, except that it is lighter in weight, but not a cheaper grade. The reason the lighter weight paper was chosen was to avoid bulkiness, especially as the donor of the edition asked particularly that come close to a pocket edition. The quality of cloth and binding were chosen as identical with the first editions and the book was printed again by Little & Ives, so that the workmanship should not be inferior in any way.

15. In stipulating the sum of \$300 as being available for the publication of another book, the Press apparently did not make it clear that this was the total of whatever remained from the donation plus the actual sales from "Agni Yoga".

16. When the donor of this edition asked my opinion of the estimated cost of the book, I gave him the figures of \$900. He immediately brought me a check for \$977, saying he preferred to make it out to this amount, and that any proceeds or balance could be given towards the permanent fund for uch printing.

17. The total cost of the book came to \$843, without any supplementary additions for the overhead charges on the part of the Press, so that it seems to me the actual cost was very close to the original estimate. If nothing is to be allowed to the Press for its overhead expenses on the printing of the book, this will leave us a balance of \$57; plus \$77 donated additionally. The actual sales of "Agni Yoga" from Nov. 1930 to Aug. 1931 have amounted to \$190.91, making \$323.91 the balance to be applied towards the publication of subsequent books, not including actual royalties donated by Professor Roerich and Mme. Roerich to this account.

18. Owing to the fact that the Bookkeeping Department was very occupied this week with various statements, we shall have to postpone stipulating the actual royalties until the next report.

19. The apparent poor quality of "Agni Yoga" must, therefore, be laid to poor judgment on the part of the Director of the Press, not to any attempt to economize or belittle such an important edition.

#### INFINITY

20. Pages 128-136 were sent to Mme. Roerich this week.

#### SPINOZA SYMPOSIUM

21. We are hereby submitting a list of contributing authors suggested by Dr. Dagobert Runes for the "Spinoza Symposium" submitted for publication. Miss Grant informed Dr. Runes that she felt it would be best that the introduction be written by Professor Roerich, as we wished to have his synthetic word, unifying the entire message of the book. Dr. Runes readily consented and suggested that Professor Einstein could have perhaps a second appreciative word, in view of his dislike of writing lengthy articles. Dr. Runes promised the complete facilities of "The Thinker" to aid in promoting the book.

22. In view of the time and effort necessary in collecting the various articles, as well as editing or translating them, he desired to have a \$250 advance on royalties. 3

23. The Roerich Museum Press recommends the publication of this volume in view of the prestige it will add to our editions.

## SPINOZA QUARTERLY

24. The Roerich Museum Press wishes to call the attention of the Trustees to the fact that the posters of the Quarterly show no mention that this has had the assistance of the Press in its publication. We would like to ask the opinion of the Trustees as to whether we should stress this matter.

## INSTITUTION OF ADULT EDUCATION, ROERICH MUSEUM BRANCH

25. The Director of the Roerich Museum Press consulted with Dr. Runes on the basis of \$2.50 for the class-rooms nightly, and a slightly higher fee for room #18. On Monday Dr. Runes will bring me his complete schedule outlined.

#### BUENOS AIRES BRANCH OF THE ROERICH MUSEUM

26. Letters were written this week to Dr. Martin Noel, President of the National Commission of Fine Arts and Dr. Chipapori, Director of the National Museum of Fine Arts, Ambassador Bliss, as well as Sra. Victoria Gucovsky, asking them to confer in regard to the founding of the Buenos Aires Branch of Roerich Museum in the Museo Nacional de Bellas Artes.

## BANNER OF PEACE

27. Letters were written by the Press enclosing articles from the New York TIMES to Mrs. Green and Mrs. Sippel of the General Federation of Women's Clubs. Also the Chairmans of important Divisions received these. This letter will be continued.

5. Two hundred mat cliches of the Banner of Peace Postcard were ordered to be distributed to the newspapers throughout the world with the general story of the results of the Bruges Conference. This letter will be sent out on Monday with the mats, upon their arrival.

## POSTCARD REPRODUCTIONS

29. The proofs of the four colored postcard reproductions of Professor Recrich's paintings have been received from Beck Engraving Company and were sent to Professor Recrich for corrections with the accompanying letter. REVIEWS

Reviews of "The Heart of Asia" appeared in:

Washington Post The Salt Lake City Tribune The Hollywood News Sunday Recorder, Columbia, S.C. Psychology Magazine Detroit Free Press Musical America The Providence Evoning Bulletin The Canadian Forum The Theosophical Messenger The Theosophical Messenger The Theosophist Buddhism in England La Prensa of Eucnos Aires La Nacion of Eucnos Aires

Briefer notices were also given by:

The Masonic Outlook The International Review of Missions Hearst Paper, Los Angeles

"The Foundations of Buddhism" was reviewed in:

Washington Post Buddhism in England The Jewish Journal, San Francisco The Canadian Forum The Mazonic Ontlook The Temple Artisan Chinese Recorder, Shanghai The World Theosophist

"The plame in Chalice" was reviewed in:

Rosicrucian Center Bulletin Psychology Magazine The Detroit Nows Washington Post Musical America The Masonic Outlook

Additional reviews of "Shambhala":

St. Louis Post Dispatch New York Herald Tribune Saturday Review of Literature Philadelphia Inquirer The Jewish Journal, San Francisco Clinical Medicine and Surgery Worcester Press The New York Timps

#### ACTIVITIES REPORT --ROERICH MUSEUM PRESS From September 17 to October 8 1931

1. Recrich Museum Bulletin Due to our expectation of receiving photographs of the Bruges Conference, the October issue of the Bulletin was held up until October 5th, the date when they finally reached us. Inasmuch as the Bulletin for November will have to be occupied with the Decade Celebration, it was believed advisable to utilize the photographs for the October issue. We regret that in order to include the photographs, it was necessary to eliminate a good deal of material such as the letter from Sven Hedin. It had also been our hope, in view of the Anniversary of the Birth of St. Francis on October 3rd, to include in the October issue the beautiful tribute of Professor Roerich to St. Francis. This also had to be eliminated because of tack of space. Even so, four additional pages nad to be added to the usual twelve in order to include all the news.

The Press regrets that the Bulletin did not appear on its scheduled publication date, and feels that the delay of twenty-four days in receiving the photographs from Bruges is inexplicable in view of the fact that we had emphasized to Dr. Chklaver the need of sending these at once. The Roerich Museum Press will make every effort to place these photographs with the Rotogravure Sections of the New York and out-of-town papers, and hopes that the delay will not militate against this possibility.

2. <u>Realm of Light</u> Final stone proofs were received on the Realm of Light on Monday, October 5. These were found satisfactory, and five hundred complete copies of this volume have been promised by the printer for delivery on October 10.

Circularization on Realm of Light: Eight hundred circulars and letters on the Realm of Light have been sent thus far to customers, Theosophical lists, and other outlets in the United States, Canada and India. Circularization will continue with other lists. work is now proceeding in making contacts for the reviewing of this book, and advance unbound copies for review are being distributed to a carefully selected list.

- 3. <u>Circularization--General</u> The Press has also begun an extensive circularization on all its publications to foreign countries, fifty-seven special letters with catalogues and other literature, as well as sample reproductions and postcards to India. Further circularization on other foreign countries such as China, Japan, Ceylon, Egypt, Gibraltar, Hawaiian Islands, Malta, Mesopotamia, and Malaya will follow.
- 4. <u>Beggar of Beauty by Sundar Giffin</u> on September 15. These have been corrected by the author, and returned to Little & Ives.
- 5. Goethe (A symposium) Since the Centenary of Goethe will be celebrated in <sup>M</sup>arch of 1932, we submit the attached outline for a volume on Goethe received from Dr. Dagobert Runes.

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6. Decade Pamphlet Estimates are being secured on this pamphlet. From the Cosmos Greek-American Printing Company an estimate of production has already been received as follows: 5 thousand copies, sewn binding: \$425.00; side-wire stitched binding: \$405.00. From the Steurer Press the following estimate was obtained:

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These estimates are based on a book similar in format and cover to the French Messenger.

7. <u>Banner of Peace--Bruges Conference</u> News concerning the Bruges Conference and the Banner of Peace has been distributed as follows:

> United States....228 newspapers South America ... 50 newspapers Asia, North Africa Turkey, French Indo China, Dutch East Indies. <u>171</u> newspapers Total <u>449</u> newspapers

Many of these papers received mats also of the Banner of Peace Postcard.

- 8. Booth at the Woman's Industrial Exposition Mrs. Laurie and Miss Boax have been stationed at the Roerich Museum Booth at the Woman's Industrial Exposition downtown to give information, and to sell the publications of the Press.
- 9. French Edition of the Banner of Peace Booklet The French Edition of the Banner of Peace Booklet has arrived, and is now in the Customs.
- 10. <u>Physical Inventory</u> In order to estimate its assets at the close of the fiscal year, the Press is taking a physical inventory of all its saleable stock.
- 11. Reproductions The following estimate has been received from Turck and Reinfelf for the printing of the postcards: Pearl of Searching; Agni Yoga; Mother of the World; Saintly Guests. 5 thousand of the four subjects, or 20,000 cards: \$370.00. 10 thousand of the four subjects, or 40,000 cards, \$640.00.

Outline of the Suggested work on Goethe

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Johann Wolfgang Goethe The Man and His Work 1832--1932

Introduction

I

Student Years Wander Years Master Years Love and Friendship Letters

## II

wisdom of the East Talks with Eckermann Union with <sup>S</sup>chiller The Young Germany Beethoven and the Arts

#### III

Goethe--The Lyric Goethe--The Novelist Goethe--The Dramatist Goethe--The Scientist Goethe--The Philosopher More Goethe

# ROERICH MUSEUM PRESS --- FINANCIAL REPORT .

INCOME	10/1/30 to 9/23/31	9/84/31 to 9/30/31	10/1/30 to 9/30/31
Roerich Pact Fund	8.60	6.20	14.80
Bulletin	793.28	188.70	981.98
Library	120.09	.75	120.84
Deposits	47	8	50
Repros. & Publ.	5531.77	204.73	5736.50
Extension Trips	6.25		6.25
Gen'l Outside Publ.	886.06	20.90	906.96
Photos & Prints	And the second second second second		
Cancer Research Fund Expenses for Distr.		9	9
Commission on Sales	333.92		333.92
Donations	1677		1677.77
	9403.97	433, 28	9837.25

DISBURSEMENTS

Outside Publications	960.64		960.64
Publication Cost	3096.60		3096.60
Director's Salary	2790	45	2835 -
Secretary's "	2318.75	65	2383.75
Reproductions	660.71		660.71
Photos & Prints	49.18		49.18
Promotion	102.13		102.13
Commission on Sales	200.31		200.31
Trips			
Postage	351.42	42.99	894.41
Stationery	237.12		237.12
Office Expenses	184.05		124.05
General "	158.04	5.53	163.57
Royalties	127.35		127.35
Bulletin	781.92		781.92
	11958.22	n in some förer store for att verstande store tage om en som att att att att att att att att att at	12116.74

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On September 15th, Dr. Chklaver cabled to the Roerich Museum

the following:

"Conference discussed Monday technical applications Roerich Pact Stop President French Republic conferred Professor Roerich Legion Honor. Chklaver"

On the same day the article herewith quoted, appeared in the New York Times:

> "Bruges Art Parley Ends" Roerich Honored by France for Efforts to Protect Museums In War. (Sept. 16, 1931.)

In order to ascertain exactly all details in regard to the Honor accorded to Professor Roerich, the following cable was immediately sent to Dr. Chklaver, to which he never replied!

"Cable us for press when how where President France Conferred Legion Honor Roerich Also degree and all other details Grant"

The Director of the Roerich Museum Press received no reply, and, compelled to base her information entirely on the story of the <u>New York Times</u>, and in view of the fact that Prof. Roerich had already been the recipient of such high honors as the <sup>C</sup>ommander, Northern Star, assumed that this corresponding degree had been conferred on Prof. Roerich, and announced it in the Bulletin in this manner. Since Dr. Chklaver several times mentioned that he was in direct association with the <u>New York Times</u> sorrespondent, we naturally assumed that news releases apparently controlled by him would be authentic. Had Dr. Chklaver given us news in detail as requested in our letters preceding the Conference, we would not have been compelled to seek for our information from the daily press here, especially since its information came from Bruges where we understand Dr. Chklaver himself dealt with the press.

Certainly on receipt of the cable from Miss Grant, Dr. Chklaver should have consulted our delegates from the European Center and French Association, as it would have then been seen how desirous we were of having absolutely authentic facts.

This lack of cooperation embarrassed greatly the Roerich Museum Press, since we were unable to furnish the American press with authentic material, not having received the requested data.

In regard to the photographs coming simultaneously with the other material, I must say that the entire Bulletin was set up awaiting photographs only.

Hence the Roerich Museum Press must feel that it cannot assume responsibility for mistakes from the press which were issued in Bruges and published in other press organs. Moreover in regard to citing the names of those present at the Conference in Bruges, from all of Dr. Chklaver's reports and letters, we heard of the adhesion of these people. And since we had never received any word to the contrary we naturally assumed that they were present, including the Protector.

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ACTIVITIES REPORT--ROERICH MUSEUM PRESS From October 31, 1931 to November 21 1931

#### I. DECADE

Decade Book--This volume was completed and delivered on November 14th. In view of the suggestion made by Professor Roerich in his minutes that his articles on the International Art Center and Urusvati also be a part of the Decade pamphlet, and which was not previously understood, the Press suggests that these be printed as a supplementary section to the Decade book.

The Roerich Museum Press suggests that the Museum undertake the distribution of the Decade pamphlet to all those who have sent messages from time to time to the institutions, as well as to the libraries of universities, museums, etc. Possibly distribution may also be undertaken by the Roerich Pociety. We would suggest that special boxes be ordered for the mailing of these books.

Decade Celebration -- The Press prepared the programs for the Decade Celebration.

#### II. ROERICH BANNER OF PEACE

Resolution Passed before N.Y. State Federation at Lake Placid

--The Koerich Banner of Peace was

presented by Miss Grant before the New York State Federation of Women's Clubs in convention at Lake Placid the week of November 9th. The Resolution was accepted by the delegates, and will now be sent to every club in New York State. In connection with this, Miss Grant has dictated a letter to be sent to the Presidents of the seven hundred clubs in New York.

During the Convention, splendid comments about the work of the Museum were made by Mrs. Sporborg and several of the speakers. There was a fine display of the Banner of Peace Flag and literature, posters, etc. regarding the Banner of Peace so that the club women could understand the significance of it.

#### III LECTURES AND RESULTING RESPONSE TO ROERICH BANNER OF PEACE CAMPAIGN

On November 18th, Miss Grant

conducted the United League of Mothers from the Settlement Houses through the Museum. The afternoon of the same day, Miss Grant conducted through the Museum a highly responsive group of women, including some of the Leading women of New Jersey clubs, and educational institutions, as well as Prof. and Mme. Shepherd of Columbia University, all of whom promised to help the work for the Campaigns of the Banner of Peace.

Miss Grant also lectured at the Albany Institute of History and Art on the evening of November 19th, and Mr. Dunn, the Curator, as well as the State College of Teachers, promised to undertake the sale of the cards. Twenty sets of cards and hundreds of posters were left with them, and more will be sent upon request. On Saturday, Novemberl 4th, Miss Grant conducted a group from the Y.W.C.A.Third Avenue, Brooklyn, through the Museum. The group promised to sell the campaign cards.

Miss Grant attended a tea arranged for her to meet Mr. Chas. Boston, former President of the American Bar Association, who suggested the procedure for bringing the Banner of Peace before the American Bar Association.

IV <u>PUBLICITY</u>--During the week of November 1-7 a story on the cancer campaign was released. This story appeared in the New York Times, the Evening Post, and so far, returns indicate that it has appeared throughout the country through the United Press. The first advance story on the Decade Celebration appeared in the Herald Tribune and the Evening Journal. A report of Max Steuger's speech appeared in the Herald Tribune and the New York American.

> During the week of November 7-14 pictures of the studio room on 54th Street were taken to the New York Times, Tribune and Post. The Post subsequently used a story about the original studio. Regarding the arrival of Miss Esther J. Lichtmann--letters were written to special writers on the New York papers, and a special story on her arrival released. A story on the Educational Campaign was also sent out during this week, as well as a second story about the Decade Celebration.

> The week of November 14-21 the following was accomplished: Decade story sent to leading newspapers throughout the country and to all wire services. Another Decade story sent to leading newspapers in South and Central America. Congratulatory messages sent to all newspapers, throughout the country. Foreign wire services supplied with complete Decade story. Foreign Aanguage papers in New York City also received complete Decade story. Preparation of story for reporters attending Decade Celebration. These also received copies of all messages a copy of Prof. Roerich's message; a copy of Pres. Horch's address, and complete Decade story showing growth of the Roerich Museum during the past ten years. All newspapers and press agencies invited by mail to attend Celebration, and supplied in advance with list of speakers. They were also invited personally by phone. Picture services also invited.

V SPECIAL ARTICLES -- A special article on Professor Roerich was written by Miss Grant for publication in World Unity.

VI <u>BEGGAR OF BEAUTY--</u>This volume by Sundar Giffin is on the press, and the printer has promised delivery early in December.

VII MAN THE TRIUNE GOD--This manuscript by Geoffrey Hodson has been given to the printer, and first galley proofs promised early next week. 34

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- VIII <u>ROERICH MUSEUM BULLETIN--December.--Material is being prepared for</u> this issue of the <sup>B</sup>ulletin a grreat part of which is to be devoted t o the Decade Celebration program.
- IX BOOKLET ON PROCEEDINGS OF THE DECADE CELEBRATION -- Material is being prepared for the immediate publication of this pamphlet.
- X SPINOZA QUARTERLY--Second Issue--The Roerich Museum Press is assisting in the publication of the second edition of the Spinoza Quarterly.
- XI CIRCULARIZATION--Special letters and folders on the Red of Light are being sent to librarians throughout the country.

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#### ACTIVITIES REPORT--ROERICH MUSEUM PRESS From November 21 1931 to November 27 1931

Roerich Museum Bulletin--December This issue of the Bulletin is about to go to press, and will be devoted primarily to the proceedings of the Decade Celebration.

Decade Proceedings Book The material for inclusion in this volume is now ready, and will be given to the printer as soon as a satisfactory estimate has been obtained.

Book of Poetry by Dr. Cousins The Press has agreed to publish this new volume, entitled "W Wandering Harp" by Dr. Cousins to which Dr. Cousins has personally subscribed \$500.00 which will be paid by check in advance.

Goethe Symposium The Press has agreed to publish the Symposium on Goethe from Dr. Runes, and in accordance with Professor Roerich's suggestion, will make immediate efforts to obtain advance subscriptions through Dr. Runes and other sources.

Spinoza Group The Second Edition of the Spinoza Quarterly, the publication of which was handled by the Roerich Museum Press, appeared November 24th.

with regard to Dr. <sup>A</sup>ettner's book on Spinoza, to be published by the Press--the Spinoza Group has promised they will back this volume to the fullest extent, and will exert every effort in obtaining subscriptions, so that we may be assured of its widespread sale.

New Catalogue of Publications The Press has in preparation a new Catalogue of its publications which will include projected works for the winter and spring of 1932., as well as previous foreign publications.

Contact in China In response to the sending of literature and material about the institutions to Mr. H. H. Kung, of the Mimistry of Industries, Nanking China, the following letter has been received. This material was sent at the request of Mr. Crane to accompany the Insignia. Mr. Kung is a brother-in-law of the President of China.

"Miss F. R. Grant, Vice President, Roerich Museum, New York, U.S.A.

Dear Sir:

This is to acknowledge receipt of your letter dated Sept. 26th and the books and material on the ideals and creative accomplishments of Professor Roerich, which I shall take great pleasure in reading.

I understand that these books were sent to me at the suggestion of my good friend Honorable Charles R. Crane. Will you be kind enough to convey my hearty thanks to my friend Hon. Charles R. Crane and the Trustees of the Roerich Museum. I am also



indebted to you for your efforts in sending me these valuable books and your kind greetings.

> Yours sincerely, (signed) H. H. Kung"

Latin American and

South American contacts -- A letter has been received by Miss Grant from Armando Maribona (a contact established by

Miss Grant when in Havana) who expresses deep interest in the ideals of the Roerich Museum, and wishes to publish an article on the Roerich Banner of Peace and the Bruges Conference, with photographs. Mr. Maribona is associated with two Cuban publications: "Turismo" and "Arte y Decoracion", and plans to use material concerning the institutions in both of these. He also says that following publication of the article on the Roerich Peace Pact in "Arte y Decoracion", it will appear in forty Spanish papers, in South America and Spain. He will also write concerning the campaign postcards.

A letter has been received from Mrs. Srasnevska, our very devoted worker in Rio de Janeiro, who has translated the "Leaves", and hopes to find opportunity for its publication if permission is granted. A copy of this letter has been sent to rofessor Roerich for his advice.

It was a great pleasure for us to receive from Dr. Couta e Silva, first President of the Rio de Janeiro Branch of Roerich Society, and a leading worker in this group, word that a meeting commemorating the Decade Celebration was held on November 17th in Rio. A beautiful message in Portuguese accompanied his letter.

A letter has also been received from Dr. Atilio E. Gaggero, Secretary of the Society of Hygiene of Uruguay expressing his willingness to help further the cause of the Peace Banner through his very splendid contacts in Uruguay. We are writing to him and sending him material. Miss Grant has also suggested that he approach Mr. Araujo and cooperate with him.

The accompanying letter from Buenos Aires has also been received. Miss Grant is confident that with Sra. Gucovsky as President, and Mr. Hidalgo as Secretary, the Society will take new strides, because both are highly devoted to Professor Roerich and fully appreciative of the purposes of the work.

Publication of Special Foreign Editions -- in Paper Binding In view of the fact that our foreign clients have several times mentioned that American book prices seem to be beyond the possibilities of other countries. Because of the varying rates of exchange, the Press has consulted Professor Roerich as to the possibility of publishing a part of our editions without the cloth binding, but with a fine grade of paper binding for foreign distribution to sell at a lower price than our American edition. In this way perhaps we could have a far more extensive outlet than we now have in foreign countries.

-2-

Estimates on Roerich Museum Bulletin for the New Year Estimates are now being obtained on the printing of the Bulletin for the coming year. Our plan is to buy all paper needed for next year's Bulletin in bulk, having it cut so that we can be assured of absolute consistency throughout the year. We are also palming to make the type larger--the same size as now used on the editorial page, to assure greater legibility.

Roerich Banner of Peace Miss <sup>G</sup>rant lectured at the Bahai Center on the Roerich Banner of Peace. This group has taken cards to sell on consignment. They will also exhibit the Banner itself constantly in the Center.

At the suggestion of Dr. Boas of Columbia, Miss Grant was visited from a representative of the International Exhibit maintained by the Committee of Disarmament, and the representative promised to have a permanent exhibit of our Peace material, and to help its sale as much as possible. Day

Publicity During the week a story om the Banner of Peace/was sent to all news services, and a selected group of more than 150 newspapers.

Additional stories including the messages received in honor of the Decade Celebration were sent to foreign language newspapers.

An attempt is being made to write special articles rather than to send general stories to newspapers, so that they will represent an individual approach to the editors.

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ACTIVITIES REPORT -- ROERICH MUSEUM PRESS From December 5 to December 11 1931

ROERICH MUSEUM BULLETIN In order to insure consistency in our paper, estimates have been obtained on buying our own

stock in a yearly, or semi-yearly quantity. Samples of paper obtained, together with prices are herewith submitted. Although the price is higher werwould suggest perhaps the Hingefold or Parian paper, whose better appearance would justify the difference in price.

Estimates on the pringing of the Bulletin, we to furnish the paper, are as follows:

On the basis of 16 pages --2,000 copies

Decade Proceedings Material for this volume is completely ready. Estimates on the production of this book are as follows:

On the basis of 64 pages and additional 16's.

J. J. Little & Ives Co. " " " Additional 16's:	2,000 copies 3,000 " 5,000 " 2,000(Extra) 3,000 " 5,000 "	1512 13¢ 12¢ 3¢ 3¢ 212¢ 212¢ 212¢	per n n n	сору. п п п
Cosmos Printing Co.*	2,000 copies	10분	11	11
if 80 pages	2,000 copies	•132	11	11
Charles Steurer Press	2,000 copies		17	17
" Additional 16's	2,000 (extra)		17	17

\*Although the prices of the Cosmos Printing Company are lower than the others, our credit arrangements are better with the other firms, and moreover, the Cosmos Printing Company-- in view of the limitations of their plant, are more difficult to work with. This would apply both to the production of the Bulletin and to the Proceedings booklet.

Symposium on Goethe <u>Book on Spinoza</u> The Press is eagerly awaiting the introduction from Professor Roerich for the Symposium on Goethe as well as the introduction by him for the Spinoza book.

New Circulars New advertising circulars to be sent with direct mail letters to various promotion lists, have been prepared, and are now being printed, on the following Roerich Museum Press publications: New Circulars (cont) Specially imprinted folders on Realm of Light to go to Macoy Masonic & Supply Company, who will distribute 5,000 to their customers.

- 2 -

Folder on the "Beggar of Beauty" by Sundar Giffin. Folder on "Man, the Triune God" by Geoffrey Hodson. Folder on "A Wandering Harp" by James H. Cousins.

A new Catalogue of publications of Roerich Museum Press giving a complete list of old and new publications, as well as those to be published in the next few months.

Beggar of Beauty by Sundar Giffin, This volume was delivered from the printer's on December 8th. Mrs. Giffin plans to send special lists of name's to assist in its promotion.

Publicity We are pleased to note that Urusvati has received clippings from all parts of the United States of the Cancer Story sent out by the Roerich Museum Press, through the United Press.

We were also gratified to note the story on the Roerich Banner of Peace which appeared in the "Canton Gazette" (China). It is hoped that this story will have similarly far-reaching effects in other countries.

A special story was prepared and sent out on the Dedication Day of the Roerich Banner of Peace, December 27th. A story is also released on the new Scandinavian Roerich Society for papers in Finland, Denmark, Norway and Sweden.

Trails of Asia by Jean Duvernoy This article was sent to The Scientific Monthly in response to a request from the Associate Editor, Mr. Cattell, who suggested the submission of material on the Roerich Central-Asiatic Expedition. The article was returned December 4th with the comment that they were unable to use it because it was based too much on the Roerich Expedition books, and did not seem to contain material of sufficient interest for republication They expressed interest, however, in using some of in the Monthly. our material in the future. Miss Lichtmann suggested that she has other material which we may send.

Review of Realm of Light by Jean Duvernoy A review of Realm of Light by Jean Duvernoy has been submitted to The Outlook.

Promotion, Miscellaneous Additional material concerning the Banner of Peace, Roerich Museum Press Publications,

including the Realm of Light, as well as samples of new reproductions, etc., were sent to Rio de Janeiro, and Buenos Aires, and the Press is also seeking to establish a representative in Holland.

Letters are being written to the bookstores in Geneva which Miss Lichtmann reported had no copies of Press books.

With reference to Taraporevala Sons & Company, mentioned in this list -- this firm has been a customer of the Roerich Museum Press for the past two years. The accompanying letter probably explains why

when this store was visited, no copies of the Press books were found in stock.

In case the Trustees feel that it would not be advisable to issue special paper editions for foreign distribution, perhaps it might be a far-sighted plan for us to have a lower sales price for foreign countries, or at least to accord foreign dealers larger discounts, in order to spread the sale of the books abroad. The Director believes 50% would at least cover our over-head charges and enable the dealer, if necessary to sell the book at a lower retail price.

As this problem has been touched upon consistently by firms in South America and India, we feel we should consider very seriously the above suggestion as a possible plan.

Special Discounts to Woman's Unity. In view of/reported that she had found it easier to sell the regular holiday greeting cards printed by the Press especially for Christmas, than to sell the Campaign cards during this season, the Press has given 25% of these sales to the Woman's Unity Campaign Fund.

#### COPY

#### D. B. Taraporevala Sons & Co. "Kitab Mahal", Hornby Road, Bombay.

6th November 1931

No. JHT.

T he Director, Roerich Museum Press, 310 Riverside Drive, New York, U. S. A

Dear Sir:

We thank you for your letter No. FRG/PA dated 23rd September 1931.

As at present there is acute trade depression in India and as on account of fluctuating exchange, the price of the dollar in terms of Indian currency has gone up considerably, we have decided to curtail our orders for American publications. We are therefore, unable to order your books at present, but should conditions improve, we shall be glad to take a dvantage of your generous offer.

Assuring you of our best attention at all times,

We remain,

Very truly yours,

D. B. TARAPOREVALA SONS & CO.

# ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

From December 11 1931 to December 18 1931

Roerich Museum Bulletin The Press has h Indian Literary

The Press has been pleased to note in "Taraporevala's Indian Literary Review" extensive quotations from the Roerich Museum Bulletin, namely: the entire article, "Vijaya Tagore! Vijaya Santi-Niketan!" by Nicholas Roerich; the story, "Culture Transcends Grisis", and the story "Raman and Einstein Tell of Scientific Advances."

Taraporevala & Sons, who have been bustomers of the Roerich Museum Press for some years, have constantly evinced an interest in our publications, and it is planned to make every effort to develop this contact further, by offering them more advantageous trade discounts on our publications, and by writing special letters, etc.

"El Presente", an art and literary review of Lima, Peru, writes in a recent issue: "In the Bulletin, which we have been receiving from the Roerich Museum in New York, we see once again the powerful contribution which this institution is offering to the highest forms of scientific, artistic and philosophic culture." The article goes on to pay a very splendid tribute to Professor Roerich, and the work of the Museum. "The Bulletin reflects the multiple activities of the Museum", says "El Presente".

Mr. Geoffrey Hodson has written a review of Realm of Light, which will be used in the publications for which Mr. Hodson writes. Dr. Kumar Haldar, has also written a review of this volume, which is to appear in the publications with which he has contact. Other reviews are being prepared by Dr. Lake of Clinical Medicine and Surgery, Chicago, and by Dr. James H. Cousins.

The review by Jean Duvernoy which was submitted to The Outlook, was returned, and we shall now attempt to place it with the Masonic Outlook.

Miss Grant, who has known Mr. William Soskin for some time, visited him recently, at the New York Evening Post, of which he is Literary Editor. Mr. Soskin promised to cooperate, and also to review the Realm of Light. Material on the Roerich Banner of Peace was sent to him.

During the week of December 14th, the Press spent considerable time in checking from the originals the messages given us for inclusion in the

Realm of Light

Decade Proceedings

Decade Proceedings continued Proceedings book. It was found that a number of the messages had been completely omitted, and also that there were many errors and divergences from the originals in copying.

# Beggar of Beauty--By Sundar Giffin

Promotion on this volume to a special list furnished by Mrs. Giffin has been begun. The Press has also received a check from Mrs. Giffin in payment for the book in the amount of \$600.00. This covers actual cost of printing, as well as overhead cost to the Press. Mrs. Giffin will receive author's royalty on this volume, the Press will deduct overhead expenses from the sale price, and the remainder will be shared cooperatively by Mrs. Giffin and the Press.

Lectures

Invitations to lecture have been received by Miss Grant from the National Counsel of Jewish Women, in New Jersey, the Chicago Art Institute, and the Methodist-Episcopal Church on Madison Avenue, New York. Miss Grant has also been asked to be one of the Advisors of the International Students' Association.

Publicity

Special stories were prepared and sent out on the Banner of Peace Day, December 27th, and on Saint Panteleimon and the seven new paintings by Nicholas Roerich.

#### ACTIVITIES REPORT -- ROERICH MUSEUM PRESS From December 18, 1931 -- December 26, 1931

ROERICH MUSEUM BULLETIN -- After considerable discussion, our present printer, Steurer Press met the price of its competitors, and we therefore will continue our printing with them as their terms are acceptable and they already know the general form of our Bulletin. Since we are going to supply the paper the problem of inconsistency of paper in each issue will not face us again.

Realm Of Light -- Dr. James H. Cousins, who among others, has written a review of this volume, will place this review in his various contacts throughout India.

Special Foreign editions --Unbound -- Dr. Cousins has suggested the names of several firms in Japan, India and Ireland, who might be interested in publishing our editions in the respective countries, if we could arrange to send them our unbound sheets. We will communicate with them, and see if such arrangements would be possible on all our publications.

<u>Proceedings Book-Material for this volume is now ready for publication.</u> In view of the possibility of saving some unnecessary expense, the Press suggests that it might be best to give this book to Little & Ives to print. We could then hold the type for inclusion in our 1931 Message, thus preventing the necessity of double setting.

<u>Message of 1931</u> - - The Press would like to go to press on the Message of 1931 almost immediately, and we would ask all departments to submit their material for inclusion as soon as it is possible for them to do so.

Christmas Cards for Next Season - -Since the larger concerns order Christmas cards for the next season almost immediately after the New Year, we propose issuing a few new samples of Christmas cards from the cuts now in our possession. --such for instance, as St. Sergius, Chalice of Christ, Joan of Arc, Queen of Heaven.

The Press suggests the possibility of planning a type of Christmas card which would include our campaign postcards, and to endeavor to present them to firms which deal in large quantities of Christmas Cards. This should be done not later than January for next season's sales.

<u>Goethe Symposium</u> -- The Goethe material is being gathered by Dr. Runes, who now informs us that he has a very excellent list of Goethe authorities which includes Romain Rolland. He also expects to have the article from Thomas Mann shortly, and from other German and American Scholars of Goethe. In view of the fact that some of these articles must be translated, Dr. Runes has asked that by January 15th, the Press give him some advance on royalty so as to be able to pay his translators. As soon as the list of his contributors is definite, we will print the advance subscription blanks. We thoroughly realize that this volume must be issued well in advance of the Goethe. Celebration, so that all steps are being taken for immediate publication as soon as the material is received.

Spinoza -- By Dr. Kettner -- Dr. Kettner is also completing his Spinoza

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materia 1 but as the Spinoza Celebration will only take place in November of 1932, the same necessity for great haste does not hold, as it does for the Goethe volume.

Man, The Triune God --By Geoffrey Hodson. Mr. Hodson has sent us some excellent names for promoting this book. He mentions having done a great deal of selling of our publications in California. His cooperation has always been extremely gratifying.

Promotion--Beggar of Beauty-- The list of names sent us by Mrs. Giffin for promoting the sale of her volume of poetry is already bringing good results.

News From South America -- We have received a letter from Mrs. de Botana, former President of the Roerich Society, who has been in Spain, but who now is back in Montevideo. It is quite possible that her husband, the former publisher of La Critica will be invited back to the Argentine. She writes that in the meantime, she will give lectures in Montevideo On Professor Roerich, and then in Buenos Aires, when she returns. She feels that by July possibly, conditions will become normal. In the meantime, she will continue her efforts in Uruguay.

We have also heard from Sra. Gucovsky, that her lecture at the Casa del Pueblo seemed to arouse fine success. As she says: "It is an enormous public, and the hall was decorated with the Reerich Banner of Peace. It is the first time that this hassbeen shown in a great occasion in Buenos Aires."

Lectures -- Miss Grant spoke before the Pan American Students' Association on December 19th in regard to greater understanding between the Americas, and on the work of the Roerich Museum, in this regard. The other speakers were John L. Barrett, former Minister to the Argentine, and other South American Countries -- John L. Merrill, and other leading figures in Pan American relations.

Miss Grant also spoke on the Reerich paintings to a large group from the Union Theological Seminary, which recently visited the museum.

Publicity -- During Christmas week two more stories on the showing of the new paintings by Nicholas Roerich were released, also another special story to all art publications.

Two additional stories on the "Roerich Banner of"Peace Da y" Sunday, December 27th, were sent to all N. Y. dailies and wire services, also to special papers, such as The Midtowner, Jewish Chronicle, etc. Version of same story sent to Editors of Religious pages of all N. Y. papers.

#### ACTIVITIES REPORT--ROERICH MUSEUM PRESS From December 26, 1931 to January 2, 1932

<u>Publicity</u> The Roerich Museum Press is pleased to report that the New York press showed excellent cooperation in publicity on Roerich Banner of Peace Day. Stories sent out appeared in all New York City newspapers except the New York World Telegram.

Photographers were sent from the Times, Herald Tribune, American and Mirror, photographs appearing thus far in the Tribune and American.

Reporters were present from the City News, Associated Press, Times, Herald Tribune, American.

We shall approach the World Telegram to learn why they have overlooked and article which every other newspaper thought was of sufficient significance to feature.

he Roerich Museum Press is glad to cooperate with the International Art Center of Roerich Museum in connection with the Japanese Exhibition, and is making every effort to the end that this occasion may have equally fine results. The Press is arranging a tea for Mr. Okakura. It has approached also various news reels in the hope that they will be interested.

Reerich B nner of Peace A member of the American Committee of the Quaker Church visited Miss Grant in regard to some South American questions, and we discussed with her the Roerich Banner of Peace, and the possibility of the Quaker Church helping to spread its adoption. She seemed extremely interested in this possibility, and will speak to her Council in Philadelphia and possibly plan a visit from us to the Council. She is returning to

New York about the middle of January when we will discuss this possibility further.

Roerich

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It is our plan to work out with her also a plan for a pageant for the/ Banner of Peace to be held at Philadelphia schools, to take place possibly next May.

In this regard Miss Grant would like to suggest that a school pageant written around the Banner of Peace be prepared so that we could distribute it to schools everywhere for the world Banner Peace Day Celebration; or perhaps to hold a contest for such a Pageant.

Goethe Symposium The Foreword for the Goethe Symposium was received, translated and sent to Professor Roerich for his approval.

Spinoza Book The Foreword to this volume has been translated and is now being corrected, and will be forwarded to Professor Roerich within a few days.

Lectures Miss Grant lectured on December 28th before the Suffern Women's Club of Suffern, N.Y., her subject being the Roerich Banner of Peace.

Add Publicity Through one of the Press' Peruvian friends, articles concerning the Decade Celebration and Roerich Banner of Peace appeared recently in three Peruvain publications: La Noche and La Cronica, Lima, and La Sancion. Callao.

#### ACTIVITIES REPORT--ROERICH MUSEUM PRESS From January 2, 1932 to January 9,1932.

Roerich Museum Bulletin-- Due to a mistake in measurement made by the paper manufacturer, the paper stock sent to the printer was the incorrect size, which occasions a delay of several days in producing the Bulletin.

Massage of 1931--Decade Proceedings --It has been decided to combine the Decade Proceedings book with the Message of 1931, by keeping the type standing from the Decade Proceedings book with the idea of using it again in the Message of 1931, thus obviating duplication of expense.

Royalties -- Royalties on Heart of Asia have been handed over to the Agni Yoga Fund in accordance with Professor Roerich's wishes. The same will be done with the Foundations of Buddhism.

Publicity--The Press office undertook the news publicity for the Japanese Exhibition, and was able to obtain the Paramount News Reel to take a moving picture of the event. It is also expected that quite a number of the news photographers will also attend. In addition several companies which handle news photos were notified.

Three news stories were sent out on the Japanese Exhibition.

The Press visited the World-Telegram to ascertain why they give so little space in their news columns. The City Editor said that the news allotment was very small, but that he would give us features whenever possible.

A special Banner of Peace story, accompanied by a letter was sent out by the Press to Asiatic countries as follows:

> Ceylon--The Dinamina, Colombo News Colombo

China-- Gazette, Canton Kwang Chow Man Kwok Yit Po, Canton Herald, Hankow Wah Tze Yat Po, Hongkong South China Post Tsun Wan Yat Po Leader, Peiping Daily News, Peiping Sin Wan Pao, Shanghai Eastern Times, Shanghai North-China Daily News, Shanghai Republican News, Shanghai North China Star, Tientsin India--

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Leader, Allahabad Pioneer " Indian Daily Mail, Bombay Indian National Herald, Bombay Times of India, Bombay Bombay Chronicle, Bombay The Statesman, Calcutta Bengalee, Calcutta Amrita Bazar Patrika, Calcutta Hindustan Times, Delhi Tribune, Lahore The Oudh Akhbar, Lucknow Madras Mail, Madras The Hindu, Madras Rangoon Gazette, Rangoon, Burma Rangoon Evening Post, Rangoon, Burma Exchange Gazette, Rangoon, Burma

Japan--

Fukooka Nippo, Fukuoka Shimbun, Hakodate Yushin Nippo, Kobe Herald-Osaka Gazette, Kobe Shin Aichi, Nagoya Mainichi, Osaka Times, Tokyo Kokumin Shimbun, Tokyo Nichi Nichi Shimbun, Tokyo Shimpo, Yokohama

Persia-- Ighdam, Teheran

Beggar of Beauty--This volume continues to sell very well among the friends of Mrs. Giffin, a list of whom she has given to the Press for circularization.

Wandering Harp by Dr. James H. Cousins -- The manuscript for this volume of poems has been received from Dr. Cousins.

J. J. Little & Ives -- The Press has spoken to Mr. Wadleigh regarding our credit arrangements, and Little & Ives will continue to maintain the same credit arrangement with us as before.

<u>New Contact</u>-a promising new contact for the distribution of the Press publications has been made in Sydney, Australia, with Angus and Robertson, Ltd.

### ACTIVITIES REPORT--ROERICH MUSEUM PRESS

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From January 9, 1932 to January 15, 1932.

Roerich Museum <sup>B</sup>ulletin--The January issue of the <sup>B</sup>ulletin appeared, and the printing of the cuts was felt to be thoroughly dissatisfactory, so that we feel we will have to make a change in the printer, although we had hoped to keep on with the Steurer Press.

Message of 1931--On December 30th, we sent memoranda to the various departments concerning the necessity for the immediate preparation of material for the Message of 1931, and we hope to receive this material shortly.

Decade proceedings book and the "New Decade" by Prof. Roerich-- The Decade has gone to press, as well as the "New Decade" by Professor Roerich. These will be printed in separate pamphlets before they are incorporated in the Message of 1931.

Royalties and Income on Special Publications--In answer to Professor Recrich's question regarding \* the royalties we attach herewith an account of these.

Listings of Roerich Museum Press Publications by Outside Organizations --The Roerich Museum Press is pleased to report that listings of Press publications have appeared in Luzac's Oriental List, London; in the Index of Publisher's Weekly, New York; in the catalogue of the Macoy Publishing and Masonic Supply Company, New York; in the Wilson Bulletin, in the publication of the Halcyon Temple, California, in the heosophical Messenger, Wheaton, Ill.

<u>Alatas Edition of Realm of Light</u> --Several binders who have inspected this edition published by Alatas have observed that it has been very badly printed, both in respect to the body and the binding, which were printed on the cross-grain, giving additional difficulties in binding.

Estimates on binding this book have been obtained as follows:

Brassil Bindery:	<pre>\$75 per thousand in lots of1000. With end sheets\$90 per thousand in lots of 1000.</pre>
Art Binder Co.:	6¢ per copy in lots of 2,000, or \$120.00 for 2,000.
Russell Rutter:	15¢ per copy in 2,000 lots, or \$300.00 for 2,000.

Mr. Robert Littell--Mr. Littell visited us and mentioned that he was writing an article for the New Yorker on the Museum.

Roerich Banner of Peace --We have received a telegram from the National Council of Jewish Women, saying that they were going to sponsor a resolution for the endorsement of the Roerich Banner of

\* This was sent in my last letter

Peace at their coming convention. They have a membership of 50,000.

# Publicity

## Woman's Unity of Roerich Museum

Two stories were sent out to New York and Brooklyn newspapers, and wire services, as well as to several special publications.

Invitations have been sent to twenty newspaper women to attend the special meeting.

## Japanese Exhibition

The Exhibition was covered by reporters from the Herald-Tribune, the American, the Times, Evening Sun, and Associated Press., and by photographers from the Associated Press, Herald Tribune and International News Service.

The Paramount News Reel took moving pictures of the event.

January 15, 1932. 55

Royalty and Income on Special Publications

Altai Himalaya (Royalty Paid)	1157.25
Shambhala ""	207.74
Heart of Asia " "	133.95
Foundations of Buddhism "	26,40
Leaves of Morya (Income)	3.33
Agni Yoga-2nd Edition. (Income)	319.01 *
Reproductions (Income)\$4108.17 (to 12/31/31)	410.82 (royalty due)
	\$ 2,258.50 TOTAL

\* This sum does not include \$133.66 still remaining from the donation of Mr. Kellogg, nor have any service charges been deducted for the preparation of this book.

Note: Regarding "On Eastern Crossroads"--inasmuch as F. A. Stokes & Company have been taking royalty payments which would otherwise be due, and applying them against the large author's alteration charges on this volume, (which we are still contesting) no royalties have been paid on this book.

ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

From January 15, 1932 to January 22, 1932

<u>Nobel Petition</u> -- The draft for a letter to the Nobel Peace Commission was formulated, and submitted to the Trustees. It was accompanied by the material on Professor Roerich's world-wide activities for peace and has already been forwarded to Oslo.

Message of 1932 The Press is awaiting copy for the annual report from the various departments.

FOREIgn Publications -- The Press has written to special publishers of Japan, Ireland, England and India with regard to possible cooperative editions of our publications.

Spinoza Book -- The foreword has been sent to Professor Roerich for his approval.

Goethe Symposium - This material is expected to be in the hands of the printer by February 1.

Distribution -- An appointment has been made with Ives-Washburn for a possible cooperative distribution on our books outside New York City.

An advertisement was inserted in the Special Anniversary Issue of the <u>Publishers Weekly</u> and a list of our publications has been sent this magazine for their index.

Broadwides have been written and printed for the "Life of Bruckner" and "Man, the Triune God," and circularization on these will begin immediately. Through the courtesy of the Reconciliation Group the Press has been enabled to distribute to their med ling list 400 circulars each on "Realm of Light", "Foundations of Buddhism" and "Heart of Asia." Our records have been carefully studied with regard to the books whose sales have been slow end a plan for circularization has been outlined to care for these.

Over 600 letters have been sent out to a list of selected addresses both here and abroad, given us by Dr. Cousins, offering a slight reduction in the price of the book for advance subscriptions. We have already had an excellent response to this and feel that this method is one which would be good policy to follow on subsequent books.

Publicity -- Mr. Blakesley, Science Editor of the Associated Press, will send out several stories on the work of the Himalayan Research Institute. For this purpose we have been able to obtain excellent material from Dr. Merrill, who was interviewed personally at the Botanical Gardens and

who gave us some very splendid data concerning the medicinal properties of various plants which are already known.

The complete story of the Woman's Unity Meeting appeared on the front page of the New York Enquirer.

A story of the Travelling Exhibition of the Art Center of Roerich Museum was sent to the papers of greater New York and appeared on the front page of the New York Evening Journal as well as in other smaller papers.

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Publicity -- The Press has begun a weekly release on various news items regarding its books and authors. Last week the announcement of the award to Professor Roerich of the Legion of Honor and the Bruges Medal headed the Book News column of the World-Telegram.

Lectures -- The director of the Press gave lectures last week as follows; Mandayx Tuesday - Parents' Association Wednesday - National Council of Jewish Women at Newark Thursday - Students at Theodore Roosevelt High School

Losses through bad debts -- The account of Mr. Leon Dabo, who has owed us \$7.20 since May 21, 1930, has been taken

off our books.

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## ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

## From January 22, 1932 to January 29, 1932.

Reerich Museum Bulletin--The February issue of the Bulletin will again be a twenty-page edition. Although the Press has attempted to limit the use of the departmental space, the Press feels that a certain contribution should be made from each department toward this extra expense, at least until April when we may have to increase the general subscription rate.

Steurer Press--as a result of our complaints, insisted on making an extra printing of five hundred copies of the January issue of the Bulletin. They have again promised to do everything in their power to print the Bulletin carefully.

Decade Proceedings Book Message of 1931 -- The Press has received the galley proofs on the Decade Proceedings Book, and is now checking these. No material has been received from any of the departments to date for inclusion in the Message of 1931.

Realm Of Light -- The cost of the Realm of Light, plus corrections, and the insertion of extra copy etc., brought the final cost of this volume, including jackets, binding etc., to \$1564.00.

New Contacts--At the request of Mrs. Horch, samples of books and reproduction have been sent to Col. E. L. Thompson of Toronto Canada. Samples of reproductions were also sent to Mr. Willard Johnson of the Colonial Art Company of Oklahoma City, Okla, to Dr. Felix Lukin, Riga; Librarian, Krotona, Ojai, California.

Circularization -- Special promotion is being prepared on the Foundations of Buddhism, which will cover lists of the Heads of

philosophical departments of universities and colleges throughout the country, theological seminaries, London and Los Angeles bookstores, etc. Work is also being carried on in the promotion of Geoffrey Hodson's book--"Man the Triune God".

<u>Publicity</u> -- During the past week a story on the monthly Friendship Dinners was sent to all New York City, Brooklyn and Bronx papers. In connection with the story about "Urusvati" which the Associated Press will release next week, photographs were submitted to them for their use. A story on the opening of the second semester of Master Institute was sent to Sunday papers in New York City, Brooklyn and Bronx, to all evening papers for Monday, as well as to papers in New Jersey and Westchester. Invitations to the tea and reception for Count de Fontnouvelle were sent to all Society and City Editors of New York newspapers.

From South America -- The Director of the Press has received a letter from Mr. Armando Maribona of Havana, Cuba, asking whether a

committee in cooperation with the publication "Artey" Decoracion" and with Circulo de Bellas Artes, and Colegio de Arquitectos could be formed in order to nominate a commission to select buildings and monuments on which the Roerich Banner of Peace should now hang. They all want the design for their flags. <u>Goethe Symposium</u> -- The Director of the Press has advanced \$100 given to Dr. Runes for expenses in connection with this volume.

<u>Memorandum</u> -- The previous practice of the Press in waiting until the end of the month for all Bulletin copy to be received and written up and then submitted to the Trustees as a whole, has been found to disadvantageous, as it necessitates too much rush in production at the last minute. The Roerich Museum Press therefore finds it necessary to send various pieces of copy for the Bulletin to the printer throughout the month, as this copy is prepared. Such material will be submitted separately to the Trustees, if they wish to see it, for approval.

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### ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

#### From January 29 to February 6, 1932

Goethe Symposium--Half of the manuscript for this volume has been received, and the remainder has been promised for delivery on Monday, February 8.

The contributors include: Allen W. Porterfield, Professor of German Literature at the University of Wisconsin; Frederick B. Robinson, President of the College of the City of New York; Wallace B. Nichols, President of the Goethe Society of Great Britain; Romain Rolland; Thomas Mann, Nobel Prize Winner in Literature for 1929; Professor Korff of the University of Munich; J. G. Robertson, Professor Jennisch, and Dr. Dagobert Funes, with an Introduction by Professor Roerich.

Broadsides are being prepared, for the solicitation of advance subscriptions both on the Goethe Symposium and Spinoza, by Dr. Kettner.

A Wandering Harp. The advance sale for this volume is coming in very well. In accordance with the request of Dr. Cousins, we are printing a De Luxe Edition of 100 copies of the book. This edition will be printed on superior grade of paper with a leather or sheep-skin covering. The estimate for the De Luxe Edition with leather cover will be 95¢ a copy, while the sheep-skin will be 75¢ a copy.

Roerich Museum Bulletin--The February issue of the <sup>B</sup>ulletin went to press this week. In accordance with the request of <sup>M</sup>adame de Vaux-Phalipau, her biography has been removed from the Bulletin, which also necessitated the removal of some additional material in order to eliminate the full form of four pages. This has brought the <sup>B</sup>ulletin back to sixteen pages for the month of February.

A letter has been received from the library of the Musees Royaux d'Art et d'Histoire, Brussels, requesting us to continue sending the Bulletin on the basis of exchange, as we have been doing thus far. We believe similar requests will continue to reach us from Europe when the Bulletin stops its cirulcation and we would be interested in having the Trustees' consideration of this question.

Message of 1931--We are glad to report that copy for the Message of 1931 has been received from the office of the Roerich Museum. We are awaiting the material from the other departments.

Since, as has been customary in previous years, considerable editing and proof-reading has to be done on the copy for this volume, it is extremely doubtful whether it can appear by March 24, unless the most strenuous efforts are made.

Decade Proceedings Galley proofs on this volume have been checked, and should it be desired, reprints could be made on this book almost immediately.

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Interview with Ives Washburn Miss Grant had an interview with Mr. Ives Washburn who was most helpful in giving

information concerning questions of general management and expense regarding his own publishing house. He seemed doubtful as to whether it would pay him for the present to undertake our sales distribution in conjunction with his own sales force. He mentioned, however, that in his publications designed for general distribution, he invariably spends \$500.00 on advertising on the day of the book's appearance, which is "customary" in the trade, as he expressed it.

#### Question of Smaller Editions to Permit Quick Turn-Over

to Permit Quick Turn-Over In view of the fact that we feel it advisable to turn over book stock more rapidly, thus making it possible to make our available funds cover a more diversified list of publications, we suggest the limiting of editions of future books to 1,000 copies, a second edition to be printed only if actual sales make it seem necessary. Although this brings the cost of the individual book up a trifle, we feel that this will be more than offset by the advantage of amore varied list of titles.

Roerich Banner of Peace The Director of the Press wishes to report that the Resolution for the Indorsement of the Roerich Banner of Peace was passed by the New York State Federation of Women's Clubs, as reported at the Convention meeting this week.

Lectures The Director of the Press has been requested to speak for the New Jersey State Federation of Women's Clubs over its Weekly Radio Hour. Next Monday, February 8, she will speak on the Roerich Banner of Peace.

Publicity The Press has cooperated with the Roerich Society in the preparation of an advance story on "The Soul of Mexico", also sending out invitations to all motion picture critics. An advance story on the lecture by Leon Dabo was also prepared, as was also a story on the lecture during the previous week by Mr. Sikorsky.

The <sup>P</sup>ress also cooperated with <sup>U</sup>rusvati in planning a story which, with pictures, was released through the Associated Press, in which an interview with Miss Lichtmann was included at our request.

A suggestion for a story on the frescoes done for the Altro Shop was also given to the Master Institute by the Press, as well as a story on the sculpture work done by the sculpture class for the George Washington Bi-Centennial.

# ACTIVITIES REPORT -- ROERICH MUSEUM PRESS

From February 6, 1932 to February 12, 1932

Goethe Symposium The complete contents of and contributors to this volume

are as follows: Introduction by Professor Nicholas Roerich; "Goethe the Musician", Romain Rolland; "Goethe's Perennial Message" Dagobert D. Runes, Editor, "The Thinker"; "Goethe's Paganism in Art and Religion", Thomas Mann, Nobel Prize Winner in Literature for 1929; "Goethe--A World Figure", Dr. Frederick B. Robinson, President of the College of the City of New York); "Great Moments in Goethe's Life", Allen W. Porterfield, Professor of German, the University of West Virginia; "Goethe and Faust" George Santayana; "Goethe the Poet", Wallace B. Nichols, English Playwright; "Views on Art", H. A. Korff, Professor in German Literature, University of Leipzig; "Goethe and The Far East", Erich Jenisch, Editor and publisher of German Literary works; "As Scientist and Critic", John G. Robertson, Professor of German Language and Literature and director of Scandinavian studies in the University of London; "Goethe and Contemporary Thought", Harry Slochower, of Brooklyn College; "Goethe 1832-1932", by William Ellerly Leonard, Professor of English, University of Wisconsin.

A Wandering Harp--Many advance orders on this volume both in the regular, and the De Luxe Edition have been received.

Reerich Museum Press Catalogue of Publications -Since data on all books is now completed, we will proceed with the printing of the Catalogue of Publications.

Message of 1931--To this writing, no department except the Roerich Museum has submitted material for inclusion in the Message of 1931.

<u>Ives Washburn</u>-- The Director of the Press received a second visit from Mr. Ives Washburn who suggested handling the sales of the Publications of the Roerich Museum Press asking an advance guarantee of \$1500 commission for the year, which we assured him was out of the question. He proposes, however, to submit another offer as we suggested the possibility of his taking a test sales trip.

Publications on the Press--A Wandering Harp; Man, the Triune God; and the Symposium on Goethe are now on the press, with the volume by Mr. Hodson due for completion on February 15. A number of advance orders have already been received on Man, the Triune God.

End of the Season's Publication Program--With the publication of the book on Spinoza, and Flambeaux, the list of new publications for this season will have been completed. In accordance with Professor Roerich's request, we will begin the coming seasons publications with the Second Volume of American Artists-- in addition to Maitreya, which we anticipate publishing.

Publicity--During the week the following material was prepared and released: Story on lecture by Dr. Shirley Wynne, on February 9th; sent to New Y ork newspapers; story on the identification of plants by Dr. E. D. Merrill, sent to all wire services and about 100 newspapers. Story on the tea in honor of the Consul General Tredwell and Mrs. Tredwell given by Mrs. Lichtmann, sent to Society editors of all New York newspapers. A Photograph of the Master Institute students clay modelling was placed with the Herald Tribune. Further efforts will be made in this connection to place additional pictures. A Story on the Goethe Symposeium was prepared and released to 95 English newspapers, and 33 German newspapers throughout the country.

Letter from Mrs. Sresnevska A letter has been received from Mrs. Sresnevska in which she says that she has already begun to sell some of the reproductions sent her by the Press, and that she believes they will find a ready sale providing a reduction in the sales price is

possible.

Note: Due to the fact that our bill has not been paid to J. J. Little & Ives, the order on the printing of Agni Yoga has not been accepted. They now say that they will accept the order only if we promise to make complete payment on the bill within 90 days, which was

the lease and the second second	LOR MAN		100.30
Deposits Repros & Publ. Extension Trips	50.00 4027,26 6,25	47.46	50.00 4074.72
Gen'l Outside Publ. Photos & Prints Expenses for Dist.	745.17	8.60	6.25 753 <b>.77</b>
Commission on Sales	333.92		333.92
	\$5356.75	\$59.50	\$5416.25
DISBURSEMENTS			
Outisde Publ. Publ. Cost Director's Salary Secretary Reproductions Photos "Prints Promotion Commission on Sales Trips	710.28 2499.85 2105.00 1624.00 378.01 35.41 95.13 200.31	35.00 40.00	710.28 2499.85 2140.00 1664.00 378.01 35.41 95.13 200.31
Postage Stationery Office Expenses General " Royalties	251.98 104.95 96.50 118.92 127.35		251.98 104.95 96.50 118.92 127.35
	\$8347.69	\$75.00	\$8422.69
			A AN A A A A A A A A A A A A A A A A A

N.B. Discrepecancies in this statement, as compared with our six and seven month Statements are due to the facts, that under various items Such as printers bills, director's salary, etc. are bills which were due before Unpaid Bills \$917.92 Octoberl, and relate to last year's account. 310 RIVERSIDE DRIVE NEW YORK, N. Y. SOLD TO Mr. Siriwardahna Cla Organizing Secretary, Young Men's Euddhist Association Or

ROERICH MUSEUM PRESS

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Clarkson 1700

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Order No. Date 6/29/31

2.00

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33 1/3%

2 Foundations of Buddhism Less 1/3

1.50 each 3.00 1.00

Plus Postage

\$2.14

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1835

## From February 12, to February 20 1932

# I. Progress of Publications

Man, the Triune God.--This book was completed February 19, and the major part of the distribution to reviewers has already been taken care of.

A Wandering Harp.--This volume should be completed about the middle of March. We are continuing to receive a gratifying number of advance orders.

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Goethe.--The Symposium has been definitely promised for delivery from J. J. Little & Ives on March 9, which we feel is quite a record, inasmuch as copy was sent on February 8.

Russian <sup>D</sup>ooks. --Five hundred copies of the Russian edition of "Realm of Light" have been bound, and thus far in addition to the individual copies sent out at Professor Roerich's request, we have forwarded twenty copies to Mr. Povolozky, fifteen copies to Dr. Felix Lukin, and ten copies to Dr. <sup>C</sup>hklaver.

We have written to Mr. Grebenstchikoff requesting a list of Russian bookstores, and will proceed with the distribuition on this ourselves, as soon as we receive the list from him.

## II Maitreya

In answer to our letter submitting "Maitreya" to World Unity, we have received the accompanying reply. In regard to the Hebrew phrase mentioned, a Rabbi was consulted for the proper transcription.

III Japanese Contact --Mr. Takano, visited the Director of the Fress, in regard to writing several articles on Professor Moerich for Japan, and translating some of the material from the "Realm of Light". On his return to Japan he will continue his contact with the Fress, and will also endeavor to assist in the distribution of the Press publications.

Through Mr. Takano we were able to obtain the publishers of the Japanese edition of "Adamant", and have already ordered additional copies.

- IV Dr. Jose Juan Tablada Dr. Tablada, known as the Poet Laureate of Mexico, is to write an article on Professor Roerich for one of the Mexican magazines. He then plans to have reprints made for circularization throughout South America.
- V Publicity During the week the following publicity was prepared: A story for the Master Institute (Washington's Birthday Celebration) placed with Mr. Jackowitz, School Editor of the Evening Pun, the article appearing Feb. 16. Another story on the same event placed with the World-Telegram, appearing Feb. 17, and another story sent later to all New York City, Brooklyn, Bronx, and Queens newspapers on the Celebration. A contact was made with Mr. O'Connor, City Editor of Marlem Edition of Evening Journal, and he promised to try to use pictures of children making clay models for the Celebration. Twenty personal invitations were sent out for Miss Lichtmann's Address on Feb. 24 to special writers. A story was sent out on the second Friendship Dinner, on the Dramatization of Prof. Roerich 's and Tagore's Poems by Mrs. Bertha Kunz Baker, and an advance story on the Contemporary Canadian Artists Exhibition.



## ACTIVITIES REPORT--ROERICH MUSEUM PRESS

From February 20to February 27, 1932

# 1. Progress of Publications

The <sup>B</sup>ulletin for March is in process of publication. "A Wandering Harp" is in galley form, and is now being corrected. "Goethe" is now in page form.

Spinoza Quarterly The new issue of the Spinoza Quarterly has been completed. we wish, however, to say, that the advance copy was not shown to the Director of the Roerich Museum Press, and when we saw the material, it had already reached the second page-proof stage, so that only a very few superficial corrections could be made. We would be interested in having the Trustees' opinion as to whether in such a case the name of the Roerich Museum Press should be permitted to enter as the publisher of such an edition.

# 2. Promotion

Brodsides have been written and are being printed for both the "Goethe" and the book on "Spinoza".

It has been decided to make a special Easter offer on "Realm of Light" to members of the "oerich Society, and circularization on this will be taken care of next week.

Extensive circularization has been carried on this week on "Flame in Chalice", "Foundations of Buddhism", "Beggar of Beauty" and " A Wandering Hærp."

## New Books by Dr. Cousins

Dr. Cousins has approached a foundation in New York, discussing the possibility of publication for them by the Roerich Museum Press of two additional volumes by him.

4. <u>Report on Agni Yoga</u>	The following 23, 1932, on Fotal Run			as of Feb: Balance	ruary
Second Edition (2 Vols. in 1 binding)	1026	170	53	803	
First Edition Vol I Vol II	1000 1000	98 91	902 584	0* 325	

\*A few remain which have been kept by individuals for the archives.

Distribution apparently is bout in the proprotion of two thirds to individuals and one third to organizations and bookstores. Inasmuch as we have been unable to mention the Roerich Museum Press as the publisher of this book, it has been rather difficult to do general circularization, and the circularization has therefore had to go to individuals rather than to bookstores.

far: Name of Book Date No. Copies To: 1/4/32 Realm of Light (Russian) Mr. Povolozky, Paris 10 Realm of Light (Inglish) -5 it Illumination (Russian) 50 Chalice of the East (Russian) Realm of Light (Russian) 23 50 1/29/32 10 1/1/32 br. Felix Lukin, Riga Realm of Light (Russian) 5 Realm of Light (Russian) 1/29/32 10 Dr. George Chklaver, 1/29/32 Realm of Light (Russian) 10 Faris

#### 6. Publicity Report

5. Report on Mussian Books

A splendid advance notice on "Goethe" appeared in the "Boston Transcript" for February 17

A photographer from the Evening Journal, came to take pictures of the winners of the two scholarships in painting at the Master Institute.

An advance story on the talk by Bishop McConnell, was sent out for the Roerich Society, also advance story for the St. Francis of Assissi Assn. of Moerich Society on Miss Grant's lecture on St. Francis of Assissi.

A second story on the "Goethe" book announcing a publication date.

Fublicity sent out on the Second Friendship Dinner of the Roerich Society.

A story written for Master Institute announcing details of the operas to be presented in April.

the following distribution has been made thus

# ROERICH MUSEUM PRESS--FINANCIAL REPORT

INCOME	10/1/30 To <u>6/10/31</u>	6/11/31 To 6/17/31	10/1/30 To 6/17/31
Bulletin Library Deposits mepros & Publications Extension Trips Gen'l Outside Publ. Photos & Prints	88.90 109.93 50.00 4113.43 6.25 763.99	2.84 1.25 1.00 86.36 22.64	91.74 111.18 51.00 4199.79 6.25 786.63
_xpenses for Dist. Commission on Sales	333.92		333.92
•	\$5466.42	\$114.09	\$5580.51
DISBURSEMENTS			
Outside Publications Publication Cost Director's Salary Secretary Reproductions Photos & Prints Promotion Commission on Sales	738.85 2599.85 2 175.00 1704.00 378.01 35.41 95.13 200.31	103.65 46.88 35.00 40.00	842.50 2646.73 2210.00 1744.00 378.01 35.41 95.13 200.31
Trips Postage Stationery Tfice Expenses eneral " Royalties	251.98 117.45 96.50 118.92 127.35	12.18 18.00 3.17	264.16 135.45 96.50 122.09 127.35
	\$8638.76	\$268.58	\$8907.34

Unpaid Bills

11

\$ 793.71

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## Activities Report -- Roerich Museum Press

#### February 27 to March 6, 1932

# L. Roerich Museum Bulletin

The March Issue of the Roerich Museum Bulletin went to press this week.

# 2. Progress of Publications

Goethe Symposium The technical work-- and final checking of page proofs was completed on this book this week, as well as the preparation of jacket and broadside copy. The book is to be completed March 10.

A Wandering Harp Galley proofs have been checked on this volume and pages are expected in a few days.

Man, The Triune God Geoffrey Hodson, who has now returned to New York, is giving a series of lectures at Mecca Temple, which we feel will stimulate the sale of the books.

Message of 1931 The Roerich Society has informed us that the material for the Message is completed, and we may expect it early next week.

It is the understanding of the Press that each department--to the best of its ability--shall submit the data and material for its annual report. The Press will be happy to edit and re-write wherever necessary, Since, however, the International Art Center has categorically refused to submit such material, "because the secretary is too busy with other matters, and because it is up to the Press to get the material for itself from the weekly reports and Bulletin", the Roerich Museum Press will make up this annual report of the International Art Center as best it is able, although we feel that the weekly reports of the Bulletin do not give a thorough perspective of the year's work of the International Art Center. We should like to ask Professor Roerich what he feels should be the prodedure in such cases, as we are anxious to follow whatever plan he feels is the correct one.

3. Publicity As a result of releases sent out on the Goethe Symposium, notices have appeared in the following papers in addition to those mentioned last week: the New York Evening Post; Cincinnati Times Star, and the Newark Evening News.

During the week, a story on the Master Institute Operas was sent to all borough newspapers, New Jersey, Long Island and Westchester County papers. A story was sent out on the luncheon for distinguished writers held under the auspices of the Roerich Museum Press Fund Committee, Monday, February 29.

Four columns of pictures on two scholarship winners of Master Institute appeared in the Evening Journal, March 1, arranged by the Roerich Museum Press.

# Publicity continued

Story sent out announcing the Latin-American Country Festival of the Grupo Inter-Americano. Story also sent out on the Canadian Exhibition to all leading Canadian papers and "home-town" papers, of all artists represented in the exhibition; also to all newspapers im greater New York, a selected list of papers in and around New York City and to wire services, Wednesday, March 3, a luncheon of the Ex-Chicago Newspaper Women's Club was held at the Museum, the members being on the staffs of New York City newspapers, Magazines and feature services. Several of them went through the Museum to "get acquainted."

4. <u>Press Luncheon</u> On February 29, a luncheon was given under the auspices of the Roerich Museum Press Fund Committee at which a number of authors and critics were present, and we feel that it served to make those present greater friends of the Institution and of the Press. We will continue a series of similar activities with the purpose of creating closer contacts with the members of the editorial and literary body of this country.

Among those present were: Don Seitz, eminent American writer; Henry Seidel Canby, Editor of the Saturday Review of Literature; Margaret Widdemer, distinguished American novelist and poet; Louis Sherwin, columnist on the New York Evening Post; Frederick Thompson, Editor of "The Commonweal", leading Catholic magazine; Horace Holley, Editor of "World Unity" Magazine; John O. Cosgrave, former editor of the Sunday World; Fulton Oursler, novelist and playwright, and others.

5. Interesting Contacts Baron Tinty, of Schallaburg Castle, Austria, bearing a letter of introduction from Dr. Christian Brinton, visited Miss Grant recently. Baron Tinty is anxious to develop at his ancestral seat a center of art and culture. We are planning to arrange a meeting with Mrs. Horch, to see what may be developed in this connection with the Roerich Society.

Mr. Flower, of the Pan American Union, called the Director of the Press, asking her to cooperate with Mr. Charles H. Sherrill, Chairman of the Committee of Fine Arts of the International Olympic Games Committee and former Argentine Ambassador, in arranging the Latin-American Department of the International Exhibition at the Olympic Games. Since this communication, Miss Grant has also received a letter from Miss Leila Mechlin, who apparently has been appointed Director of the American Art Section, on the same subject. Miss Grant, NEWAWARY is communicating directly with General Sherrill.
## ACTIVITIES REPORT--ROERICH MUSEUM PRESS March 5, 1932 to March 12, 1932

- 1. <u>Message of 1931</u> Figured on the basis of the Message of last year, our estimate for the Message of 1931 for 1500 copies, instead of 2000, will be approximately \$800.00. This amount may be reduced slightly by less pages, and less illustrations. In the printing of last year's Message, many author's corrections were incurred by departmental changes on galley and page proofs. We ask the departments to overlook carefully their copy once again before it goes to the printers, so that no actual changes in text other than typographical corrections will be necessary on the galley or page proofs, as these are all charged for additionally. We have been working on the copy of the Message of 1931 which has reached us so far, and have been compiling the International Art Center article for this book.
- 2. <u>Goethe--Symposium</u> This volume was completed March 10, and distribution to reviewers, etc. has been completed.
- 3. Recrich Museum Bulletin The March Bulletin has been received and mailed. In accordance with our decision, we have sent no copies to Europe.

The collars of -dicho.

In accordance with the wish of Professor Roerich that the photograph of the Laboratory under construction at Urusvati, be included in the Bulletin, we have inserted in the March issue, and have returned it (the original of the Pic /it ture) to Miss Lichtmann, with the Album.

- 4. Adamant The present edition of Adamant is practically exhausted, and we are holding all the remaining copies for the permanent archives. We hope someday to be able to publish another edition of Adamant, which is always in great demand.
- 5. Dr. Sven Hedin Miss Grant invited Dr. Hedin to visit the Museum, and is glad to know that he came to the Museum, March 11.
- 6. <u>New Sales Representation</u> The Roerich Museum Press has arranged with Brown-Robertson Company, Inc., to take its reproductions and art books through New England to sell to teachers and educational institutions. The minimum percentage under which they will work is 50%.
- 7. Publicity Publicity was sent out as follows during the week:

A second story was released on the Fiesta of the Grupo Inter-Americano. Story sent out on Roerich Society Tea and Reception for members. Story sent out on Miss Grant's lecture on "Nicholas Roerich". All newspapers advised by telephone of Mrs. Roosevelt's address (in addition to announcement stories sent), with the result that three reporters came and reports appeared in the Times, Tribune, American, Evening Journal and World-Telegram. A visit was made to N.Y. Times to the man in charge of the weekly "Calendar of Events". He stated that they could not use announcements of any "course of lectures" for the Inst. of Advanced Education, the New School of Social Research or any othergroup, and that Dr. Runes had been definitely informed on this point. He indicated that they would use notes of interesting events in the Museum calendar, asking that we give a parenthetical explanatory sentimence so they might know when an event might be of general interest.

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## ACTIVITIES REPORT--ROERICH MUSEUM PRESS March 12, 1932 to March 19, 1932

- 1. Rearich Museum Bulletin As many of the subscriptions to the Bulletin from the various departments will expire with the April issue, the Press plans to prepare lists of such expirations and submit them to each department with the request that these be checked, and official orders for renewal or cancellation be given us. We should also like to request that any mecessary corrections in addresses be indicated.
- 2. <u>Man, the Triune God</u> Mr. Geoffrey Hodson came in recently, and we consulted him concerning the distribution of his book. He will give a lecture at the Museum on April 4th, and we will make this a special occasion to call attention to his book.
- 3. <u>Message of 1931</u> Final copy for this volume was received the morning of March 19th, and we can therefore now proceed at once with its publication.
- 4. <u>A Wandering Harp</u> Due to difficulties of make-up, etc., it is very unlikely that this book will be completed before

March 30.

- 5. <u>Goethe Symposium</u> Professor Adolph Busse of Hunter College called us and expressed his deep indignation at the manner in which Dr. Runes had treated him in regard to the Goethe Symposium. Dr. Runes did not even reply, and omitted it from the Symposium without even notifying him.
- 6. Roerich Museum Press Campaign At the meeting of the Roerich Museum Press Campaign Committee, it was decided to have a literary luncheon each month until Summer, and after that once a week until Fall, in order to make friends of literary people and to establish at literary rendezvous at the Museum.
- 7. Publicity For the Master Institute Complete story on operas announcing the list of patrons, etc. Story to all borough papers, Westchester and New Jersey wire associations. Times and Herald Tribune visited to invite critics personally to attend operas.

For the Roerich Society Announcement of tea and reception sent to all Society Editors. Story sent on Miss Grant's address on Professor Roerich. Goethe Celebration story sent out to be released Sunday-personally delivered to morning newspapers. Founders day Story sent to all newspapers in and around New York and to important papers in Pennsylvania, Connecticutt, New Jersey, Upstate, etc. --(About 85 outside papers).

For "oman's Unity Advance story sent to all New York City and Brooklyn and Bronx newspapers.

Pan American Woman's Assn. Advance story sent on the recent meeting.

A very good story on Urusvati, Himalayan Research Institute appeared in the Evening Sun of New York, March 16.

#### ACTIVITIES REPORT -- ROERICH MUSEUM PESS

March 19,1932 to March 26, 1932

- 1. <u>Roerich Museum Bulletin</u> The April is sue of the Bulletin went to press this week. The "Queen of Heaven" by Professor Roerich will be used as the front cover illustration. Professor Roerich's tribute to Goethe, as well as the Message of March 24th will be included in this issue.
- 2. <u>Wandering Harp</u> In order to hasten the appearance of this volume, Dr. Cousins went to the printers to make the final check on the page proofs. The stone proofs, cover dies and jacket have been approved on this book.

Through the lists given us by Dr. Cousins, advance orders on "A Wandering Harp" have been received from a number of interesting subscribers in foreign countries as follows: The Maharaja of Mysore; Mrs. F.M.Swanzig, Honolulu, Hawaii; T. Baty, Tokio, Japan; Wm. Mullan & Son, Belfast Ireland; Prof. Leigh Smith, Columbo, Ceylon (Royal College); Mr. M. Manuk, Hongkong, China; Dr. Steinberger, Bad Soden, Taunus, Germany.

The Roerich Museum Press wishes to express its appreciation to Woman's Unity and Miss Lichtmann for arranging the celebration upon the appearance of its new book--"A Wandering Harp"by Dr. James H. Cousins.

- 3. <u>Spinoza--By Dr. Kettner</u> One thousand leaflets, soliciting advance subscriptions to "Spinoza", have been given by the Press to the young students of the Spinoza Group with the request that they endeavor to secure as many advance orders as possible.
- 4. Lecture by Geoffrey Hodson On April 4th, when Geoffrey Hodson will lecture, the Press is planning to take this opportunity to push the distribution of his new book, "Man the Triune God", which it has recently published. It is also felt that it will be judicious to invite a few additional speakers.
- 5. <u>Goethe--Symposium</u> The Press arranged with authorities at Carnegie Hall to permit the distribution by ushers on the occasion of the Goethe Celebration there of approximately 1800 leaflets on the Goethe book published by the Press. We also arranged for a special display of the books at the Carnegie Hall Bookstore, just adjacent to the Hall, at the time of the Celebration. We will try to follow other Goethe Celebrations in the same manner.
- 6. Reerich Museum Press Campaign Mrs. Gertrude Atherton, the well-known novelist, has accepted an invitation to be the Guest of Honor at the first of the series of Literary Luncheons to be given monthly by the Reerich Museum Press, on April 15th.

Mr. Dreiser has informed us that as he expects to be out of town in April, he will not be able to participate in a debate here in April. We will try to procure him for May.

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With the aid of Anita Browne, a lecture on the romance of English Inns as related to English literature. Will be given at the Roerich Museum on April 14th, from which a percentage of the proceeds will go to the Roerich Museum Press Fund.

Sazuke Tsurumi, eminent Japanese novelist, whose novel, "The Mother" has just been published, will through the arrangements of the Press, give a lecture on contemporary Japanese Culture in collaboration with the Roerich Society.

7. Interesting Contacts Flame in Chalice and other books by Nicholas Roerich in various parts of Canada.

Through the introduction by Dr. Christian Brinton, of the Press has arranged for two moving pictures--one on Jugoslavia by Constantin Kostich, and one on "Scenes of Nature" by Mr. Rodakevich, under the auspices of the Roerich Society.

8. Recrict Banner of Peace--Pageants The Director of the Press has arranged for the presentation of a pageant devoted to the Banner of Peace in at least six high schools of Philadelphia, and at the Annual Convention of the New York State Junior Federation of Women's Clubs. These pageants, which symbolize the Banner of Peace as the standard for world understanding, will be based on the pageant which Mrs. Bertha Kunz Baker will present at the Museum in May. The Philadelphia presentations will take place on May 18th; the presentation of the Junior Federation, on April 9th.

The Roerich Museum Press will cooperate in mimeographing Mrs. Baker's outline, and if possible, will try to find the means of compiling it in some form for the use and distribution among schools and junior organizations.

9. <u>Publicity</u> Second story sent on Goethe celebration--All morning newspapers and the City News Bureau called by telephone to remind them, also the German papers were called by telephone.

Second story sent on Founder's Day. - Long story appeared in N.Y. Enquirer. Times listed all speakers.

Story on Finnish Art-Crafts exhibit prepared. Sent to N.Y.C., Brooklyn, Bronx, Queens, Richmond newspapers and Westchester County.

Sunday story on the operas to be presented by the Chamber Opera Guild of Roerich Museum prepared. Delivered personally to Herald Tribune and Times. Also a Monday story on same for the afternoon papers of Monday. (Sunday story sent to Brooklyn Sunday papers also)

Personal visits made to Music Departments of Evening Post and the Sun.

Invitations for Woman's Unity evening, March 31, sent to 20 special writers etc. on N . Y. newspapers.

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# ROERICH MUSEUM PRESS--FINANCIAL REPORT

INCOME	10/1/30 to 7/8/31	7/9/31 to 7/15/31	10/1/30 to 7/15/31
Bulletin Library Income Library Deposits Repros & Publ. Extension Trips Gen'l Outside Publ. Expenses for Dist Commission on Sales	95.04 112.89 49.00 4358.14 6.25 805.45 333.92	.40 2.00 1.00 215.06 1.05	95.44 114.89 50.00 4573.20 6.25 806.45 333.92
	\$5760.69	\$219.51	\$5980.20
DISEURSEMENTS			
Outside Fublications Publication Cost Director's Salary Secretary " Reproductions Photos & Prints Promotion Commission on Sales Trips Postage	867.08 2794.10 2315.00 1864.00 387.71 49.18 95.13 200.31	48.82 100.00 35.00 120.00 5.50	915.90 2894.10 235 <b>9/00</b> 1984.00 393.21 49.18 95.13 200.31
Stationery Office Expanses General " Royalties	275.61 145.85 111.40 129.36 127.35	24.15 21.20 3.00 4.75	299.76 167.05 114.40 134.11 127.35
	\$9362.08	\$362.42	\$9724.50

Unpaid Bills

\$1123.02

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### ROERICH MUSEUM PRESS ACTIVITIES REPORT

From March 26, to April 1, 1932

1. <u>A Wandering Harp</u> The Press wishes to express its appreciation to Woman's Unity of Roerich Museum through whose kind cooperation it was able to announce the new volume "A Wandering Harp" to those attending the Recital in honor of Dr. Cousins athe evening of March 31st. The sales made during the evening, as well/through advance subscriptions to the book have been most gratifying.

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2. <u>New York State Federation of Women's Clubs</u> The Director of the Press arranged a meeting of the New York State Federation of Women's Clubs at the Museum March 30th, the subject being "International Cooperation", presided over by Mrs.

the subject being "International Cooperation", presided over by Mrs. James Lees Laidlaw, and with such leading women workers for peace attending as Mrs. William Dick Sporborg, Mrs. Hoyt, Mrs. Phelps, Mrs. Frank Day Tuttle. About 175 women attended, and 83 women had luncheon at the Museum, after which the group was taken through the Museum by Miss Grant.

The Roerich Banner of Peace was displayed on a staff at the head of the speakers' table, and throughout the proceedings the chairwomen made mention of the work of Professor Roerich and the Museum for the cause of peace. During the luncheon, Mrs. Sporborg spoke of Professor Roerich, and read his letter written to her. A copy of a letter of appreciation from Mrs. Sporborg is attached herewith. The luncheon was excellently handled in the dining room, and although thirty more women than those originally expected, attended, it was very efficiently and capably managed.

- 3. J. J. Little & Ives Co. Mr. Horch and Miss Grant visited Little & Ives Company, to arrange our credit agreement with them. They were extremely friendly, and the conditions of the credit are outlined in the accompanying copy of our letter of confirmation to them.
- 4. Retail Outlets in New York Personal solicitation at bookstores with the Goethe Symposium have resulted in sales to Macy's Gotham Book Mart, Brentano's and Wm. Bains Company of Philadelphia a large wholesale book outlet which caters especially to libraries. The Gotham Book Mart also bought "Man, the Triune God".
- 5. <u>Publicity</u> <u>Goethe Symposium</u>. Thus far, although the out-of-town newspapers have cooperated well in mentioning this volume. the New York newspapers have not shown themselves very friendly. We hope however, they will become more responsive. To date the following papers have published notices on "Goethe": Buffalo Courier Express; Cincinnati Times Star; Cincinnati Enquirer; San Antonio Evening News; Boston Evening Transcript; Newark Evening News; Fargo Forum; New York Evening Post; Worcester Sunday Telegram; and Index, Latest books received in New York Times.

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<u>Publicity</u> <u>Beggar of Beauty--This volume has thus far had mention in the</u> following papers: Boston Sunday Post; Boston Evening Transcript; New York Times Book Index of Recent Books received; Denver Colorado News; Hartford Times, Conn.

For Roerich Society-- Story on the first concert of the Polish Institute of Arts and Letters, (Stojowski)/ Pictures of Stojowski delivered by hand to Times and Herald Tribune. Second Story on Stojowski concert sent to all dailies (music editors) with complete program. Third Stojowski story written for music publications--delivered by hand to five leading music periodicals. Third Friendship Dinner story delivered by hand to morming papers; sent to evening papers. Story on Tsurumi lecture delievered by hand to morning papers, mailed to evening papers. This story was sent also to all literary editors. Story on Hodson evening, delievered by hand to morning papers, mailed to evening papers.

For Master Institute -- Special story written on the operas for "Horizons". Story on April 8th Conference on Chamber Opera Music--deliveredby hand to morning papers, mailed to evening papers. Note: Opera Story appeared in Sunday March 27th Times and Herald Tribune, also in Monday, March 28 Evening Sun.

For Woman's Unity--Story of March 31st (Dr. Cousins) event sent to all newspapers in New York City, Brooklyn, Bronx, and Queens. All morning newspapers notified by telephone of meeting, also City News.

> For Grupo Inter-Americano--Story on April 6th Fiesta sent to all New York City, Brooklyn,

Queens and Bronx papers.

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For Roerich Museum Press--Announcement of Gertrude Atherton luncheon sent to all Literary Editors of all newspapers in five boroughs; also to writers of all special columns. Notices have appeared in the World-Telegram and Evening Post. April 2 1932

Mr. J. J. A. Hossenlopp, J. J. Little & Ives Company, 435 East 24th Street, New York City.

Dear Mr. Hossenlopp:

2300

I would like to confirm our agreement of March 30th in regard to the payment of our present obligations to you, covering the publication of our books up through March 31st, 1932. The payments are to be made as follows:

> \$500 on April 1, 1932. 500 on July 1, 1932. 500 on November 1, 1932. 500 monthly thereafter until the obligation is cancelled.

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This is not to apply on publications contracted for subsequent to April 1st. On these, payments will be made as bills are rendered.

I shall appreciate having from you a confirmation of this agreement.

Very truly yours

Director

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## Roerich Museum Press Activities Report

#43

From April 1 to April 15 1932

Outside Sales and Contacts

Sales on "Goethe" and "A Wandering Harp" have been going well. Macy's are planning to place a second order on Goethe, and have bought "A Wandering Harp." The many press comments in newspapers throughout the country have been reflected in sales. Through Dr. Cousins' splendid cooperation on the occasions of his lectures at Pen and Brush Club, Hunter College, and on his Wednesday evening lectures at the Museum, the sales of his book of poetry have been greatly stimulated. Arrangements are also being made to push the sale of "A Wandering Harp" at Philadelphia bookstores coincident with Dr. Cousins' lecture there on April 29th. Copies of "Goethe" were sold to Be. WEstermann and Company, large book dealers of New York City, who are holding a special exhibition of Goethe literature this week, among which the Press volume will be on display. In addition to the reviews on "Goethe" mentioned in the previous report of the Press, the following papers have reveiwed or mentioned this volume: Saturday Review of Literature; New York Times; Springfield (Mass.) Republican; Indianapolis Sunday Star; Pittsburgh Sun-Telegraph; Chicago Evening Post.

A copy of "Goethe" and the story of the "Goethe" Celebration as it appeared in the April Bulletin has been forwarded to the Goethe Archives in Weimar, Germany.

Roerich Banner of Peace On Saturday, April 9th, the Junior Section of the New York Federation of Women's Clubs presented the pageant dedicated to the Roerich Banner of Peace on the occasion of their annual luncheon and program. The Pageant was beautifully presented and was very well received.

The Director of the Press was very glad to cooperate in consulting with Mrs. Baker in regard to the Banner of Peace Pageant and in typing copies of the Pageant which were sent to the high schools in Philadelphia and surrounding towns as follows: Swarthmore, Pa. Ridley Park, Pa.; Glenolden, Pa.; Wayne, Pa.; Jenkintown, Pa.; Moorestown, N.J.

The Director of the Press lectured at the Montclair Women's Club Montclair, N.J. during the week, on Professor Roerich, and the Banner of Peace. She found occasion to speak to Mrs. Percy Johnson, a friend, whose husband, Mr. Johnson, is President of the Chemical National Bank, and requested her in turn to speak to her husband and other members of the bank concerning the cultural work of our institution. Mrs. Johnson is very ardently enthusiastic about the Museum and Professor Roerich's work since we have continued our friendship.

Grupo Inter-Americano de la Sociedad Roerich The Director of the Fress wishes to express her gratification at the work of the Grupo Inter-Americanode la Sociedad Roerich which is composed of serious, and fine-minded young Latin Americans, the majority of whom are writers and artists. Through their efforts two highly important events in Latin-American culture have appearedon Roerich Museum programs:

The lecture by Juan Tablada, the Poet Laureate of Mexico, and-this week--a most profound and inspiring lecture in Spanish by the Minister of Ecuador--Gonzales Zaldumbide--one of the outstanding literary figures in all Latin-America. Previous to his lecture, Miss Grant received two communications from the Pan American Union at Washington congratulating us on having the latter event and asking if they might print the lecture in the Bulletin of the Pan American Union. Previous to the lecture, the Director of the Press gave a dinner to the Minister and the Consul General of Ecuador to which the Trustees and other friends were invited. Among the guests at the Ecuadorian Lecture were some of the most eminent Latin-Americans in this country, including the minister of Costa Rica, and numerous writers and authors of South America. The Roerich Museum Press has been very happy to cooperate with the Grupo Americano in mimeographing its announcements and sending out invitations, and the arranging of all their activities. Miss Grant wants to express her appreciation both to Mrs. Newberger and Mrs. Whiteside, for their cooperation in assisting at evening performances in helping with the books and literature of the Press.

The Grupo Inter-Americano also presented as a diversion of their program, a Latin-American Country Festival. By request of they repeated the program a second time for the benefit of unemployed Latin-American musicians paying \$25 for the use of the Roerich Museum Hall. They were also invited to repeat this entire program at the International House (on April 2nd) and at Hunter College, (April 15th) and have been engaged by Irene Lewisohn to repeat this event at the Waldorf Astoria under the auspices of the Neighborhood Playhouse as typical of the Latin-American Carribean and Negro Folk-Art.

The personal efforts of the Grupo have resulted in the following engagements of the Roerich Hall: Zubeldia...\$80 (with piano); Figuerroa Trio...\$50; Mme. Sanchez...\$90 (with piano).

We feel that this cooperation with other departments to be especially commendable.

Man, the Triune God An evening dedicated to a lecture by Geoffrey Hodson was held this month, giving splendid opportunity to push his volume--"Man, the Triune God".

Literary Luncheons The first of the series of Literary Luncheons to be given by the Roerich Museum Press Committee was held April 15th with Gertrude Atherton as honored guest. Considering the fact that it is the first of such occasions to be given, and that over 125 guests attended, it seems very encouraging for future events of this sort, and for making new friends.

## Publicity

For Master Institute: Four stories have appeared this week in New York City papers announcing the operas to be presented Monday evening. (Times, Herald Tribune, Eve. Post, Eve. Journal)

# Publicity continued

Master Institute Sunday story (for April 10th) written on the operas; also Monday story for the evening papers; story written on the conference on Chamber Opera. 16 clippings on the operas appeared as follows: Times-5; Herald Tribune-5; Evening Sun, 2; Eve. Post, 1; Evening Journal, 1; World-Telegram, 1; New York Enquirer, 1. Two additional stories were sent out announcing the address by the Hon. Gonzalo Zaldumbide (one of these delivered by hand to the Times and Herald Tribune). Special\* story written on Stojowski and his conce t, for Musical America, Musical Courier and Music Digest.

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International Art Center Story for Finnish Exhibition announcing that the Minister from Finland will make an address at the opening. Another story on Finnish Exhibition for release Friday, April 8th Special story written on travelling exhibitions of International Art Center for release Sunday, April 24th to a list of important newspapers all over the country.

Recrich Society Pictures of Stojowski delivered by hand to Musical America and the Musical Courier. Story written on evening of concert reporting Ambassador's speech, sent to the evening newspapers for use the next day. All morning newspapers called by telephone and notified of the Ambassador's coming, also the City News Bureau. New York American city editor asked that he be telephoned to after the speech and that it be reported to him over the wire. This was done. Story on three ambassadors coming to Recrich Museum within the week, written for release, Saturday, April 9th. (Note: Polish concert story sent to both City Editors and Musical editors.)

For Grupo Inter-Americano and Roerich Society: Story on Ecuadorian Minister's coming to Roerich Museum sent to all newspapers. ROERICH MUSEUM PRESS ACTIVITIES REPORT May 1st to May 27th, 1932

Due to the fact that Mrs. Willis, Mrs. Steck and Miss Bathrick are no longer at the Press, the reports of our activities have been somewhat delayed.

# 1. Roerich Museum Bulletin.

Due to the present exigencies the Roerich Museum Bulletin for May was so delayed that it was decided to unite the May and June numbers into a single issue, which we are now working on.

# 2. Book Sales.

Although the staff has been cut down in the Museum especially because of the Emergency Bureau's new limited schedule, our sales have continued, though not as briskly as heretofore. Outside sales were very gratifying up to the last week when they have somewhat dropped. As soon as the present period has passed we will continue to circularize and try to reach new sales possibilities.

## 3. Realm of Light

A fine review of "Realm of Light" appeared in Novy Mir, of Buenos Aires, copy of which has been sent to Professor Reerich.

Mr. Povlovski has written me a letter placing the columns of <u>Novy Mir</u> at my disposal. We will send copies of the original Russian articles of Professor Roerich to this publication.

#### 4. Book Distribution

Mr. Max Gysi of Boston, presented to us by Dr. Forman, has undertaken the distribution and reviewing of our books among a world-wide acquaintanceship. My. Gysi was the translator and distributor of Steiner's books in America and became tremendously enthusiastic about Professor Roerich's books and paintings, also "Agni Yoga," and is anxious to develop the distribution as much as possible. We are working on a cooperative basis.

# 5. Eastern Crossibads.

The Roeri ch Museum Press received a letter from Stokes informing us that they wish to give up the sale of "On Eastern Cross-Roads" and offering us the remaining 123 copies at manufacturing cost, to wit, 37 cents per copy. All rights for this bo k also return to the author. In view of he present inability of the Fress to purchase from its funds this stock, and feeling that the opportunity should not be lost, the Director of the Press will herself extend the money for the purchase of the remaining volumes.

# 6. Professor Roerich's Paintings

Mrs. Tonkin of Oklahoma, whom Miss Grant had known by correspondence for over a year, visited her in New York. She was most enthusiastic about Professor Roerich and the work of the Museum, and has acquired one of the new sketches of Professor Roerich's paintings brought here through Miss Lichtmann.

# 7. Special Meeting

With the whole-hearted cmoperation of J. O'Hara Cosgrave, as Chairman, the special meeting proposed several weeks ago by the "oerich Museum Press, took place on May 23rd. Mr. Cosgrave acted as Chairman of the Committee, sending out the invitations personally in his name. This of fice also sent out the publicity and cooperated in general on this meeting in his name. The speakers on the occasion were: Dr. R.V.D. Magoffin, Presiding

Dr. A.V.D. Magoffin, Presid Dr. Charles Fleischer Professor Harry Overstreet Forest Grant Henrik van Loon Obon Dabo Ruth St. Denis James H. Cousins Morris Ernst

Following the meeting, articles appeared in the Times, Tribune, World-Telegram, Sun and Evening Post.

The Director of the Press wishes to express gratitude for the great cooperation of Mr. Cograve in sending communications to friends and arousing indignation over the present situation.

The Director of the Press visited Mr. Merritt, who suggested the name of Mr. Bainbridge Colby as a member of our own Bondholders Committee and has promised to ask Mr. Colby's cooperation. He is also arranging an investigation of the practices of the self-appointed Bondholders Committee.

8. The Fan-American Students' Association held its annual convention at the Hoerich Museum and passed the accompanying resolution.

#### Mrs. Sporborg

9.

Miss Grant wishes to express appreciation of the splendid response made by Mrs. Sporborg to our present problem. When the Director explained to Mrs. Sporborg the situation she immediately responded that it would be a privilege for the New Jork State Federation of Women's Clubs to get behind us and prevent any harm to our work. After arranging an interview between Mr.Ernst and Mrs. Sporborg, Mrs. Sporborg wrote the accompanying letter which we have sent out to all Bondholders. She has also expressed her willingness to do her utmost in bringing moral support to our organizations.

### 10. The Banner of Peace

The Director of the Press has arranged for the presentation of a new pageant, on the Ban er of Peace, to be given in Long Island under the direction of the Junior Federation Chairman of the N.Y. Federation

of Women's Clubs. The Eanner is to be carried in procession through the town as representing the flag which is above all nations and creeds. I have asked that a photograph be taken of this procession for our records.

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Resolution Adopted Unanimously by The Pan American Student League of New York At the Second City-Wide Convention, May 21st, in Roerich Hall

- Whereas: the Roerich Museum has cooperated with the Pan American Student League of New York in all of its activities, and whereas it has furnished our Alumni Chapter with a meeting place and has so kindly allowed us to hold our Second City-Wide Convention in its Hall,
- BE IT RESOLVED: that the Pan American Student League of New York extend a rising vote of thanks to the Museum and to Miss Frances R. Grant, its Vice-President, for their hearty and willing aid with the sincere hope that they will continue to work with us for the aims we have in common.

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#### ROERICH MUSEUM PRESS ACTIVITIES REPORT

#46 1)

May 28th to June 4th, 1932

#### 1. Roerich Museum Bulletin

Following the meeting of May 23rd, it was decided to hold over the Bulletin and issue a combined May and June number, with a special supplement to be inserted, but not bound in, regarding the present status of the Receivership and the Protest Meeting of May 23rd.

#### 2. Book Sales

Book Sales have been falling off considerably at the Bookstall, the sales for this week and last being extremely low. This is partly due to the fact that on several days, because of the new rules of the Emergency Employment Bureau, there was a shortage of girls at the Bookstall. Due to the fact that we have done no circularization of any kind for the last three months, our outside sales have likewise been lowered. This may of course be due also to the general depression and I would suggest that we have special sales at the Bookstall, each day, offering some book at a consider-ably reduced price, in order to encourage further distribution. The lower priced books seem naturally to be more readily bought. We have, for instance, exhausted our editions of "Adamant" and of the "Green Catalogue" (Dr. Brinton's). On the other hand, unless some new efforts are made for circularization, I fear

3. "Wandering Harp" that our orders will fall very much behind,

Reviews appeared on the "Wandering Harp" in a Dublin newspaper, the Boston Transcript, the High Point, North Carolina Enterprise, The Washington Daily News, and the City College Students Magazine.

#### 4. "Goethe: A Symposium"

We have had no cooperation whatsoever from Dr. Runes on the sale of the Goethe Symposium. However, orders have come in almost daily from various parts of the United States.

We have received a letter from the Goethe Museum in Weimar, thanking us deeply for the gift of the Goethe Book.

As a whole, the Goethe book has had very wide and splendid reviews.

#### 5. " The Realm of Light "

A short review of this book appeared in the May issue of "Clinical Medicine and Surgery. "

#### 6. "Message of 1931"

The Director of the Press wishes to remind the Trustees that the "Message of 1931" has not yet gone to press due to the present stress of conditions.

## 7. Irish Foundation Publications

Dr. Cousins has mentioned to Miss Grant that the Irish Foundation is very anxious to gather funds for the publication of an organ of the Irish Foundation, to be dedicated to Irish Culture, and to be issued and edited by Miss Grant through the Roerich Museum Press. They are trying to collect funds for this purpose; also for a series on Irish cultural works to be issued through the Press.

## 8. Financial Statement of Roerich Museum Press.

Mr. Platken promises to have the financial report of the Press ready by Monday from the office of Mr. Weinberg.

## 9. The General Distribution Report

The present staff from the Emergency Employment Bureau is working on the compilation of a general distribution report. In view of their unacquaintance with this work, this has of course been somewhat complicated.

#### RECEIVERSHIP SITUATION

1. Miss Grant wishes to report that Mrs. Sporborg spoke to her on the telephone, informing her that she had written to Mr.Gibson, Mr. Hazelwood and Judge Glennon, protesting against their actions.

Mrs. Sporborg also informed her that the accompanying letter has reached her from one of the Bondholders, supporting her stand.

- 2. At a meeting of the Fine Arts Division of the New York State Federation, of which Miss Grant is one of the Department Chairmen, the members promised to send a protest to the same individuals.
- 3. Through a friend, Mrs. R. Edson Dotlittle, the Director of the Press arranged for a motion to be presented before a convention of the Long Island Fäderation of Women's Clubs, with many thousands of members. Mrs. Doolittle's note on the matter is as follows:

#### "My dear Miss Grant:

We will both of us be glad of our meeting yesterday when you have this note and know, then, that the Motion was received and passed unanimously by the Convention body today and the 3 telegrams sent accordingly. The motion was eagerly acconded and passed at once.

I am so glad.

Mrs. Sporborg was there also and I told her about it and she, too, was glad.

Hoping that Good may come, I am

Sincerely yours,

Lilla I. Doolittle"

4. Miss Grant has been asked to serve on the Educational Committee of the Women's International League of Peace; also as a member of the School of Politics Committee of the Women's National Republican Club. <u>COPY</u>

ARDMORE, PA. May 31, 1932.

New York State Federation of Women's Clubs, Mrs. William Dick Sporborg, President.

Dear Madam:

The interest you have expressed in the situation overhanging the Roerich Museum is gratifying to me. I believe that you and your splendid organization, The New York State Federation of Women's Clubs, would have great power to see that the Receiver, accountant and all other appointed officers are dismissed and the foreclosure ended, if you would appeal to the Supreme Coult of the State of New York, County of Bronx.

I, as a bondholder, feel certain that this self-constituted Bondholders' Committee has one aim only and that is for them to secure 5% of the face value of the bonds irrespective of the small amount that the bondholders would receive. They stated in one of their former letters that for some time the committee has been watching the financial condition of this property, that it appears from investigation that the museum proper constituted an enourmous drain on the income from the property, indicating that the first mortgage would ultimately go into default. In my estimation, this Committee was waiting for a chance to get control of this splendid building for their personal gain. They also stated in their last letter to the bondholders that if they expected to participate in any benefits that may be derived from the efforts of the Committee it is essential that the bonds be deposited promptly with one of the depositaries that they have listed. This is to try to drive the boncholders to deposit their bonds with them, as I see it, for the Committee's benefit. In my estimation it is a group of men taking advantage of this time of great depression and distress for their personal gain. We received our interest until this Committee interfered. There are not many buildings or companies that are making such headway now. To appoint a receiver and force a foreclosure in this time of great depression appears to me to be for the gain of the Committee and the detriment of the bondholders. Men who are taking advantage of this time of depression for their personal financial gain are a great menace to our country. One hope of our country is that the honest, intelligent women will step in and stop such things as are being done to the Roerich Museum.

I want to see the Roerich Museum under the direct control of its former managers, Professor Roerich, Louis L.Horch, and their associates. I believe with a little time, a little indulgence and a little cooperation from the bondholders they will pay the interest and principal of our bonds.

Again expressing my appreciation of the interest you are taking, and hoping that you will be able to put an end to this foreclosure, I am ROERICH MUSEUM PRESS - FINANCIAL REPORT

INCOME	10/1/30 to	8/6/31 to	10/1/30 to
Bulletin Library	99.34 116.62 49.00	1.64 1.12	100.98 117.74 49.00
Deposits Repros & Publ. Extension Trips	4863.71	57.00	4920.71
Gen'l Outside Publ. Photos & Prints Expenses for Distr.	832.05	18.41	850,46
Omission on Sales	333,92		333.92
	\$6300.89	\$78.17	\$6379.06

#### DISBURSEMENTS

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Outside Publications	919.63	12.37	932,00
Publication Cost	2994.10	80.00	3074.10
Directors's Salary	2520.00	45,00	2565.00
Secretary's Salary	2064.00	40.00	2104.00
Reproductions	493.21	75,00	568,21
otos & Prints	49.18		49.18
remotion	95.13		95.13
Commission on Sales	200.31		200,31
Trips			
Postage	313,46	7.37	320.85
Stationery	194.72		194.72
Office Expenses	114.40		114,40
General "	148.31	6.60	154.91
Royalties	127.35		127.35
	\$10,233.80	\$266.34	\$10,500.14

Unpaid Invoices \$ 1168.27

ROERICH MUSEUM PRESS ACTIVITIES REPORT

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- 1. The Press is working on its general financial statement and stock records report as of March 31, 1932. Accounts for royalties have been rechecked, and the table of royalties due for payment is attached.
- 2. The articles: "Transmuting Fires", and the "Closed Eye" were translated the week of June 17, as well as revised and typewritten, and efforts will be made to place them. "Armor of Light" and "Synthesis" (already translated) were also revised during the week. We are approaching various magazines for placing these.
- 5. Russian articles were sent to Mr. Povlovski of Buenos Aires for use in "Novy Mir." We will continue to send him further articles, and also reach new outlets in South Americs for Russian articles.
- 4. The Bulletin for May-June was received June 17th. The four-page form intended as an extra insertion was excluded at the suggestion of our attorneys. Although 1,000 copies of the Bulletin were ordered, 500 extra had to be secured to meet the demands of the departments.

It is now time to go to press on another issue of the Bulletin.

- 5. Mr. H.H. Hammerslaugh introduced by Mr. Giles, has offered to assist the Press in finding some publishers who might cooperate in selling the books through their Sales Departments out of town, on percentage basis.
- 6. In response to a letter received by Miss E.J. Lichtmann, a very full assortment of our publications and reproductions was sent to the Association in Finland for spreading and possible sales.
- 7. At the request of Mr. Horch, additional reproductions were sent this week to Latvia, as we understand the present supply has been completely sold out.
  - . Mr. Cort of Time Magazine has promised to write an article as soon as there is some news on which to base his article.
- 9. This week in Forest Hills, a pageant written by Eleanore Boschen, chairman of the Department of Juniors of the New York State Federation of women's Clubs and called "The Flag that Flies Highest of All," was presented at the Union Congregational Church. Miss Boschen writes her appreciation and mentions the sensation caused by the beautiful Peace Flag. This was arranged through the Director of the Press.
- 19. We are glad to say that Mrs. G. de Romano and Mrs. Pennock, both members of the Pan-American Women's Association and teachers of Spanish at the Theodore Roosevelt High School, are making a collection there for the Bruges Conference. Although the neighborhood is a poorlone, they tell me that the children are all bringing in their contributions, even though in pennies. We will attempt to gather similar contributions in some of the summer schools, since the school session ends this week

- 11. Additional copies of the Realm of Light are being sent out for review through the provinces through friends among the literary editors made in the last few months. We will continue all efforts for the wider spreading of our reviews.
- 12. This week reviews were received for the Wandering Harp from the Dublin Irish Independent, and the Young Builder of India.
- 13. Man, the Tri-Une God was reviewed in The Theosophist.
- 14. The Director of the Press was one of the speakers at the farewell dinner given to Dr. and Mrs. Cousins by the Union of East and West. Following the dinner, several copies of the Wandering Harp were sold.
- 15. The Pan-American Woman's Association sponsored a poetry recital in Spanish by Manuel Benite Flores, Porto Rican poet and former president of the Ateneo, Porto Rico.
- 16. Senor A. Novarro, Mexican composer and recipient of the Guggenheim and other fellowships, visited the Museum this week. He is said to be doing one of the most important researches in the theory of the physics of sound. Bec ming deeply enthusiastic over the work of the Museum and of Professor Roerich, he has taken much material with him as well as Agni Yoga, to spread in Mexico. He is gaining great recognition among scientists for his new developments in his field of study.

# Roerich Museum Press

Report on Royalties Due as of May 1, 1932

Book	Royalty Due to	Copies Sold	Amt. Due
Foundations of Buddhism	Agni Yoga Fund	14	2.10
Agni Yoga	(Agni Yoga Fund (Roerich Museum Press	104	216.24* 24.03*
Heart of Asia	Prof. N. Hoerich	89	13.35
Flame in Chalice	Mary Siegrist	18	2.70
American Artists	Ivan <sup>N</sup> arodny	29	4.35
Beggar of Beauty	Sundar Ciffin	112	16.80
Man, Triune God	Geoffrey Hodson	139	17.38
Wandering Harp	Dr. Jas H. Cousins* (De Luxe) (Regular)	13 121	49.30
Life of Bruckner	Gabriel Engel) Bruckner Society)	36 36	1.80 7.32
Realm of Light	Urusvati, Cancer	210	63,00
Goethe	Research Fund Dagobert Runes	109	16.35

Total

194.45\*

"In the case of Agni Yoga, the actual income from sales is simply divided as follows: 90% to the Agni Yoga Fund, and 10% to the Roerich Museum Press, hence this item is not added in the total of royalty payments.

\* This does not melude \$500 worth of advance Subscriptions. on which no poyolty is paid

# ROERICH MUSEUM PRESS--FINANCIAL REPORT

INCOME	10/1/30	8/ <b>20/31</b>	10/1/30
	to	to	to
	8/19/31	8/26/31	8/26/31
Bulletin	100.98	.60	101.58
Library	117.74	1.11	118.85
Deposits	49.00	(refund)1.00	48.00
Repros & Publ.	4920.71	64.46	4985.17
Extension Trips	6.25		6.25
Gen'l Outside Publ. Photos & Prints Expenses for Distr.	850,46	4.65	855.11
Commission on Sales	333.92		333.92
	\$6379.06	\$69.82	\$6448.88

# DISBURSEMENTS

Outside Publications Publication Cost Director's Salary Secretary's " Reproductions Photos & Prints Promotion Commission on Sales Trips Postage Stationery Office Expenses General "	932.00 3074.10 2565.00 2104.00 568.21 49.18 95.13 200.31 320.83 194.72 114.40 154.91	45.00 40.00 7.00	932.00 3074.10 2610.00 2144.00 568.21 49.18 102.13 200.31 320.83 194.72 114.40 154.91
Royalties	127.35 \$10500.14	\$92.00	127.35 \$10,592.14

Unpaid Dills

\$1328.98

#47

ROERICH MUSEUM PRESS ACTIVITIES REPORT June 23rd, 1932 -- July 14th, 1932. 料8

- 1. The June issue of the Bulletin was postponed by agreement of the Trustees for a double issue of June-July to appear about the 1st of July.
- 2. The sales during the past weeks have been extremely low the lowest that the Press has thus far had. We will begin circularization this week to stir up outside sales again as the sales in the Museum have been negligible.
- 5. A full set of the material of the Press has been sent to Bruges to Mr. Tulpinck.
- 4. Dr. Kettner has agreed to make an advanced loan of \$200. towards the publication of Spinoza - this to be paid in books. We are now securing estimates for the publication of this book - the first estimate from Little & Ives being \$433. for 500 books and \$563. for 1000 books. Dr. Kettner is bringing in his manuscript this week.
- 5. In cooperation with Mrs. Lichtmann, material for an article on the Museum and Professor Roerich was given to Mr. Soiland of the Norwegian newspaper.
- 6. In response to various articles of Professor Roerich sent out for publication, the Federata Magazine in Boston has accepted the article "Synthesis". Vedanta
- 7. A cablegram was received this week by Miss Grant from Buemos Aires which would indicate that the Branch of the Roerich Museum in the Museo de la Plata in Buenos Aires has been organized. However, we are awaiting confirmation by letter.
- 8. Mr. Gobind Behari Lal, Science Editor for the Hearst papers has written an article for the New York American and syndicated throughout America on "Urusvati." During a recent visit to Miss Grant, Mr. Lal promised to write this article.
- 9. A review of "Realm of Light" was recently received by the Press from the magazine "Buddhism In England."
- 10. An article on Agni Yoga appeared in Kalapaka an Indian Magazine. This book was sent to the magazine at its request several months ago by the Press.
- 11. Mr. Tewson and Dr. Forman of the Roerich Museum Press Campaign Committee visited Miss Grant and the program of next year's meeting was discussed. It is planned to continue the literary luncheons, beginning early in the Fall, as well as the evening programs. Pearl Buck will be approached on her arrivalmin this country for one of the luncheons and Dr. Barnes will be asked, among others, regarding a debate. A meeting of the Committee is shortly to be planned.

- 12. A short article on Tibetan Art was requested from Miss Grant by the Park Avenue Social Review and the article was used in a recent issue.
- 15. The Pan9American Women's Association, in cooperation with the Consul General of Ecuador this week presented a prominent woman writer of Ecuador in a lecture in Spanish on Simon Bolivar. A distinguished audience of Ecuadoreans and Latin-Americans were present - among them the Consuls General of Ecuador and Peru. Miss Grant presided and Consul General Jaramillo introduced the speaker - Srta. Emma Ortiz.
- 14. A short article on the "Banner of Peace" published in the Smith College Weekly was brought to Miss Grant by Miss Bellah.
- 15. A letter was received from Mr. Alfred C. Bosson, now a member of the House of Commons, as follows:

"I was very interested to see your May-June issue of the Bulletin, and to hear of all the things that are going on.

What a tremendous success you have made of the Museum. From those very modest, though enthusiastic, beginnings you have made it one of the art forces of America, and any modest association I may have had in those early days comes back to me today with a sense of real pride.

Do convey to our good mutual friend the Professor my sincere congratulations on his receipt of the Grand Cross of St. Sava of Yugoslavia. That recognition which is coming to him from many parts of the world is very much to be inderstood.

Do tell me, what is this new Institute of Arts and Letters of the Rocrich Museum that is now so active? I do not quite follow what those sections are. Do let me have a note some time, when you have one of those casual weeks off that you take for a few minutes now and then.

Bo tell me what developed out of that Co-operation in Art Movement that your friend Mr. Horch had, when I believe he used to get those pictures and carry them round from school to school.

As I look through the booklet, I see that you are getting work going in Finland, Poland, Yugoslavia, Belgium in fact there seems no corners of the globe that you are not piercing. You are a dynamo of activity!

With every good wish, and fond remembrances to my good friends, believe me,

Yours very sincerely.

(Signed) Alfred C. Bossom

Miss Frances R. Grant Roerich Museum, 310 Riverside Drive, New York.

# ROERICH MUSEUM PRESS

Statement of Income and Expenses for Period

Oct.1,1931 to March 31,1932

## Income

Sales:Books,Catalocues "Postcards,Reproductions Outside Publications Art Supplies	4001.46 708.55 520.14 62.63	
Roerich Museum Bulleting	772.48	\$6065.26×
Agni Yoga Library Rentals Misc.		183.75 17.22 8.98

\$6275.21

## Expenses

Cost:Inventory as Oct. 1, Publications: Realm of Light Man the Triune God Beggar of Beauty Message of 1930 Wandering Harp Goethe Misc. cliches etc.	1\$8488.61 5398.73**		
Reproductions (Including purchase from Brentano's of 23 colore Cuts at \$500) Roerich Museum Bulletin Outside Fublications Art Supplies		\$15,663.29	
Administration(director) Office Salaries Promotion and Publicity Postage Stationery and rinting Royalties Special Payment fo Paris f cation Miscellaneous Depreciation Furniture and Inventory required to brea	Fixtures	1,152.00 1,639/84 242.86 284.84 337.89 145.61 200.00 150.59 15.00	19,831.98 13,456.71
Actual Inventory as of Mar	ch 31 1932		13 405 62

LUAI Inventory as of March 31,1932 Loss for six months 3,405.62

\* This sum includes \$800 reimbursement from Roerich Museum for Message of 1930)(there still being due about \$190) also about \$425 purchases made by the Roerich Museum at slightly above cost for material for free distribution,etc.) \*\*This Expenditure is ofcourse virtually the entire year's expenditure for publication.

ROERICH	NUCCOM PRESSFIN	ANG LAL REPORT	
INCOME	10/1/30. to 8/28/31	8/27/31 9/2/31	10/1/30 to 9/2/31
Aulletin Library Deposits Hepros & Publ. Extension Tri s Gen'l Outside Publ. Photos & Prints	101.59 118.85 48.00 4985.17 6725 855.11	1.90 .45 222.47 7,95	103.48 119.30 48.00 8907.64 6.95 963.06
Expenses for Distr. Contission on Sales DISEUMORANTS	<u>333.99</u> \$6448.88	0232,77	<u>333.99</u> 96691.65
Outside Publications Publication Cost Director's Dalary Secretary's " Reproductions Photos & Prints Promotion	932.00 3076.10 2610.00 2144.00 568.21 49.18 102.13	16.69 15.00 40.00	948.69 3074.10 2655.00 2134.00 566.21 49.18 102.13
Commission on sales mains Postage Trips Stationery Office Expenses Constal Royalties	200.31 320.83 194.72 114.40 154.91 127.35	16.79 51.25 5.13	200.31 337.61 225.97 114.40 158.04 127.55
	\$10,592.14	\$152.85	\$10,744.00

Unpaid Bills

100

1 1

**#48** 

ROERICI MUSEUM PRESS ACTIVITIES REPORT July 14th, 1932 - August 1st, 1932 #49

#### 1. SPINOZA BOOK

Dr. Kettner presented his manuscript to be published by the Rosrich Museum Press. Although it was clearly stipulated that the book would be approximately 150 pages, Dr. Kettner's book will come to over 270 pages. Dr. Kettner also presented a check of \$200. for advance subscriptions.

### 2. REALM OF LICHT

Lotters vere again written to all those who had previously received copies of Realm of Light for Review to kindly send us copies of all material published.

Circularization for the "Realm of Light", including a special letter and circular is being sent to Libraries throughout the country.

#### 3. BANNER OF PEACE

Publicity on the Bruges World Conference has been sent weekly. Editors have been visited and requested to assign their correspondents in Bruges to cover the conference and exhibition. The Times, New York Tribune, The Associated Press and United Press promised they would communicate with their Bruges correspondents.

The enclosed letter was also written to Dr. Chklaver.

The Director of the Press has received a letter from two Cuban friends of the Roerich Museum enclosing articles on the Banner of Peace and Conference which appeared in El Chronista of Honduras and El Nuevo Tiempo, Bogota, Columbia, as well as 24 other newspapers of Central and South America.

The Director of the Press has also received an article from the Basler Machrichten on the Bruges Conference and Banner of Peace written by Dr. Edward von Mayer with whom the Director is in communication. Dr. von Mayer also promised to make efforts to help distribute the publications of the Reerich Museum Press.

Miss Grant has begun sending communications to the Presidents of various Clubs inviting them to nominate one of their members for the Inter-Organization Council of the Banner of Pence.

Miss Grant has also written to Dr. Inciso and Dr. Ricardo Latcham, Heads of the National Hussums respectively of Chile and Mexico, asking them to be part of our International Council for the Banner of Peace.

#### 4. ECUADORIAN BRANCH OF THE ROERICH SOCIETY

- 2 -

The Director of the Press is pleased to report that following the lecture given Srta. Ortiz, Ecuadorian Educator, under the Auspices of the Pan American Women's Association, plans were begun for the formation of an Ecuadorian Branch of the Reerich Society, as well as of the Pan American Women's Association. The relationships with Ecuador have been very closely stimulated by recent events in Spanish of splendid artistic merit under the Auspices of the Pan American Women's Association.

#### 5 . SPANISH BRANCH OF THE ROERICH SOCIETY

Mr. Pedro Labarthe, Secretary of the Grupo-Inter-Americano of the the Roerich Society, and now visiting Spain, is making all efforts to found a Spanish Centre of the Roerich Society there.

The accompanying letter was received today from M. de Vaux Chalipau by Miss Grant, indicating pleasure at the visit of Sr. Labarthe in the Paris Centre.

#### 6. ROERICH MUSEUM PRESS NOTICES

Our various books are being listed in The Personalist - a Journal of Philosophy of the University of Southern California.

We have also received a splendid notice regarding the "Decade" booklet in the magazine La Medicina de Los Ninos of Barcelona.

Mr. Horace Holley of World Unity magazine informs me that "Maitreya" by Prof. Roerich will be published in the September or October issue.

#### 7. BUENOS AIRES BRANCH OF ROERICH MUSEUM

The accompanying letter reached Miss Grant today from the Buenos Aires National Museum. Miss Grant believes this is apart from the plan of the Mueso de la Plata and will wait for word from Buenos Aires. The question as to the "Branch" is very likely a misunderstanding since they probably believe they will have to carry oh special functions which would take them outside of their own work. I believe if we inform them it could be called "The Nicholas Roerich" Section" or "Nicholas Roerich Room" this difficulty would be overcome.

8. In response to an announcement received from Baron Yoshiro Sakatani, President, Toikoku Kogaikai, Shibaura, Shiba-Ku, Tokyo, the Director of the Press has communicated with Baron Yoshiro Sakatani, offering cooperation and intercourse, as well as sending material in regard to the Institutions.

#### ROERICH MRESS ACTIVITIES REPORT

August 1 to August 25, 1952.

#### 1. SPINOZA BOOK

The Spinoza book is now in the publisher's hands, and according to the schedule presented by the publishers, galley proofs will reach us on August 29, and the finished books by September 29.

#50

In accordance with the advance subscription of \$200.00 a check for this amount was given to J.J.Little Ives.

#### 2. ROERI CH MUSEUM FRESS SALES

Although press sales have slightly increased in the past two weeks, they are still below normal.

During the last mongh circularization letters were sent to art institutes and libraries, with a special letter on the "Realm of Light". After Labor Day, new letters will be sent again to our list of universities and bookstores.

As we have exhausted our catalogues, it will now be necessary for the Roerich Museum Press to print new watalogues. Estimates for the printing of this catalogue will be secured in the coming week.

#### 3. NEWSPAPERS AND ARTICLES

An article on Frofessor Roerich appeared in the Nordisko Tedende, written by Mr. Soiland from material given to him by Miss Grant and Mrs. Lichtmann.

A copy of <u>Novy Mir</u> for July, 1932, of Buenos Aires, was received with the full article "Island of Tears" by Professor Reerich.

The publicity on the Bruges Conference was broadly distributed. The New York Times, at Miss Grant's request, again cabled to its correspondent in Bruges, requesting a story, and on August 12th, an interesting item appeared. Articles also appeared, so far, in the New York Enquirer, in the Sioux City Journal, and the Montreal Star.

The photographs received from Dr. Chkaver were immediately copied and submitted to the Press. The New York Times informed Miss Grant that it had received its own photographs directly from its correspondent in Bruges, but could not use them for lack of space. It is possible, however, they will be syndicated in the <u>Wide World Photo-</u> graphs.

The article announcing the opening of the Benares Room dedicated to Professor Roerich, was widely distributed. This news received a Box from the New York Times, an excellent article in the New York Evening Post, Washington News, and the New York Enquirer.

## 4. GENERAL

In accordance with the second letter from Mr. Efimof of Finland, copies of publications were again sent to him. Miss Lichtmann is in communication with Mr. Efimof, and will ask him to try spreading the publication there.

Articles by Professor Roerich were sont to Theodore Heline of California, to Katherine Sresnevaka, of Rio de Janeiro, to the Women's World, to Mr. Samuel Lewis (California) to Miss de Roman (Forto Rico), and to the <u>Psychology Magazine</u>. Further copies of the "Realm of Light" were sent to Mr. Murphy of the Des Moines Register, and to Mr. Wathen of the Dallas Times-Herald, as well as to a magazine in Barcelona.

The <u>Varamanko Monograph</u> was sent to Professor Roerich by parcel post. On hearing of its safe arrival, we shall despatch a second set of copies.

Miss Grant gave her monthly talk over the radio, speaking on Frofessor Roerich as poet.

The date for the luncheon to be given for Miss Pearl Buck has not yet been set, but will probably be held around October 12, due to a change in her plans. Miss Grant has spoken to Mr. Tewson, Dr. Formen, Mr. Herold and Mr. Cosgrave, members of the Committee, all of whom are anxious to cooperate in making this a most successful occasion.

Senora de Roman, secretary of the Pan-American Women's Association, is visiting Porto Rico and taking with her material regarding the Roerich Paces Pact, and other material for spreading in her country.

#### 5. BANNER OF PEACE

Material on the Banner of Peace was sent to Mr. Reyes of Guatemala for distribution, with a request to serve on the Banner of Peace Committee in Central America. Also to Baron Sakatomi of Japan. Material was also sent to Dr.Cabaloreo of Colombia. South America.

# 6. PHILADELPHIA ROERICH SOCIETY

During the lecture given by Miss Grant on Professor Roerich, the opportunity presented itself for the foundation of a Philadelphia Roerich Society under a Mrs. Glover, who seems most anxious and competent to carry this forward.

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## ACTIVITIES REPORT --- ROERICH MUSEUM PRESS

From August 25 to September 13, 1 9 3 2

#### SPINOZA BOOK

Page proofs were received and corrected and were sent back September 12 to the printers. Dr. Kettner has asked for the inclusion of an index in his book. We have informed him that if this advances the price of printing, we shall have to ask him to assume the expenses.

## "TO THE WOMAN'S HEART"

Professor Roerich's article "To the Woman's Heart" was printed in the "Club Women's World".

## GENERAL

Having received from Mr. Samuel J. Lewis a list of Hongwange Temples, we have communicated with them, asking their cooperation.

Photographs of the Bruges Conference were sent to the following Syndicates: Nea Service Inc., Cleveland, Ohio; Pictorial Press, 145 W. 41st Street, N. Y. C.; World Feature Service, 220 East 42nd Street, N.T.C., and United Photo Service, 604 Central Avenue, East Orange, N.J.

Review copies of the "Life of Bruckner" were sent by special request to the Milwaukee and Detroit papers.

The Copyright Office at Washington has inquired regarding the copyrighting of the Urusvati Journal. This has been turned over to Miss Lichtmann.

The list of outstanding obligations of the Roerich Museum Press, compiled from the material given to us by Mr. Platkin, is herewith attached.

During the week end of September 3, the water pipe burst in the closet where the books and reproductions are kept, causing a damage of \$82.10, based on sales' price. Hundreds of photographs were dampened, but practically all of them saved. The insurance company has been notified regarding this loss.

## PAN AMERICAN WOMEN'S ASSOCIATION

A branch of the Pan American Women's Association has been established in Porto Rico by Mrs. de Roman, the Secretary, on her recent visit there. The branch has been fortunate enough to receive the use of space for its headquarters, and has on its board some of the most active figures in Porto Rican life. The Secretary of the Association also visited the Minister of Education in regard to the spreading of the Banner of Peace and the Roerich Peace Pact, about which he became very enthusiastic. The spreading of the Banner of Peace will constitute one of the major activities of this branch, together with its aim of uniting the women of the various American countries. Emphasis was also placed upon the fact that we were affiliated with the World League of Culture.

## NICHOLAS ROERICH ROOM IN THE MUSEO NACIONAL

Senorita Bollini, daughter of the Consul-General of Argentine in the United States, returned to her country last week. Miss Grant thereupon took opportunity to request Miss Bollini to ascertain complete details as to the Nicholas Reerich Room in the Museo Nacional, as well as in the Museo de La Plata. In this way she hopes to have more exact information, which it has been so difficult to obtain by mail.

#### SOUTH AMERICAN PUBLICITY

Articles by Professor Roerich, also photographs and material on the Bruges Conference have been sent to Mr. Carlos Raygada in Peru.

"To the Woman's Heart", an article by Professor Roerich has been sent to Senora Rosell of the Women's Organization in Peru. Also articles on the Roerich Peace Pact and the Bruges Conference.

#### 7. AGNI YOGA FUND

5.

In accordance with the statement received from Mr. Platkin on September 14, the Agni Yoga account up to August 31, equalled \$643.11, from which \$350.00 has been sent to Zeluk for the payment of the printing of "Infinity".

According to the statement of F. A. Stokes & Co., the royalty on Professor Reerich's book "Altai Himalaya" from its publication jo January 1, 1932, amounted to \$1184.75. Of this sum, \$25.50, the amount of royalty due on Januaryl, 1932, was deposited to the "Agni Yoga" Fund, in accordance with Professor Reerich's request. The royalty on "Shambhala" amounted to \$222.99, of which \$121.25 was deposited to "Agni Yoga" Fund, in compliance with Professor Reerich's wishes. The royalties on "Foundations of Buddhism", "On Eastern Crossroads", as well as sales of "Agni Yoga", have also gone into this fund.

# 8. ROERICH MUSEUM PRESS EXCHANGE

Miss Grant this week, received a letter from Kungl. Universitetets Bibliotek, Uppsale, Sweden, with whom there has been an exchange arrangement for the Bulldtin, asking for a copy of the Journal of Urusvati. In exchange for the Bulletin and Journal of Heusvati, they will send us their publication <u>Le Monde Oriental</u>, which the Press will be glad to send upon its arrival to "Urusvati" Himalayan Research Institute at Naggar.

#### SALES OF ROERICH MUSEUM PRESS (Oct. 1. 1932 to Dec. 31.1932)

These figures have been furnished to the Press by Mr. T. Wineberg our Auditor, and provide the basis for the estimate entered in the Minutes of the Trustees no. 202.

Books and Catalogues	\$720.98
Photos and Repros.	149.86
Outside Publications	122.22
Rental Library	86.23
Bulletin	3.40
Consignments	276.35*
Journal	2.10
Postage (on Sales)	11.11
Agni Yoga	29.60
	1401.85

To these figures are added the inter-departmental sales, made at 40% discount. These amount to \$176.30 but **Extration** of this amount the sum of \$70.20, originally credited to December, is really only a January item. So that the total from October to December will be \$1401.85 plus \$106 or \$1507.85.

(\* According to the Press Department, \$104 of the consignment accounts have already been paid.)

Miss Grant notes that in the ststement made by Mr. Platkin to Mr. Horch, and attached to the minutes as a Memorandum, the sum of \$200 of sales made to the Spinoza Center has been omitted. Thus the sum of Spinoza Advance Sales should be \$325. Thus his cash total should read \$1006.56 while his complete statement should read \$1185.09. This, added to the consignment of \$276. 36, plus the \$106 of inter-departmental sales makes a total of \$1567.45 which is \$60 higher than Mr. Wineberg's total.

To the January sales noted by Mr. Platkin, i.e. \$191.08 plus \$10.20 on consignment, must be added \$70.20 of inter-departmental sales, or a total of \$271.48.

Since the Press is debited with the entire printing costs of its publications, as well as the costs of outside purchases all sales on these books, even thought inter-departmental, should be credited to its account. ROERICH MUSEUM PRESS REPORT OF ACTIVITIES Oct.14 to Nov.3

# 1. S PINOZA THE BIOSOPHER

"Spinoza the Biosopher" was completed on October 19 and delivered from the printer. A check of \$300 was transmitted to J.J.Little & Ives before its delivery, of which \$125 conprised an advance subscription payment from the Spinoza Center and the remainder from ourselves. Before collecting the money for the subscription, the Spinoza Center demanded a 55% discount on the book.

Copies have been sent out for review, and the Spinoza Center paid for a two inch ad" in the Himes on the date of publication, Nov. 1. Circulation on the book has been made to all philosophy departments, book stores, our customers, jewish centers, etc.

## 8. ARTICLES BY PROFESSOR ROFRICH

The second part of "Maitreya" has now appeared in World Unity, and since the type has been held for reprint, we may now proceed to order. The printer gives me the following estimates for 500; with special cover \$45; with self-cover \$37. For 250, respectively \$35 and \$30.

The article "Synthesis" by Prof. Roerich appeared in the Vedanta magazine for October. 1931.

Attached herewith is a letter received from World Unity; Miss Grant is corresponding with the writer and calls Prof. Roerich's attention to Mr. Holly's sugg stion.

#### 3. MONOGRAPH OF YARAMENKO

In accordance with Prof. Recrich's request, a second copy of Yaramenko's Monograph has been sent this past week to Mrusvati. Miss Lichtmann also arranged with Yaramenko for the ezchange of one of the Portfolios for a Monograph, on payment to him of \$10. T, is has now been received and is being sent. According to our information here from the British consulate, unbound books such as portfolios are duitable in India, whereas books are not. Therefore the exchange was made. ROVALTIES

4. According to our regular custom, royalties to authors are now again due as of November 1. The Press asks the Trustees' consideration of this question, since the royalties as of May 1, still remain unpaid.

5. ROERICH MUSEUMS PRESS COMMITTEE LUNCHEON.

The Roerich Museum Press calls attention to the report attached herewith, of he Literary Luncheon, the first activity of the Committee this season, and which, in addition to brilliant literary prestige, netted the Fund \$100 and the Roerich Museum Apartments \$180.

# 6. PAN AVERICAN WOMAN'S ASSOCIATION.

We are pleased to announce the interesting progress shown by this organization: In line with the present conditions, the Association has been enable to form a Social Service Center in one of the poor Latin-American communities of Harlem, where a church has given space for this purpose. Talks are given weekly to the women on the problems of the home and children; and several doctors and dentists have volunteered to give their services gratis on certain hours. This is being handled through a committee of Latin American women in the Pan American Women's Assn.
#### REPORT OF THE LITERARY LUNCHEON IN HONOR OF PEARL BUCK

The Director of the Roerich Museum Press is pleased to report the great success of the first Literary Luncheon of the season, given November first in honor of Mrs. Pearl Buck, author of the "Good Earth" and "Sons". The speakers included, in addition to Mrs. Buck: Dr. Carl Van Doren, Mrs. William Dick Sporborg, Ruth St. Denis, Dr. H. Forman, Margaret Widdemer. Miss Grant presided.

The entire capacity of our restaurant was subscribed for, this being undoubtedly the largest function we have ever attempted. Two-hundred-six guests were present and the entire body, without exception, expressed their enthusiasm and appreciation of the occasion.

The audience in general was constituted of Librarians and Club Women from which groups, the Director of the Press hopes, eventually, to be able to recruit the Members of the Roerich Museum Literary Guild for the support of the Press. She feels that these luncheons, as well as the debates and the lectures, which the Committee plans to arrange will enlist large literary following to the Institution. It is also interesting to mention that we were compelled to refuse numerous additional subscribers to the luncheon, whom we were unable to accommodate for lack of space.

Among the numerous telephone calls and expressions of appreciation the following letter is an example:

"My dear Miss Grant:

"I want to thank you for your kindness in arranging to let me attend the luncheon for Miss Buck, this noon. It was very nice of you, indeed, and I appreciate it very much. I consider it one of the most interesting occasion which I have ever attended in New York City and I thought your conduct of it brilliant.

I only spoke a minute with Miss Buck, not wishing to force myself upon her nor to interrupt and take time belonging to others but she gave me the name of her hotel and I am to get in touch with her there.

I hope to bring in something about the luncheon in my story, and if not possible this time will try to write something about it at a future date."

Yours most sincerely,

Betty Shannon (

The Director of the Press wishes to announce that the next Literary Luncheon will be held on Wednesday, December 7th, in honor of Hendrik Van Loon.

#### LITERARY LUNCHEON IN HONOR OF FEARL BUCK

November 1, 1932

## Receipts ..... \$ 293.85

(Outstanding ..... 12.75)

#### Expenses:

Meals, Tips and Extras	\$ 180.60
Extra Secretarial Work	3.00
Stamps	7.00
2 Refunds at 1.50 each	3.00
	\$ 193.60

### MASTER INSTITUTE OF ROERICH MUSEUM 310 Riverside Drive, New York ANNOUNCES A Course On

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#### Given by

### FRANCES R. GRANT

THIS SERIES, GIVEN AT THE REQUEST OF MANY AUDIENCES WHICH HAVE HEARD MISS GRANT'S INDIVIDUAL LECTURES, IS INTENDED TO PROVIDE A CULTURAL APPROACH TO EPOCHAL PHILOSOPHIC AND AESTHETIC INTERPRETATIONS OF LIFE.

1.	Buddha:	The Principle of Discipline
2.	Krishna:	A Doctrine of Ecstasy in Action
3.	Confucius and Lao Tse:	The Sages of China
4.	Plato:	A Communion With Perfection
5.	Jesus Christ:	Some Apocryphal Considerations
6.	St. Francis of Assisi:	The Impact of Beauty
7.	Spinoza:	The Jew Who Illumined Christianity
8.	Thomas a Kempis:	The Imitation of Christ
9.	Ramakrishna, Vivekananda:	Contemporary Hindu Contemplation
10.	The Threshold of Fire:	Man as a Co-Worker of the Universe

Frances R. Grant, B. Lit., Columbia, distinguished writer and lecturer, Director of the Roerich Museum Press, Vice-President of the Roerich Museum, was formerly associate editor of "Musical America" and contributor to numercus magazines and symposia. In addition to lecturing throughout the United States, Miss Grant has lectured extensively through the universities and museums of South America - Brazil, Argentine, Chile, Bolivia, Colombia, Mexico, etc. Her latest work, "Flambeau", an interpretation of the lives of the Mystics, will be published during the coming year.

> The Course will be Given Friday Mornings at 11:00 A.M. Beginning Friday,October 28th 310 Riverside Drive, 3rd Floor, Studio 5

FEE FOR THE ENTIRE COURSE OF TEN LECTURES, FIVE DOLLARS (\$5.00)

Registration blank for Miss Grant's Course on "COMPARATIVE PHILOSOPHIES" Master Institute of Roerich Museum, 310 Riverside Drive, N.Y.C., 3rd Floor

I herewith register for Miss Grant's Course in "COMPARATIVE PHILOSOPHIES"

Name.....

Checks should be made in the names of Master Institute of Roerich Museum 310 Riverside Drive, N.Y.C.

## ACTIVITIES REPORT\*\*ROERICH MUSEUM PRESS

From November 5, 1932 to December 2, 1932.

Spinoza, the Biosopher. Reviews of this volume have so far appeared in the Sunday "New York Times", the "Herald Tribune" and the Detroit "Jewish Chronicle". We anticipate that a number of other reviews will shortly appear in various publications.

With the assistance of the Spinoza Center, we arranged special displays of <u>Spinoza the Biosopher</u> at Brentano's, Macy's, MacMillan's and other shops.

NEW YORK STATE FEDERATION OF WOMEN'S CLUBS CONVENTION, HOTEL ASTOR.

During the past week the Director of the Press attended the Convention of the New York State Federation of Women's Clubs, organizing two programs: one devoted to the "Bibles of the World"; the other to "Pan American Music". The Roerich Banner of Peace was displayed at the Hotel Astor throughout the Convention, together with appropriate literature for distribution to attending delegates. Miss Grant also spoke on the Roerich Museum to the delegates of the Junior Federation of Clubs, at this time.

Miss Grant wishes to state that she has been asked to serve under the new administration as Chairman of the Arts. She believes this will give her own more opportunity to assist all branches of the Roerich Museum work through the New York State Federation of Women's Clubs. Miss Grant has also been asked to lecture before the School of Politics of the Women's National Republican Club, on Latin-America.

THE ROERICH MUSEUM BULLETIN. In accordance with the decision of the Board of Trustees, a four-page bulletin has been printed. It is naturally necessary to curtail all items, due to the limitations of space.

No. 3

Press Activities Report

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Page 2.

Latin-American Contacts. Mr. Angel Guido, distinguished Argentine architect, and winner of the Guggenheim friendship award, visited the Directors of the Press during the past week, bringing with him a letter from Ricardo Rojas. Mr. Guido has promised to write an article on the Museum for "La Prensa" of Argentine.

A copy of the Spanish translation of Professor Roerich's article on Tarore has been published in "La Opinion", Buenos Ayres. <u>NEW CONTACTS.</u> Among interesting new contacts made recently by the Press is the correspondence with Mr. Constable, of the Buddhist Institute of Hawaii; copy of whose letter is being forwarded to Professor Roerich. We have requested Mr. Constable to have his organization act as a center for the distribution of our books and possibly for the organization of a branch of the World Leaugue of Culture. Miss Grant wishes to express her sincere regret that the clipping regarding the botanist was not received, as she believed she sent it. With the aid of the back files of the World\*telegram, Miss Grant to-day located the date of the article and went to the World-Telegram building where she was able to obtain the two last copies of August 12th in which this interview appeared. She is giving these two copies to the Urusvati New York office for sending to Naggar.

#### ROERICH MUSEUM PRESS ACTIVITIES REPORT

(From December 3rd to December 31st, 1932)

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## SPINOZA BOOK.

Other reviews have appeared in the Philadelphia Public Ledger and the Knickerbocker Press of Albany, New York. This latter review is especially interesting in that the review begins as follows: "This is the latest of a series of books on culture and philosophy which comes to us from one of the greatest centers of dissemination of culture in America--the Roerich Center in New York City." The review was written by George P. Rice and we hope it has reached the attention of the Board of Regents. GOETHE.

Through the cooperation of Dr. Slochower, announcements of our Goethe Sy posium were taken to the Modern Language Convention at Yale, for distribution among the delegates, who are holding a special Goethe meeting.

### PROMOTION

A special series of letters about our publications has been planned to be circularized immediately after the New Year, to individual lists, museums, art schools and book stores, making some special offers of our publications. We hope this will have a stimulating effect upon our sales, which, for the last 10 months, have reflected the general depression.

A special series of short publicity articles on our various books will also be inaugurated after the New Year holidays. ROERICH MUSEUM FRESS CAMPAIGN ACTIVITIES.

## LITERARY LUNCHEON.

The second Literary Luncheon was held on December 7th, with Mr. Hendrik Willem Van Loon as Honor Guest. Miss Grant presided. Other speakers included Mrs. John Drinkwater, Mr. Henry James Forman, Mr. Orton Tewson and Mr. Leon Dabo. Although the attendance was not as great as that of the first luncheon, the enthusiasm and appreciation of those present was most gratifying. The profit on the luncheon (after paying our expenses, which amounted to \$90.55) was \$17.70.

An invitation has been extended to Mrs. Franklin D. Roosevelt to be the next Guest of Honor, but as yet no reply has been received.

The Roerich Museum Press Committee is also planning a new departure for its campaign fund by presenting Lowell Thomas in a morning lecture. Although one of the highest-priced Literary Lecturers, Mr. Thomas has agreed to work on a cooperative basis of <u>60%</u> for us to <u>40%</u> of the receipts. The lecture will probably be held sometime in February, and, if successful, will be followed by other lectures to enhance our publication funds.

Following the New Year, active work will be begun in the organization and promotion of the Roerich Museum Press Literary Guild, to aid the maintenance of press publications.

## INTERNATIONAL CONTACTS.

Special material, with friendly letters inviting further cooperation, was sent to the Kungl. Universitets Bibliotek, Uppsala, Sweden; Mr. A. C. Constable of Hawaii, and Frau Muller of Vienna.

During the last two weeks an extended amount of Spanish correspondence has been done, including letters with articles to Dr. Ricardo Rojas, Dr. Boris Fikh, Mrs. Salvadora Botona and Mr. A. Pavlovsky, of Buenos Aires; Mrs. Victoria Gucovsky (now in Chile), Mrs. Maria Tupper of Chile, and Senora de Urioste of Bolivia.

In addition, 100 cards, each with personal notes, were sent throughout South America.

### SPECIAL ACTIVITIES

The Senior Class of the New York Teachers Training School was taken though the Museum by Miss Grant, and a special talk given on the work of Professor Roerich.

A special program has been arranged by Miss Grant, at the re-

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quest of the New York City Federation of Women's Clubs, on "Music in the Worship of the East," on January 10th. Following a talk by Miss Grant, there will be a musical program presented by the Russian Symphonic Choir, a Chinese Ensemble, a Hindu Ensemble, and a Buddhist Ritual presented by Ruth St. Denis. Following the program, a luncheon for 150 women will be given in the Roerich Museum Restaurant.

(Miss Grant appreciates Mrs. Lichtmann's cooperation in securing the Russian and Chinese Ensembles for the occasion.)

Miss Grant has been requested to serve again as a member of the Standing Committee of the Columbia University School of Journalism Alumni ssociation.

## ROERICH MUSEUM PRESS ACTIVITIES REPORT

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From January 1st to January 13th, 1933

1. Other reviews of "Spinoza the Biosopher", including one published in the January issue of the B'nai B'rith Magazine, have been received.

5 copies of "Spinoza the Biosopher" were sent to Professor Roerich for review purposes, in accordance with his request, on December 19,1932. 2. A follow-up circulation for our books is being made through the book stores of the United States. We hope that the results will give an impetus to our sales. Further letters are planned to Museums, foreign book stores and special individual lists.

3. Mr. Godkin, with whom Miss Grant has been conferring for help on the sales of our books, is to take a trip to New England, Philadelphia and Washington, as well as to cover the entire New York book outlets. This intensive trip, which will take two weeks, would cost us about \$80.00. covering all traveling expenses and salary. Although we have circularized these book stores, sales managers consistently inform me that individual trips, especially by someone who is familiar with the trade, give a greater impetus to the sales. In this case, we would be sharing the expenses, half and half, with the Beacon Press, for whom Mr. Godkin would carry four titles: whereas our own titles now number thirteen. The New England field, it seems to me, would be especially good for our type of books, which are fundamentally of a serious and educational character and which do not depend on their newness for sales, but on their authoritative value. Mr. Godkin has been for three years General Sales Manager of the Dial Press, for ten years with the Oxford Press. as well as with other concerns for whom he traveled extensively. After trying consistently to obtain a salesman to undertake the sale of our books, all of whom were unwilling to undertake them on a commission basis, this is the only approachable offer that

has thus far been received.

4. Estimates for the printing of the "Decade" proceedings have been received from three concerns. All approximate about \$210.00. Miss Grant is getting further estimates.

 Due to the delay of Mrs. Roosevelt in replying to our invitation to serve as Guest of Honor for the next Literary Luncheon, we have suffered great delays in planning the January event. At present, Miss Grant is trying to get a fitting Honor Guest for the occasion.
 Arrangements have been made for the presentation, under the auspices of the Roerich Museum Press Committee, of Lowell Thomas in a lecture, probably on the morning of February 18th. If this morning lecture proves successful, the Roerich Museum Press Committee will inaugurate a series of such lectures, which it hopes will bring funds to the work of the press.

7. On January 10th, the Director of the Press arranged a program, at the request of the City Federation of Women's Clubs, on "Music in the Worship of the East". Five hundred women attended, following which a luncheon was given in the Roerich Museum Restaurant for 125 of the woment Letters of appreciation for the program are herewith attached. 8. On January 12th, Miss Grant lectured to the class of Professor Swift of Columbia University, in the Roerich Museum.

On the evening of January 12th, Miss Grant gave a public lecture on Nicholas Roerich.

9. The Pan American Women's Association will present at its next meeting January 14th, Mrs. Aristides Bonilla, wife of the Commercial Attache of Costa Rica, in an illustrated talk on Costa Rica.

10. Miss Grant has received a letter from Ambassador Morgan of Brazil, in reference to a possible exhibition by a Brazilian painter, who would undertake the expenses of transportation and insurance. In accordance with the request of the Trustees, she has asked him to send photographs of the paintings.

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11. The woodblock printing has been given for reproducing on yellow silk, in accordance with the request of Professor Roerich.

## NEW YORK CITY FEDERATION OF WOMEN'S CLUBS, INC.

## Department Fine Arts Division Music

Mrs. Theodore Martin Hardy, Chairman 618 Madison Street Brooklyn, N. Y.

January 12th.

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Trustees of the Roerich Museum Dear Sirs:

On behalf of the Music Committee of the New York City Federation of Women's Clubs, I wish to express our sincere appreciation of the courtesy extended to us in permitting us to hold the last of our series of "Musical Adventure" at the Museum, on Tuesday, January loth; and to express also, our keen appreciation of the beautiful program arranged for us by Miss Frances Grant. It was exquisite in every detail, and the subscribers to the "Musical Adventure" were unanimous in their expressions of pleasure.

Again thanking your Board for the courtesy of the Museum.

Sincerely yours,

(Mrs. T. M. ) EMMA K. HARDY, Chairman.

## NEW YORK CITY FEDERATION OF WOMEN'S CLUBS, INC.

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## Department Fine Arts Division Music

Mrs. Theodore Martin Hardy, Chairman 618 Madison Street Brooklyn, New York

My dear Miss Grant:

The enclosed does not express half of the gratitude in the hearts of the Music Committee, and especially the Chairman, for all the lovely and gracious things you did for us last Tuesday.

Every mail has brought me letters, commending both the program and your wonderful and illuminating talk. <u>You</u> surely made a hit with the Musical Adventures members.

The luncheon was so fine also, and every one enjoyed the tour of the Museum, too.

We do most sincerely appreciate your splendid co-operation, and I personally, feel a deep sense of gratitude to you for the splendid finale of our "Adventures".

Ever gratefully,

EMMA K. HARDY

ROERICH MUSEUM PRESS ACTIVITIES REPORT From February 3rd to February 17th, 1933.

1.- The February number of the Bulletin was delivered on the evening of February 1st. We are new going to press on the March issue.
2.- The Director of the Roorich Emseum Press has spoken to Marper's Publications on the possibility of having them print "Fiery Stronghold". They seem interested in this publication and promised to consider it and give her a reply this week. There seems to be a general hesitation on the part of publishers to print books of essays or assembled articles; this has been mentioned to her by a number of publishers.

3.- A very large review of Dr. Cousins' book "A Wandering Harp"appeared in "Nieuwe Rotterdamsche Courant".

4.- Miss Grant received a cable from Dr. Cousins asking whether the Roorich Museum Press would be interested in publishing a sequel to the "Wandering Harp", for which he would make an advance subscription of \$500.00. Since this would cover most of the costs of the book, the Trustees decided to undertake it. This is being communicated to Dr. Cousins.

5.- In view of the decision of the Trustees, to limit the visiting hours of the Museum, it is anticipated there will be some reduction of the Reerich Museum Press Sales from the Museum source.

6.- The present plans for intense economy will not permit the early publication of any books. The Press will make every effort to sell these books now on hand, although it is to be expected that lack of new material will make itself felt in sales returns.

7.- The Press has handed over to the Agni Yoga Publications an advance order for 6 copies of "Hierarchy" for Mr. Gysi; as well as a check for \$6.00 for copies of Agni Yoga, to be mailed to Mr. Constable of Mawaii. The Press is now handing over to the Agni Yoga Publications all orders received for these books.

8.- In accordance with the request of Professor Roorich, two copies of

the Yaramenko Honograph were sent to Dr. Chklaver.

Mr. Honry Wallaco, of Iowa, Candidate for the Secretary of Agriculture 9.00 in President-elect Roosevelt's Cabinet, visited Miss Grent. He also brought several prominent Members of the Department of Agriculture with him. His enthusiasm and devotion to the Museum are highly gratifying. Miss Grant is writing complete details of his significant visit to Professor Roorich . 10.- Mrs. Harry Vincent Milligan, prominent clubwoman and Member of the Riverside Church, as well as wife of the organist there, called Miss Grant s I mentioned that she was anxious to have the Rockefeller Church and the Roerich Musoum come closer together. She therefore asked Miss Grant if she would give a lecture before the Women's Club of the Church, on March 6th. 11.- Miss Grant was invited as a Guest of Hener and Speaker at the Literary Luncheon held by Dr. Burrill, when she spoke on Nicholas Reerich's "Realm of Light" as a new formula for the coming world pattern. This ideal was greeted with great appreciation. Other Speakers included Dr. Emanuel Baruch, George Sylvester Viereck, and other literary men.

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12.- Mrs . Moore, new President of the New York State Federation of Wemen's Clubs, called Miss Grant and asked her to write an article for the New York Herald Tribune, in regard to the Federation Art plans. This was done. Mrs. Moore will visit the Museum at the end of February, when she will return again to New York from her home in Buffalo.

13.- Miss Grant spoke to Mrs . Henry Taylor of Lowa, Chairman of Arts of the General Federation of Women's Clubs, of the possibility of cooperation with the Museum. Miss Grant will send her a list of possible exhibitions available to the General Federation Clubs and also hopes there will be possibilities of other cooperation.

14.- Miss Grant was asked for an article, by the editor of the Park Avenue Social Review. She arranged for the inclusion of an article on the Inhabitants of Lahul, by Miss Lichtmann.

15.- Members of the Spineza Center requested an article by Professor

Recrich to be included in their coming issue. Canimus Surdis was given to them for this purpose.

16.- As Chairman of Paintings, Miss Grant obtained a Lecture engagement for Mr. Leon Dabo to speak on "The Renaissance" before one of the Women's Clubs. He will receive a fee of \$35.00.

17.- Miss Grant also obtained an engagement for the Russian Symphonic Ensemble, which recently sang at the Ausoum in the religious program arranged by her. A fee of \$50.00 is being paid to the Symphonic Ensemble. 18.- During the visit to America of Dr. Rigoberto Ortis, an Ecuadorean Educator, a Lecture by him was arranged by Hiss Grant for the Fan American Women's Association, on February 15th. This lecture, delivered in Spanish, was on the following topic: "Las Orientaciones del Pensemiente Ecuatoriano Acorea del Pervenir Sur Americane". Dr. Ortiz, Professor of Sociology and Statistics at the University of Guayaquil, was passing through America on a mission to Europe to study the sociological and statistical methodss abread. His sister is the moving force in the Neundorean Reerich Society. About fifty invitations were s ent out, drawing a distinguished audience of Latin-Americans, including Consul-General Jaramillo of Ecuador.

••• A Locture was arranged by the Pan American Women's Association on February 10th by Mrs. Aristides Benilla, wife of the Commercial Attache of Costa Rica, on Costa Rica. A very large audience of distinguished Latin-Americans attended, including also Consul and Mrs. Schwarz of Germany, and Consul-General Rovak of Jugo Slavia.

20.- Miss Grant received a message, sent by telephone, from Mrs. Salvadora De Botana of Buenos Airos, through her son, that the Micholas Roerich room would be arranged in the new Musoe Nacional of Buenos Airos, new being constructed. At Mrs. De Botana's request, also by telephone, Miss Grant wrote an article on the Mus cum, to be printed, with reproductions, in "La Critica" of Buenos Airos.

21.- The Director of the Press has received from Mr. Pavlovsky of Buenos

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Aires, a copy of "El Muevo Mundo" ( Novy Mir ) with Professor Roerich's article "Fiery Stronghold" reprinted in full.

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22.- Miss Grant has received the following gifts from South Amorica: two volumes of poetry from Gaston Figueira of Uruguay; an etching from Ernesto Laroche, Director of the National Huseum of Uruguay; a small painting from Sr. Morey, Director of the Museum of Mabana; a set of etchings of Brazil by Katherine Sresnevska of Rie de Janeire; a volume of poetry from Carmon Alicia of Puerto Rice; as well as numerous letters and greetings for the New Year, from throughout South America.

23.- The proposed Lecture by Mr. Lowell Themas was attended by an unfortunate incident, quite unethical. Although Mr. Themas had agreed to lecture for us on a given date, he made another appointment, so that a last-minute substitution had to be made. This precedure is entirely unprecedented and, unfortunately, provented us from any success whatseever in our plans. Plans are now being made for the coming Literary Luncheon.

## ROERICH MUSEUM PRESS ACTIVITIES REPORT

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From February 17th to March 3rd, 1933

1.- In response to a visit paid to Harper's Publications, concerning the publishing of "Fiery Stronghold", this concern has answered that they would be unable to undertake the publication. Miss Grant is to see Rae D. Henkle, the Publisher, on Friday, March 3rd.

2.- Mr. Powell, Editor of the Psychological Exchange and Psychiatrist at Sing-Sing Prison, visited Miss Grant and asked her if there was some way in which cooperation could be established between the Psychological Research work of the Magazine and the Press. The possibility of lectures or some other research work was discussed.

5.- This week, Miss Grant received a letter from The American Association of Teachers of Spanish, in which she is asked to lead a movement for a wider recognition of the Spanish Language and Literature among educational odies. In part, this letter reads as follows: "After thinking this situation over carefully and discussing it with several people very much concerned about it, North and Spanish Americans, the conclusion was reached that you were the logical leader. The Roerich Museum, as a distinguished cultural center, would be an admirable sponsor and you, as the leader of the Pan American movement among women, could serve this cause ideally. My immediate request, which I make most respectfully, is that you agree to issue a call for a preliminary conference to meet at the Museum for the discussion of organization plans and details."

It was decided to call a conference at the Roerich Museum, of the leading Educators, Latin-Americans, etc., for the formation of a council dedicated to the fostering of Spanish Language and Literature as a link of Inter-American understanding.

4.- Following the Lecture on "The Women of Turkey", Miss Grant had a talk with Mme. Suad Sefa on the possibility of the founding of a Turkish Recrich Society. The idea has been received with great enthusiasm by her and has been reported to Mrs. Horch.

5.- On February 20th, Miss Johnson, daughter of Percy Johnson, visited Miss Grant to ask if she might assist her, beginning in October, as a volunteer worker. If so, she would wish to take an apartment in the Museum next fall, so that she could constantly help in the work of the Museum. Mrs. Johnson and Miss Johnson have left for a trip abroad and will return on May 1st.

6.- Miss Grant has just received a very gracious note from Mr. Wallace, in appreciation for the gift presented to him on his appointment as Secretary of Agriculture.

7.- Mrs. Moore, President of the New York State Federation of Women's Clubs, visited the Museum on Sunday, February 26th, spending an entire afternoon with Miss Grant. She expressed her great admiration for Professor Roerich's genius and his great work for humanity, and has promised the come to the Museum frequently on her visits from Buffalo.

Miss Grant is happy that the close association with the head of the New York State Federation of Women's Clubs, which was so gratifying during Mrs. Sporborg's administration, will undoubtedly be retained during the soming two years of Mrs. Moore's administration.

8.- Miss Grant wishes to express her appreciation to Mr. Lichtmann for his courtesy in taking over her Reconciliation Group on Sunday, February 26th, when the visit of Mrs. Moore prevented her from giving her lecture.

9.- The Committee of Fine Arts of the State Federation had a meeting at the Museum to outline the plans for the coming season.

10.- On February 28th, Miss Grant delivered a lecture before the Godmother's League of New York, on "The Art of Nicholas Roerich". The audience expressed its great enthusiasm for Professor Roerich's work.

11.- On February 22nd, Mr. Max Jimenez, eminent Costa Rican poet, visited the Museum and was taken through the Museum and the School. He expressed the profoundest admiration for Professor Reerich's paintings and the work of the Institution, about which he promises to write, on his return to Costa Rica.

12.- The Cables Editor of the United Press telephoned Miss Grant and asked if he could write an article for the South American Newspapers, on the Latin-American work of the Museum. In the article this correspondent, whom Miss Grant met on her visit to Brazil, says among other things:"In reality, the Roerich Museum is the centre of Latin American culture in the United States." Miss Grant is very pleased to know that the Latin-American papers will have word of the significant Latin-American activities which are progressing in the Roerich Museum.

13.- On the evening of February 24th, the Pan American Women's Association held a benefit concert for its social service fund. Although the sum netted was not a large one, the Pan American Women's Association was happy to be able to donate \$25.00 to the Reerich Society toward its activities.

14.- The Pan American Women's Association will cooperate in sponsoring the Friendship Dinner for April 12th, which falls on Pan American Day, after which a program devoted to Pan America will be held.

15.- Material on the activities and various plans of Museums of North America, together with different suggestions, were sent to Sra. de Urioste of La Paz. to aid her in her inauguration of a Museum in her native country.

16.- Children's magazines of the United States and suggestions of the inauguration of a publication were sent to Mrs. Gutierrez to aid her in founding a Children's Magazine.

17.- Miss Grant received from Mr. Roland von Weber an article on the Roerich Museum in "La Nazione" of Italy.

To be attached to the Minutes of the 202nd Meeting

MEMORANDUM BY L. L. HORCH

In reply to Miss Grant's statement, Paragraph #9 of the minutes of the 202nd meeting, at which Miss Grant reports: "that from October to December approximately \$1600.00 were taken in for books, reproductions and cards," Mr. Horch has requested Mr. Platkin for statements of the Roerich Museum Press, which are attached.

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# TOTAL CASH RECEIPTS

October	November	December	Total
\$264.75 *	\$257.48	\$284.33	\$806.56
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<u>January 1933</u> \$257.51

\* Includes \$125.00 for Spinoza Advance

Mem andum prepared by Mr. H.P.Platken for Mr. L. L. Horch

STATEMENT	OF ACTUAL BUSIN	NESS TRANSACTED BY
	ROERICH MUSEUM	
IN	THE FOLLOWING	MONTHS :

	October	November	December	Total
* Cash Sales	\$112.67	\$204.05	\$ 153.64	\$470.36
Charge Sales	96.70	125.42	167.61	389.73
Advance from Spinoza Group	125.00			125.00
	\$334.37	<u>\$ 329.47</u>	\$ 321.25	\$985.09

Consignments

\$46.18

\$100.66 \$129.52 \$276.36

# OUTSTANDING ACCOUNTS OF R.M.PRESS

Qutstanding as of January 31, 1933 - \$ 488.08

## CONSIGNMENTS

Outstanding as of January 31, 1933 - \$ 767.82

\* Also includes income from "Lending Library" \*\* This does not include collections of monies for sales made in previous months.

ACTUAL BUSINESS TRANSACTED JANUARY 1933 BY ROERICH MUSEUM PRESS

Cash Sales Charage Sales	104.87 86.21
	\$191.08
Consignment	\$ 10.20

## ROERICH MUSEUM PRESS ACTIVITIES REPORT.

## From March 3rd to March 31st, 1933

1.- Mr. Rae D. Henkle, who was interviewed by Miss Grant as to the possibility of his publishing "Fiery Stronghold", expressed his interest in issueing this book if certain financial plans, on which he is working, are completed in a fortnight. He seemed confident that these plans would be consummated, in which case he expressed himself as being enthusiastic about the publication of the book.

2.- A review of "A Wandering Harp" by Dr. Cousins, appeared in the Honolulu Star Bulletin last month.

3.- In accordance with the request made to Miss Grant by the American Association of Teachers of Spanish, invitations for a Conference on March 27th were sent out to the Leaders of Inter-American relations. About twentyfive attended, including Miss Heloise Brainerd from the Pan American Union in Washington, D. C.; Mr. Wm. B. Flower, from the Pan American Society; Mrs. A. K. C. Palmer, from the Chilean American Society; Dr. Rafael Rios, Chief of the Bureau of Commerce and Industry of the Government of Puerto Rico; Mrs. Susan Huntington Vernon, Former Dean of Women at the University of Puer-Rico: Dr. Jose Camprubi. Publisher of "La Prensa": Mrs. Guerra Everett. wife of the publisher of "La Informacion"; Dr. Lawrence A. Wilkins. Head of the Department of Modern Languages in the Board of Education; Dr. Max Rics Rics, of Columbia University; and representatives of the Department of Spanish in the High Schools and Colleges. In addition, enthusiastic letters were received from other Pan American Leaders who were unable to attend, but who offered their cooperation. A permanent Council was formed, and an Executive Committee was elected, of which Miss Grant was elected Chairman. Miss Grant hopes that this Council will function as a very important body in Inter-American understanding.

4.- Invitations have gone out, in the name of the Roerich Museum and the

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Pan American Women's Association, for the celebration of Pan American Day, on April 12th. The Consuls General of the Latin American countries, who are in New York, will be the Guests of Honor and there will be a program of eminent Speakers and music of Latin America.

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5.- Miss Martha Lomar, Puerto Rican poetess, is to give lectures on the work of the Roerich Museum, at the "Ateneo" of Puerto Rico. She has promised to work for the adoption there of the Roerich Banner of Peace. 6.- An important contact with Mexico was made this week, with the Editor of "El Hogar", the only woman's magazine in Mexico; who expresses the greatlet enthusiasm for the art and ideals of Professor Roerich, as well as the Banner of Peace. The Editor will publish articles of Professor Roerich, in the magazine, as well as news about our work. She has also requested Miss Grant to write articles of current cultural news, of interest to the Mexican woman. She and her assistant, on returning to Mexico, will begin to inaugurate a new group of the Roerich Society in Mexico City. Miss Grant feels that this been a very splendid contact and will probably prove of the greatest future importance.

7.- Miss Grant is pleased to report the formation of a new Ecuadorean group in the city of Quite. She is also informed that the original group, in the city of Guayaquil, is making good progress.

8.- Letters of various interests have been received from Mr. Best of Rio de Janeiro and Mr. Ismael Valdes of Santiage, Chile.

9.- "La Informacion", the Spanish newspaper, included in its series of Workers for Pan American understanding, an article on Miss Grant; in this article, the work of the Museum for Inter-American friendship was stressed, and Miss Grant is gratified to s ay that Professor Reerich was mentioned as her Mentor.

10.- On March 6th, Miss Grant delivered a talk on "The Culture of Latin America", before the Women's Club of the Riverside Church. On the afternoon of the same day, she was the Speaker at the Athena club of Freeport, L.I Mr. Leon Dabo, for whom she had secured a lecture engagement, spoke there on that d ay on "The Renaissance". She also spoke at the Chiropean Club on March 16th, where she was Guest of Honor. Miss Grant gave a lecture at the Roerich Museum on March 27th, on "The Culture of Latin America". On March 28th, Miss Grant spoke before the Sisterhood of Beth El Temple in Manhattan Beach, on "How are we preparing for the New Era?", in which she emphasized tolerance, and the cultural work of Professor Roerich.

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## ROERICH MUSEUM PRESS ACTIVITIES REPORT. From April 1st to April 30th (inc.) 1933

1.- The Roerich Museum Bulletin for April appeared on April 1st. Copies of it were sent to Professor Reerich on that day.

The Bulletin for May went to press on April 27th.

2.- Galley proofs on "Hierarchy" have been read and returned. The pages proofs were received on April 26th and 28th and are now in the process of of being read.

3.- A letter was written to the Stratford Press in Boston, in answer to their letter inquiring about the possible publication of a book by Professor Recrich.

4.- Miss Grant also visited Henry Holt and Company, Publishers of Dr. Magofiin's books, but they were unable to undertake the publication of "Aldar, The Fiery Stronghold."

5.- A review of "Spinoza, the Biosopher" by Dr. Kettner, appeared in the April "Personalist".

6.- A lengthy review of Dr. Cousin's book, "A wandering Harp", appeared in the February issue of the "Scholar", an Indian publication.

7.- It has been suggested to Miss Grant that a Nicholas Roerich Room and Branch of the Roerich Museum should be established in the "Ateneo" of Puerto Rico. Miss Grant has requested that an official invitation to this effect be sent to the Museum, and it could then be taken up by the Trustees.
8.- On April 12th, under the auspices of the Pan American Women's Association of Roerich Museum, Pan American Day was celebrated in the Roerich Museum. The Speakers included Mr. Horch; the Honorable Sebastiae Sampaio, Omsul General of Brazil; Mrs. Charles Gillingham Moore, President of the New York State Federation of Women's Clubs; Sr. Armando Zegri, President of the Grupo Inter-Americano; General de Leon; and David E. Grant. Miss Grant presided. 9.- n April 25th, the Pan American Women's Association presented Leopoldo Gutierez in recital. A contribution of \$25.00 was given to the Roerich Societ for the use of the Hall.

10.- In April 13th, Miss Grant was invited to attend the Pan American Institute & Miami, Florida, as the guest of Colonel and Mrs. Henry L. Dohorty. She Ift on the morning of April 14th, together with a group of about fifty Pan Aericanists, comprising leading economists, educators and Latin-American Diplets. Miss Grant was requested to speak in the one-day session of the Institute on April 17th. She is pleased to report that her address elicited grea enthusiasm. She spoke on the work of the Roerich Museum in Inter-American cultural intercourse as founded on Nicholas Roerich's ideals of intermional understanding through culture.

From the Director of the Institute, Mrs. Arthur Livermore, Miss Grant has eccived a note, stating in part as follows: "I am very sorry that I did ot have a chance to see you before you left and express to you what a periotly corking speech you made in the morning..... Your speaking to the iplomats in Spanish was a graceful and charming touch and I am very gla indeed that you were able to do so. Your whole talk was so interesting ndre were very proud of you."

11. On her return from Miami, Miss Grant stopped off in Washington to visit Sectary Wallace, with whom she had the opportunity of spending several how, and discussing many aspects of our works. She also vis ited the Pan Amican Union and the Bolivian Legation, where she has especially close fruds.

12 During the month, Miss Grant spoke at the Women's Club of Middletown, Ne Yerk; also as Guest of Honor at the Annual Luncheon of the Conthex Club, athe Hotel Astor; before the Wadleigh High School Annex on April 7th, befe an audience of over 600 girls; and to an assembly of 2500 girls at the Gl's High School in Brooklyn, on April 10th. The Rocrich Museum Press wishes to present the general summary of its Cash accounts since taking over its accounts on April 1:

Balance in Bank, as of April 1

00.00

Gross Eash Income from all Sales sources: comppising reproductions, books, outside consignments and publications. No outstanding orders, consignments, of inter-department sales are included.April 1 to Sept. 14, deposited \$1057.99

Disubrsements, April 1, to Sept. 14

868.46

Of the disbursements the outstanding ones, outside expenses are as follows:	of general
Printing, Bardic Pilgrimage, second payment	272.82
Director's salary, Apr. 1, to Sept. 15	125.00
Advances to Roerich Museum for European Center upkeep Payments to Little &Ives, as per arrangement	105.00
of \$15 monthly against our debt	60
Agni Yoga payments , tri-monthly account	20
Cables to Harbin and India(Pact and Expedition)	12.58

The Press regrets not being able to give a full trial balance but will try to supplement the above shortly in a more detailed statement.

Due to the limited funds, the Prsss has not been able to do any circularization or promotion, but with the receipt of its new catalogues, will undertake circularization and hopes that its Fall accounts will show upward trend.

Among interesting sales contacts made during the last few months, in addition to its regular outlets are those in San Jcinto, Calif.;Baca,Colorado; University of Texas; Woking, England; Batesville,Miss.; Wales; Dutch East Indies; Ojai, California; South Africa; Sao Paolo,Brazil; Wellington, New Zealand.

In April, the Roerich Museum Press issued "Barbic Pilgrimage" by James Cousins, a companion volume to "Wandering Harp". An advance sale of \$500 guaranteed its printing costs. Review copies have been despatched and publicity, as well as promotion to lists supplied by the author.

T<sup>"</sup>e Roerich Museum Press is now at work on the preparation of "Siberia and its Future " a Symposium on Siberia and the "ar East by Ivan Kiriloff, General Golovine, George Grebesntchikoff, A.A.Kiriloff, P.F.Koslovsky and Archibishop Nestor, with an introduction by Nicholas de Roerich. As the material was not submitted in English it was necessary to translate it <u>in toto</u>, this being done by Mr. and Mrs. Lichtmann, to whom the "ress wishes to express appreciation for their collaboration, and Miss Grant. Due to the military and technical terminology of General Golovine's article, it was found necessary to give this out for translation by Col. Gayevaky former pupilx of General Golovine, who is to receive \$25 at present and a sum not over \$25 after the appearance of the book, if it should be available. The editing of the translation by Miss Grant is now almost finished, after which it will have to be retyped.

The List of contents thus far is as follows: **MEXE** Preface : By a Group of Siberians; Introcution, "Heart of Asia", by Nicholas de Roerich; "Siberia a Geographical and Historical Survey", I.A.Kiriloff; "Ways and Means of Communication in the Far East" Pavel F. Koslovwky; "Cultural Contribution of Siberia ", A.A.Kiriloff; Article to come by George Grenestchikoff; "Present StrategicPosition of the Far East" General N.N.Golovine; "Far East and Japan" by Archbishop Nestor. As soon as material is ready the Press will proceed to put the book into press. The Press here acknowledges once again the gracious collaboration of Mrs. Seidel whose advance credit makes possible the printing of the volume. Repayments are scheduled to begin one year from date of publication.

Several Mss. have been offered for publication to the Fress, which were duly feturned due to the inability to undertake publishing at this time. In the case of a Mss. submitted by Mrs. Leslie Scott, it was sugg sted that an effort be made to raise an advance subscription through the author's friends. The author has agreed and letters are now being smat to a list supplied by Mrs. Scott to ascertain if such publication will be possible.

Due to an anonymous donation for this purpose, the Press was enabled to have a secretary from Feb. 5 to July 12. Following this time the Press has had the assistance for four days weekly (10 AM to 5 P.M.) of a welfare worker, Mme. Doubouis who helps in the office in the morning and is at the Bookstall in the afternoon. Beginning with September 15. the Press will engage Mme. Doubouis come on Saturday and Sunday afternoons to be at the bookstall, as the Press pleased at the interest taken by this worker in the sales, which are reflecting themselves in better possibilities at the Bookstall. As soon as possible, the Press will try to provide a constant salesperson at the Bookstall, believ-ing this will justify itself in sales. It will also be necessary to consider the possibility of a part time worker for the Press, and Miss Grant would like to submit this to the consideration of the Trustees. From present indications, whe believes this expense will be repaid in proportionate returns.

The Press wishes to acknolwedge the assistance, through the courtesy of Mr. Lichtmann, of Miss Robin from August to September 12, from 10 A.M. to 12 A.M. three days weekly. This was a great help in the typing of the articles on the Siberian book, and other articles and translations from abroad.

The Press also wishes to acknolwedge its appreciation of the collaboration of Mr. Shibayeff in trying to spread the publications of the Press in India. Miss Grant has asked Mr. Shibayeff as to the possibility of publishing additional copies of his catalogue for Press purposes, as also re costs of color reprints.

he Press has been pleased to cooperate wuth A.Y. publications in the preparaon of circularizing material, publication of pamphlets, lists for circularization, sales' outlets , etc.

Through the Stratford Press, reviews of Fiery Stronghold have been received from the undermentioned list. Since these clippings must be returned to teh Stratford Press, effort will be made to copy the outstanding ones: Deseret News, Salt Lake City, Utah; Spokesman Review, Spokane, Wash.; Hartford Tines; Boston Herald; Philadelphia Ledger; She Christian Newsm Salt Lake; The Argonoaut, San Francisco; Worcester Telegram, Mass.; Oakland Observer, Calif.; Minneapolis Journal; Montreal Star; Pittsburgh Sun-Telegraph; Indianolopis Star; Sandusky Star Journal; Brooklyn Eagle; Richmond News-Leader; Boston Evening Globe; Albany Knickerbocker Press; Tulsa World; Elmira Telegram; San Francisco Chronicle; Pittsburgh Press; Denver Rocky Mountain News; Sioux Fall Leader; Worcester Telegram; World Unity, New York; Chester Times; San Rafael Journal; Boston Post; American Theosophist; Modern Thinker; Boston Globe; Siouk Fall Argus Leader.

In accordance with the request of <sup>P</sup>rof. Roerich regarding the possibility of General Golovine's visit to this country, Miss Grant spoke to <sup>P</sup>eakins, who did not seem willing to undertake it, due to his uncertainty as to Gen. Golovine English, he said. M.ss Grant thereupon wrote to leading universities and men's organizations, military academies, etc. regarding the posibility of lecture engagements. Although there has been some response in inquiries, as yet no definite engagements have resulted.

In the fields of publicity the "ress has sent out the following material:

June 6,7: Panama Empowers its Manister to Sign Roerich Pact 27 Manchurian Emperor Accepts Roerich Museum Insignis

- Japan Honors Nicholas Roerich 28.
- Judge Shientag Approves Reorganization Plan 29 July Construction

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Women in the East by Natali Resnikova United States to Sign Roerich Pact. Four American Govennments to Sign Treaty.

The Press cooperated with the Dept. of Agriculture in the issuance of the news regarding the drouth Expedition, as well as the Pan American Union concerning the Pact.

Recent clippings received are as follows: The Expedition: New York Herald Tribune; Time; United States WeeklynWashington; Great Falls, Mont., News; Greenvillw, M. ch, News; Virginia Pilot, N rfolk; Portland, Ind. Commercial Review; Richmond Times Dispatch; N.Y.World Telegram; Fort Wayne Ind. Gazette; Pittsburgh Press; Rockford Ill. Star; Ogden Utah Standard Examiner. Nashville Henn., Banner. the New Yorker.

The Press has subscrubed to a clipping bureau covering only material on Professor Roerich; in this way it hopes to be able to ascertain better the material which appears.

Miss Grabh wishes to acknolwedge the new contact made in Seattle, through Professor Roerich, of a Press representative, who has been selling books and post cards.

Miss Grant has also sent various material to "rs. Welsh in Cincinnati on the Pact, for the press and lectures. Amd encouraging letter has been received indicating that "rs. Welsh hopes for progress.

New contacts were made recently with the xhief correspondent of <sup>R</sup>euters, Mr Moloney, who visited the museum for tea; also the news editor of Havas; contacts were renewed with Mr. Merrit; and Mr. Markell of the N.Y.Times.

Recent visitors of interest have been Mrs. Parks of Peru; Olive Ismay an English artist; Capt. Bronson Rea (counsellor of the Manchurian stateo; Mme. de Trether of Argentina.

Concerning the Inter-American Treaty on the Roerich Padt, Miss Grant wishes to report that , in accoreance with Prfo. Roerich's wish, she is keeping in constant contact with Dr. Gil Borges and Dr. Rowe, who have successively informed her of the adherence to the Roerich Pact of the following countries: Panama, Honduras, United States, Uruguay and Ecuador.

Miss Grant will continue all efforts towards the continued success of the inter-American Treaty.

Through Ramon Ruiz, a friend, head of the Consolidated Information Service reaching the South American Press, Professor Roerich's article "Construction" was translated into Spanish andsent out to 200 South American papers, accompanied by a cliche of Professor Roerich. An article on the accpetance of the Roerich Pact, together with a matrix of the Banner supplied by the Press, was sent out by this Syndicate also, translated for Latin American usage.

In addition the Press has sent out material to approximately 100 newspapers, in the United States, Canada and Latin America.

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1. In line with her concern in regard to the contevideo Cpfference's presentation of the Roerich Pact, and with her recommendations approved by drof. Roerich, Miss Grant consulted Dr. Banjamin Cohen, of the Chilean Legation, and asked his cooperation in presenting the question. On his departure for his country to consult with the Foreign Minister, on November 4th, Dr. Cohen promised to request the authorization of his country to present this project, before the Montevideo Conference.

Since Miss Grant was in Washington on the day that Dr. Cohen sailed she requested Mr. Horch's cooperation in sending the necessary data to the Santa Clara, on which Dr. Cohen sailed, in order that he could study the subject thoroughly on his way.

On Board Dr. Cohen wrote again asking for supplementary data in English and Spanish. The data, which included legal matters and technical terminology, was translated through the gracious help of General De Leon and Tr. David E. Grant and dispatched to Dr. Cohen in Tontevideo.

In order to reach as wide a sympathy as possible, and reach the delegates as well, Miss Grant sent all data to Dr. A. Araujo, our friend in Montevideo, and Sra. Salvadora de Botana and Alejandro Hidalgo; and Emriwue Gil in Buenos Aires with her request that they a oach all importance necessary persons towards the fulfillment of this measure.

Miss Grant also wrote directly to Dr. Rowe of the Pan American Union, in Montevideo as delegate of that body, asking his assistance. She also requested Dr. Gil Borjes and Ir. Alfredo Lopez, to communicate by air with their contacts at the conference for this purpose, and received their gracious promises of cooperation. She also transmitted to the Sexretary General of the Conference the Set of Resolutions with the letter of the Chairman, and also revested her friends in the Spanish Zegatkonsxinxxsx American legations in Washington to write to their compatriots who were delegates at the conference.

Letters written especially in Spanish to all delegates with Spanish material, had to remain unsent due to the expense of postage infolved.

On December 1, in compliance with an Indication received from "rusvati, confirming a request made by her some days earlier, the following cable was sent to Dr. Cohen at ontevideo by liss Grant:

DEEPLY APPRECIATE YOUR TRANSMITTING FOLLOWING MESSAGE PAN AMERICAN CONGRESS QUOTE THIRD INTERNATIONAL CONVENTION FOR ROBRICH PAGT AND BANNER ON PEACE WITH PARTICIPATION RTYFOUR NATIONS THENTY SEVEN OFFICIAL DELEGATES SEVEN OBSERVERS AND DELEGATES TORID OUTURAL BODINS UNANITOUSLY PASSED RESOLUTION WASHINGTON NOVEMBER EIGHTEAMTH NECOMENDING GOVERNMENTS OF WORLD AND INTERNATIONAL CONGRESSES ADOPT ROBRICH PACT AND BANNER FOR PRESERVA\* TION PROTECTION WORLDS ARCHAEOLOGICAL ARTISTIC SCIENTIFIC BULTURAL TREASURES STOP CHEREFORE IN MANE CONVENTION WE ASK PAN AMERICAN CONGRESS ADOPT THIS MEASURE SAFEGUARDING AMERICAS CULTURAL TREASURES AND FURTHERENG CAUGE CULTURAL UNITY OF AMERICAS SIGNED HORCH CHAIRMAN UNQUOTE MAILED YOU ARMAIL RESOLUTIONS SPANISH TEXT DRAFT STOP PROFOUNDLY APPRECIATE YOUR PRESENTATION THIS GREAT HUMANITARIAN CAUSE FO ADOPTION PANAMERICAN CONGRESS (SIGNED) Frances Grant

On Becember 19th, the "ew York Times announced that the Committee of International Cooperation had recommended the adoption of the Roerich Epct. Miss Grant thereupon suggested another telegram to Dr. Cohen thanking him and asking him to further cooperate when the matter came before the Plenary Session.

Miss Grant also sent a Spanish resume of the Conventi on and speeches to the papers through out Latin America with special letters to the Editors, the communique, etc. She also knows that the syndicates widely covered it for Latin America. She thus far has received cordial letters from Guatemala indicating the use of the material, and now awaits clippings, as she is confident there ill be wide response.

Material was also sent to "artha Lomar in Puerto Rico and Judith Forgrave in Mexico. and Miss Grant is continuing as much as possible in this field, as she feels we will have to extned and encourage our South American contacts in every way now that the Convention is over. Miss Grant will attach letters herewith from Miss Forgrave nad Martha Lomar.

Miss Grant has received from La "acion in Buenos Aire the entire article of "rofessor Roerich (Address to the Students) published in Spanish. This is one of the most distinguished papers in all Latin America.

On December 17th, the day of Bolivar's death, a "emorial program of great dignity was presented in the Museum, sponsored by the PAWA and Ramond Ruiz. The Minister of Panama came . rom washington to speak and other speakers comprised r. Ruiz (directord of the Consolidated Information Service) Roberto Escobar, Consul General of Colombia; Mr. Pavid E. Grant and "rances R. Grant. The program was in Spanish entirely. Music was presented by Miss Addi Prohaska (by the courtesy of Mrs. Lichtmann) and "go Arani, the Truguayan violinist. An audience of distinguished Latin Americans expressed great delight at the event, news of which was sent through South America. Miss rant feels that the honoring of Bolivar, who is to the Latin Americans a veritable god, will be regarded as a very gracious move at this time. Previous to the program, Miss Grant enteratined Dr. Alfaro at supper, also inviting

the Panamian consul general; r. Ruiz, Mr. Horch, Mrs. and Mr. Lichtman.

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(Letter from Judith Forgrave of Mexico) Ty dear Miss Grant,

Amas tive is the best time in which to write letters and send our love to our dear friends. I have so much to thank you for, you have meant so much in my life although we met just a few times and talked together just a few moments that at times, when the world is rendering cult to the Highest Love symbol I think of you and wish that many good things will come to you this coming yoar. If life is very good to us it may even bring you to lexico.

I got the yearly report book from the Roerich Luseum. I'm still working hard tho slowly this side. The woman's club is fully organized now. We are opening our little club house t month and we should be able to join in some rear activities with you real soon.

I will tell you more about this later on. Leanwhile accept my love and yuletide greetings.

(Nartha Lomar of Puerto Aico)

My dear and distinguished friend.

I thank you greatly for all your favors. I have received your cordial letter and the most interesting information about the celebrated convention, it having rejoiced me greatly to know of the triumph obtained for the beautiful cause which we love so greatly.

It was a most grateful surprise to receive the beautiful portrait of Frof. Roerich and I am going to write xome pages to be published here in some magazine. As soon as it is published I will send you an example.

Te plan to unite this coming Friday here in my home some friend to create our organization and I pelieve we will have made the foundation for this After we will send out a broad invitation to all lovers of art in the entire island. We have the beautiful hope of succesding in our plans. By the next mail I will let yopu know what we have deicded.

Repeating my thanks and renewing the assurances of my sincere friendship and my sisterly affection, I remain as ever, your

ANGSEN SEATATEREATEREATEREATEREATEREATER

As we had planned , I had the pleasure of reuniting in my house various friends, who with true enthusiasm se onded my plan and the Porto Rican group of the Roerich Society was founded on ghe evening of December 8 . The officers were thus chosen:

Nicholas Boerich, Honorary Fresident; Frances R. rant, Consejera (Councillor); Bartha Lomar, Fresident; Dr. Damuel I. Quinones, Vice President: Dra. Nilita Vinntos G aston

Treasurer Dr. Vicente Geigel Polanco; Directors Margot Arce, Dr. Emilio S Belaral, Rafael de la Paz Fernandez, Bra. Angel R. de Fudo and Sr. Rechani Agrait.

From later betters Miss lowar informs Miss Grant that the meetings have been held in the Ateneo, and already great enthusiasm is seen. They are working for the Legislature and cul-tural institutions to adopt the Banner of Peace, and already have a branch begun in Ponce,

ROBRICH WUSEUM PRESS 까 된 문

REPORI

(October to December 1933)

Due to her frequent absences and the lack of competent help during the months of October and much of November, Miss Grant regrets that she has not been able to compile a report for many months, but hopes hereafter to return to her periodical reports, as carried on previously.

- The cash receipts of the Press for the above three months are as follows: October (115.05; November \$112.10; December (to-date) 137.14.) The first two figures were received from the auditor; the third was obtained from the Fress Deposit slip and does not include outstanding sales of this month to book stores etc., outside, but only actual cash deposits receipts)
- 2. Royalty statements for November 1, 1933 were compiled. No requisitions for these were made as the previous royalties, since November, 1931, are still outstanding. A list of outstanding royalties is attached, and the director of the Press asks the advice of the Trustees on what steps should be taken. In the case of such authors as Dr. Cousins, who are constantly ordering their own books, iss Grant Believes that she could gradually cancel this indebtedness through books, as she has been doing. She will try to do this in as many cases as possible, but sks for some consideration of this problem.
- 3. A list of outstanding indebtedness of the Press as given to Miss "rant by the auditor is attached herewith. This does not include outstanding consignment sales, for which requisitions have been made. The auditor was unable to give Miss Grant a list of actual disbursements made during this period for the Press, he said, as his books were not up to date.
- 4. In response to a note from Agni Yoga Publications stacked in rowith, an account of outstanding consignment books was made and transmitted, a copy of which was given to r. Horch. Requisition for the amount due was given to the Bookkeeper, and but since no notification are given to the 'ress for actual disbursements made against its outstanding accounts, we do not know if this was paid. The Press would be obliged if notice could be given when actual disbursements were made by the auditor against any outstanding mat accounts, as this would enable it to keep track of these matters.
- 5. In accordance with correspondence carried on for many months, Dr. Cousins sent to the Roerich Museum Press a check of 500 for the p blications of the second tolume of his poems. In accordance with her presentation to the "rustees at their recent meeting, the Press will deposit this ammount in a separate account, to be paid for the printing of this volume. Miss Grant will proceed to obtain estimates for the publishing of this volume and is pleased that the New Year will start with a publication by the Press, MMPIN believing it an excellent augury for the possibilities of the coming year.
  - 6. The Literary Luncheons are again to be commenced in January with a Luncheon ij honor of Louis Bromfield, one of the outstanding literary figures now in America, recently returned from his residence abroad. Mr. Bromfield was a fellow member of iss Grant as 4ditor of Musical America.
  - 7. FIERY STRONGHOLD The Press has felt it a privilege to cooperate with the Startford Press in the publication of this momentous volume and hopes that it meets with the author's xaccount approval. Due to her absence in Washington and her receiving of proofs there, many decisions had to be made without delay entirely on the responsibility of Miss Trant, and hopes nevertheless that Prof. Recrich will find the Book worthy of its great Message. The actual appearance of the Book was delayed from Mov.1, according to the publishers hereauxiex majorly because of the new NRA regulations which impeded manufacture. Nevertheless on Movember 17th, in time for exhibition at the Convention 50 copies of "Fiery Stronghold" arrived at the Hotel mayflower. The remainder of the issue arrived on December 1, which was the official publishing date when books went out to reviewers, etc.

# 2 Report, December 28,1933

liss Grant sent to the publishers a list of friendlt reviewers, also asking their attention not to send the books into any hands other than friendly reviewers.

On December 1, Miss Grant received a list of the papers and individuals to whom the Stratford Company had sent the Books for review. In addition to those which the Press had recommended, the books were sent throughout America totalling about 106 copies. In order that all reviewers should be furshished sith material on Professor Roerich, in order that all reviewers of the material; she also wrote a letter to each person whom the Press sent to each reviews rome material; she also wrote a letter to each person whom she recommended for reviews telling them of the books and impressing them with the need of writing a review worthy of the Book. Among these were Dr. Cysi of Boston, who writes of writing a review worthy of the Book. Among these were Dr. Gyst of Boston, who writes "'y friend Dr. Tupper, can place a good and sympathetic review in one of the best Boston papers. The Fiery Stronghold is a very wonderful Book." Others who promised to write reviews were Dr. Forman, Mr. Cosgrave, Orton Tewson, Ivan Marodny. The reviews for the "Fiery Stronghold " are now beginning to come in through our Clipping bureau. Tiss Grant has thus far seen the book listed in the NY fimes; Denver News Boston Transcript

Reviews have been received from The Satl Hake News; The Buffalo Times; Philadelphia Boston Transcript. edger; Boston Herald; Hartford Times.

The Salt Take News has a control review of a column and a quarter by Helen Gerhart Schultheis. Miss Grant has sent for duplicate copies and will transmit the copies to Prof. Roerich. Among other things the writer says: "There are many rich nuggets and bril-Prof. Hoerich. Among other things the writer says: There are many rich huggets and brif-liant gems of beauty in the pages of this book and one can well agree with the publisher that Roerich is unquestionably one of the greatest leaders of history." --The book is not written in simple phrases; it is embroidered with words of many syllables; it lures the thinking man does the road of thought. It is another Hible of Wisdom because it is made up of many short books."

Alan "ash, although" writing briefly in the Buffalo Times, says, "He(Roerich) Atan ash, arghodgh, writing briefly in the burfate times, says, "he(herich) discusses the function of culture in virtually every phase of contemporary life and offers a plan for its international protection. The result is a challenging and provocative series of essays in which sound logic and common sense are blended with a proud and lofty idealism." Capies of reviews will be sent to Prof. Reerich and may be seen by Trustees in the Frens Review Book.

Stratford Press has written that they have sent out books through the country to all book stores and circularized. Mixaxexant The Press has also begun circularization for the Book to friends and members, as they did with all other books of Prof. Roerich published by other firms.

The Press will try to do all-pessible-in spreading publicity about the book, arranging for reviews and doing everything to bring it to the attention of the public. Although it has been somewhat difficult to deal more precisely with the publishers because of the distance, in correspondence she has found them **xxxxxxxky** cooperative, thus far.

is now receiving occasional returns from the circularization done last season. This week orders were received for reproductions from Kaxx& Wales; for books from California; and from Illinois.

# ROYALTIES UNPAID

	Agni Yoga Fund - Foundations of Bud		RMP 926 1136 1150 e Nov 1,-33	2.10	\$6.30
	Dr. Cousins - Wandering Harp	Due Nov.	RMP 932 1129 1148 1, 1933	64.60 .90	\$117.20
	Urusvati Cancer Research - Realm of	f Light Due Nov.	1134	63.00 9.00 10.50 1.20	\$83.70
	Prof. Roerich - Heart of Asia	Due Nov.	RMP 927 1133 1145 1, 1933	13.35 3.30 3.60 1.95	\$22.20
	Runes - Goethe (Royalty due Miss Grant, who advan- personally \$100, at Dr. Runes's d before delivering manuscript)	emand,	RMP 936 1135 1144 1, 1933	16.35 8.85 2.10 .75	\$28.05
	Ivan Narodny * American Artists	Due Nov.	RMP 929 1126 1139 1, 1933		\$10.20
	Prof. Roerich - Flame in Chalice (Royalt, to Mary Siegrist, Transla	tor) Due Nov.	RMP 928 1127 1143 1, 1933	2.70 1.20 .90 2.10	\$6.90
代の時代になったので、「「「「「」」」	Geoffrey Hodson - Man Triune God	Due Nov.	RMP 931 1131 1146 1, 1933	17.38 7.88 4.88 4.75	\$34.89
	Frederick Kettner - Spinoza	Due Nov.	RMP1132 1147 1, 1933	South of the second	\$40.75
	Gabriel Engel - Life of Bruckner	Due Nov.	RM <b>9</b> 933 1137 1141 1, 1933		\$12.90
	Sundar Giffin - Beggar of Beauty This is return on a loan advanced the book, and based on a percentag	for the pige of the :	rinting of sales.		\$106.30
「「「「「「「」」」	Bruckner Society. This is return on a loan advanced the book, and based on a percentag	for the pr ge of the :	rinting of sales.		102.38
ないというというないで	Note - RME 926-936 covers sales for 1126-1138 " " 1140-1150 " "	" May 1, " Nov.11	, 1931 to 1 1932 to ; 1932 to 1 ; 1933 1	Nov. 1 May 1, 1	, 1932 205.78 1933 64.02

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Roerich Museum Press Unpaid bills of 12/20/33

# For Miss Grant

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Broadway Typewriter Co Bobbs Merrill Co. Broadway Typewriter Co A. B. Dick Co. J. J. Little & Ives Co	RMP 1174 8/14/33 1115 12/28/32 5392 5/29/33 1177 10/ 9/33	2.25 3.63 2.50 8.50
Horace Liveright (Macoy Publishing Co. Frederick A. Stokes Co. U.S. Frame and Picture Co. Yale University Press (Conc.)	4/18/32 1104 2/15/33 1083 12/16/32 1083 12/16/32 2/ 9/33	4745.74 24.00 1.75 45.00 14.70 16/50