



ROERICH MUSEUM
ROERICH BANNER OF PEACE FUND
"Peace through Culture"

PEACE! The one path to human evolution! The one panacea for a world corroded by the aftermath of war!

And to this hallowed peace—but one way! The path of tolerance, of understanding of man's striving, of cultural appreciation from man to man, nation to nation. In the belief that culture must be the great solvent of these assailing problems, that the lasting peace must come through education, through a return to the basic principle of human relationships, the Roerich Peace Pact and Roerich Peace Banner were created by Nicholas Roerich, leader of world culture, indefatigable toiler for the welfare of mankind.

Briefly, it provides that educational, artistic and scientific institutions, artistic and scientific missions, the personnel, property and collections of such institutions and missions shall be deemed neutral and inviolable in time of war or peace. In order to insure this, a Banner was designed by Professor Roerich which would wave over the monuments of culture, universities, museums and cathedrals, proclaiming their inviolability.

The Roerich Peace Pact and Roerich Banner of Peace, applying as they do in war, pertain in far greater measure to peace. History has taught us that mankind has been united either by common hate or by common love. Hatred can lead only to destruction. A common love—ardent, invincible—for the achievements of the human spirit and human genius can alone gather all humanity into a League of Culture which will defy every inroad of intolerance, of desecration, of hate.

It is for this reason that the Roerich Banner of Culture represents one of the epochal possibilities of history. It is a call to all men and women to unite in safeguarding the steps of culture made by humanity through the ages; it is a tocsin calling all nations to combine in united vigilance, lest the milestones thus far achieved so laboriously and in such travail by the human race be defiled and annihilated.

For this reason the campaign for a fund of \$1,000,000 for the Roerich Peace Pact and Roerich Banner of Peace has been inaugurated. That through the collaboration of millions of individuals—in however modest a contribution—means shall be collected to raise up this bright flame of peace throughout the world, that men,

women and children shall be educated, united, brought together by the common love of culture!

To assure means for the collecting of this fund for the Roerich Banner of Peace, Nicholas Roerich has himself donated the reproductions of his masterpiece "Banner of Peace" and "Conflagration." These postcards enable each individual of however limited means to express his support of this measure and thus enlist their names in the League of Culture which should encircle the earth! Donations may also be made through the purchase of the Roerich Banner of Peace Annuals comprising the records of the history of this movement together with all data and opinions on the Banner of Peace. Donations of any sums may also be made to the Committee for the Banner of Peace.

The fund of \$1,000,000 is to be used in the following ways: towards spreading the world-wide support of the Roerich Peace Pact and Banner of Peace; towards the enlisting of the individuals and nations of the earth in this great League of Culture aimed to further the cause of world peace; towards the education of youth as well as adults in the appreciation of the cultures of other nations, and in the protections of the cultural treasures of mankind; towards the cataloguing, photographing and listing of all cultural treasures of the earth so that they remain recorded for all posterity; towards the marking of all the world's monuments of culture by this Banner.

The Committee for the Fund hereby makes its appeal to all men and women, to *you* who read this message. Do not fail this cause of peace! Accept a part of the responsibility for humanity's future! Contribute your share, however small, in whatever measure you are able. But join this imperative call for Peace through Culture that unitedly we may strive to fulfill the divine charge of BROTHERHOOD AMONG MEN!

All Contributions should be made to the Treasurer of the Committee for the
ROERICH BANNER OF PEACE FUND

ROERICH MUSEUM
310 RIVERSIDE DRIVE, NEW YORK



ROERICH MUSEUM
CAMPAIGN for \$200,000
FOREIGN AND AMERICAN EXHIBITIONS FUND
of the
INTERNATIONAL ART CENTER OF ROERICH MUSEUM

TEN years ago Nicholas Roerich, true prophet of the destiny of beauty, wrote: "The time for the construction of future culture is at hand. Before our eyes the revaluation of values is being witnessed. Amidst ruins of valueless banknotes, mankind has found the real value of the world's significance. The values of great art are victoriously traversing all storms of earthly commotions."

Last season—a decade after—three remarkable occurrences took place in the International Art Center of Roerich Museum:

At the moment of the Brazilian Revolution, the first All-Brazilian Exhibition was opened in the International Art Center of Roerich Museum. The First All-Australian Exhibition was held in the International Art Center at the very moment when Australia was experiencing its most severe financial crisis.

At the moment of the Spanish Revolution, a Spanish exhibition by Don José Segrelles was opened in the International Art Center.

Despite the fact that feeling at these moments ran high, the exhibitions were held with utmost veneration; no word of dissension was heard, only a call to harmony, and a pronouncement of the faith in art and beauty as the great unifying force among nations.

In this remarkable instance of the prophecy of Nicholas Roerich and its fulfillment—repeated constantly in the history of the International Art Center—lies the most eloquent evidence of the unifying force of beauty, as of its contribution towards international understanding. It is for this reason that foreign and American exhibitions, the interchange of art through the nations, offers one of the greatest instruments in establishing finer world relationships.

The International Art Center—Corona Mundi—was founded by Nicholas Roerich for the purpose of spreading art appreciation to all men, and of promoting better international understanding through Beauty. In its intensive years of existence it has held exhibitions of the arts of diverse nations, not only in its own halls but has cooperated in sending exhibitions to museums, schools, libraries, universities, communities, factories and even prisons!

It has inaugurated such exhibitions as those of the American Indian Paintings, Tibetan Tankas, Old Masters, Modern American Painting and Sculpture, Russian Ikons, Modern French Paintings and Modern German Paintings, South African Paintings and others, as well as numerous notable individual artists from all parts of the world.

Through its efforts it has brought to the United States for the first time a comprehensive Exhibition of Brazilian Artists, also the First All-Australian Exhibition. It has been one of the greatest forces in the West to widen the understanding of Tibetan and Asiatic arts through its exhibitions of Tibetan ikons and art crafts gathered by the Roerich Central Asiatic Expedition.

With this in mind a Campaign for \$200,000 for the Fund of Foreign and American Exhibitions is now inaugurated. In order to enable every single man, woman and child to express their help to this cause, Professor Nicholas Roerich, founder of the International Art Center, has generously contributed the postcard reproduction of his painting "Saintly Guests," proceeds from the sale of which are to go to this Fund.

The proceeds from this campaign are to be applied completely to arranging the exhibitions of foreign artists in the United States and of American artists in foreign countries; to the establishing of extension lectures and courses with these exhibitions, in order to diffuse greater knowledge of the art and cultures of foreign countries; to assisting museums and collectors in making additions to their collections of foreign art; to spreading these exhibitions in museums, schools, libraries, universities and even prisons; to infuse love of art in the young generations, and to employ all other means which shall contribute to the great cause outlined by Nicholas Roerich when he wrote: "And when we proclaim: Love, Beauty and Action, we know verily, that we pronounce the formula of the international language. And this formula, which now belongs to the Museum and Stage must enter every day life. The sign of beauty and action will open all sacred gates. Beneath the sign of beauty we walk joyfully. With beauty and action we conquer. Through beauty we pray. In beauty we are united. And now we affirm these words—not on the snow heights, but amidst the turmoil of the city. And realizing the path of true reality, we greet with a happy smile the future."

Viewing with gratification the results of these years of effort, in the cause of art, the International Art Center now appeals to those to whom the cause of culture is paramount, to contribute towards the extending of this great movement for finer international relationships through foreign and American exhibitions and the interchange of art.

All Contributions should be made to the Treasurer of the Committee for the
FOREIGN AND AMERICAN EXHIBITIONS FUND

ROERICH MUSEUM
310 RIVERSIDE DRIVE, NEW YORK



ROERICH MUSEUM
CAMPAIGN for \$ 1,000,000
WOMAN'S UNITY "SHARE OF CULTURE" FUND

IN his article "Guard of the Mother of the World," Nicholas Roerich writes, "To enumerate the achievements of Womanhood, is to write the history of the world. To enumerate the ecstasies of illumination is to enumerate the vision of Womanhood. To study cooperation is to perceive the hand of Womanhood."

It was in this spirit, with the hope of uniting the world's Womanhood in a great force which would serve and aid human progress, that the Woman's Unity of Roerich Museum founded by Professor and Mme. Roerich, its Honorary Presidents, was begun. And it is in the following words that it has set forth the purposes of its work:

"It is with the vision of giving Woman her true place in the Era of the Great Mother, that the Woman's Unity of the Roerich Museum has been organized. In these days of cataclysms, human disunion and disintegration, a Voice must rise which calls to the resurrection of the spirit and the infusion of the fire of achievement into all life. And that voice should be the voice of womanhood. It is she who must raise the new banner of spirit, on which is inscribed 'Love, Knowledge and Beauty.'

"As a non-political world organization, its tenets must comprise striving toward the ennoblement and upliftment of all that pertains to true Culture in its world measure, and beyond conventional borders and prejudices.

"The purpose of the Woman's Unity is to unite women—those who feel the need of a true spiritual and cultural infusion into current life. It is they who must carry the banner of self-sacrifice and beauty, they who must constitute for humanity the example of true cooperation, who must raise the banner of the Great Heart of the Mother of the World."

To the end of making possible this great Unity of Women through the world, the Committee for the Fund for Woman's Unity "Share of Culture," has inaugurated a campaign for \$1,000,000 to provide means to carry on this universal cause.

In the enlisting of this Fund, Professor Roerich has generously donated all proceeds from the sale of the postcard reproductions of his paintings "Mother of the World" and "Queen of Heaven," which will go towards the cause. In addition,

the Share of Culture has been devised, enabling everyone to add his contribution. Gifts of any size will be welcomed by the Committee.

It will be the purpose to expend all donations to the fund for Woman's Unity in fulfilling the following purposes:

To unite the Women of all Countries, in the name of this ideal.

To introduce into life and sponsor in all measures, the cornerstones of Culture—the development of spirit and the broadest cooperation in every domain of Knowledge and Beauty in all countries.

To ennoble all manifestations of life and establish Art and Science as the most vital factors of development; to strengthen and enlighten family, social and State-life, and eventually to establish a center which may give advice and counsel in such problems.

To encourage the broadening of thought and of all creative faculties; to infuse ethical values into all fields of life as the most essential factor in the Education of the new generation.

If the Woman's Unity is apprised of any violation or neglect of cultural principles, it shall recognize the duty of bringing this to the attention of the Leaders of the institutions concerned, and even of appealing to public opinion.

As the establishment of true cooperation between men and women is one of the most vital conditions of culture, the Woman's Unity is not solely a woman's organization.

So manifold are the Branches of Culture that there can be no restriction to a uniform program, but primarily, effort should be made to establish worldwide interchange regarding local conditions, needs and possibilities for spiritual and physical regeneration.

To establish the equilibrium between the physical and spiritual development through continuous creative perfecting.

To lend assistance to all constructive efforts for international peace.

Participation in woman's organizations now existing must be regarded as especially helpful to participation in the Woman's Unity, which does not duplicate the efforts of other woman's organizations.

In this light it is hoped that the men and women of the world, who realize the great mission of womanhood in the cause of world evolution will aid this Fund, thereby sharing in the fulfillment of these noble aims. And in announcing this dedicated task we may also pronounce the call of Nicholas Roerich when he says, "In the language of the heart we greet you, Legion of Women and Lightbearers! Honor to your invincible enthusiasm! Voicing the name of the Himalayas, symbol of the most lofty summits, we offer you our full-hearted cooperation. We greet you in the joy of our mutual striving towards that most sublime and most imperative destiny of humanity. With you we shall attain!"

All Contributions should be made to the Treasurer of the Committee for the
WOMAN'S UNITY "SHARE OF CULTURE" FUND

ROERICH MUSEUM
310 RIVERSIDE DRIVE, NEW YORK



ROERICH MUSEUM

CAMPAIGN for \$3,000,000

ROERICH MUSEUM FRIENDSHIP BOND FUND

A FRIEND OF CULTURE! No prouder title could be bestowed on any man! *Friends of Culture!* It is they who must feel the call of Nicholas Roerich, Leader of the world's cultural cohorts, to finer human relationships, nobler world progress; and it is they who having watched the indefatigable efforts of Nicholas Roerich in leading the Roerich Museum activities for ten years from a modest beginning to its world-embracing position today, must bring their cooperation to this Cause.

It is to the *Friends of Culture*, to whom the Committee for the Campaign for the Roerich Museum Friendship Bond now appeals to assist the Roerich Museum to reach out its benefices in ever-widening measure to all the world.

To this end, and to aid the Roerich Museum to spread its world-wide activities, the Committee for the Roerich Museum Friendship Bond has announced the issuance of a Roerich Museum Friendship Bond.

Friend of Culture, when you purchase one of the Roerich Museum Friendship Bonds you are stimulating the good-will not only among individuals but among races, nations, the world. Your token of Friendship—thus expressed in life—will be translated into the dissemination of knowledge, of culture, of peace, which unlike material things grow greater and more powerful the wider and more liberally they are distributed.

In the Roerich Museum, the creations of Nicholas Roerich since its foundation, sound out their inspired evocation to visitors from every region of the world and every walk of life. Today the Museum is one of the world's artistic shrines—a mecca for all to whom the inspiration and uplifting spirit of culture signifies the real need of human progress.

The Master Institute of Roerich Museum, founded by Nicholas Roerich in 1921, was the first institution to combine under one roof the teaching of all arts and is today pursuing its mission in ever-widening scope.

The International Art Center of Roerich Museum, dedicated to the widening of art appreciation has arranged exhibitions of the creative genius of all peoples, thus fostering among the nations of the world, respect for the cultural achievement of one another, leading to nobler relationships. The same aim of bringing the

heroic deeds of all time to men through the printed word inspires the work of the Roerich Museum Press in its numerous publications and books. In Urusvati, Himalayan Research Institute, the outposts of human knowledge are being advanced through scientific research in all fields of investigation. And the Roerich Society, organized to spread the ideals of Nicholas Roerich, now sees its inspiration reflected in some 48 branches spread through 18 countries.

Thus, in its universal appeal, the Roerich Museum reaches out to all earth in its enlightening efforts.

Truly there could be no broader or more significant activity and none more worthy of the support of *Friends of Culture!*

The issue of the Roerich Museum Friendship Bond contemplates the raising of a Fund of \$3,000,000 the whole of which is to be devoted exclusively to the retirement of all Roerich Museum's outstanding obligations, including the mortgages on its Building, to the end that the whole of its income may be devoted to realization of the noble purposes for which it was founded. The success of this campaign will thus liberate for the Museum's activities financial resources which will signify a vast extension of the scope and influence of its work, so universally in demand.

The activities of the Roerich Museum, comprising all phases of culture, extend to all nations, all races, all creeds.

The purchase of each Roerich Museum Friendship Bond—whatever its amount—breaks just so many fetters in the Museum's cultural work and releases this sum for culture.

As his contribution to this cause, Prof. Nicholas Roerich has generously donated the reproduction of his painting, "Pearl of Searching," the proceeds from the sale of which are to go toward this Fund.

Friend of Culture, your contribution will aid your fellowmen in finding the real and lasting values, in gaining those inalienable friends of existence—knowledge and beauty; in winning the true possession of life-culture.

Friend of Culture, the Committee of the Roerich Museum Friendship Bond asks you to acquire a Roerich Museum Friendship Bond as a true certificate for those who have assumed their part of the responsibility and have evinced their devotion to the cause of world culture and peace as embodied in the purposes of the Roerich Museum.

All contributions should be made to the Treasurer of the Committee for the
ROERICH MUSEUM FRIENDSHIP BOND

ROERICH MUSEUM
310 Riverside Drive, New York City

The Roerich Museum
Friendship Bonds are in
Denominations begin-
ning with One Dollar.

All Bonds have been
especially engraved with
a reproduction of
"Pearl of Searching"
the Painting by
NICHOLAS ROERICH.

I hereby pledge myself to purchase a ROERICH MUSEUM FRIEND-
SHIP BOND of the Face Value of \$....., the same to be paid
by me to the Roerich Museum upon delivery of the Bond.

Name.....

Address.....

*Mail all contributions to the Treasurer of the
Roerich Museum Friendship Bond Committee.
310 RIVERSIDE DRIVE, NEW YORK CITY*

PEACE AND CULTURE

The Postcard, "Saintly Guests," to be sold for the benefit of the Roerich Museum Foreign and American Exhibitions Fund, is one of a series of ten called the "Peace and Culture" Series comprising the following:

- 1. **Banner of Peace** (Roerich Banner of Peace Fund)
- 2. **Conflagration** (Roerich Banner of Peace Fund)
- 3. **Saint Pantaleimon, The Healer** (Fund for the Bio-Chemical and Cancer Research Laboratories)
- 4. **Queen of Heaven** (Woman's Unity Fund)
- 5. **The Master's Orders** (Roerich Museum Press Fund)
- 6. **Mother of the World** (Woman's Unity Fund)
- 7. **The Call—Terra Slavonica** (Master Institute Educational Fund)
- 8. **Pearl of Searching** (Roerich Museum Friendship Bond Fund)
- 9. **Agni Yoga** (Urusvati, Himalayan Research Institute of Roerich Museum Fund)
- 10. **Saintly Guests** (Roerich Museum Foreign and American Exhibitions Fund)

POSTCARDS Ten Cents Each
Complete Series \$1.00

I hereby pledge myself to the sum of \$..... towards the Fund for Foreign and American Exhibitions as follows:

- Postcards of "SAINTLY GUESTS" at ten cents each
- Series of 10 Cards, "PEACE AND CULTURE" at \$1.00 for each Series
- In Contribution

Name.....

Address.....

Kindly Mail Contribution to the Treasurer of the Committee for
FOREIGN AND AMERICAN EXHIBITIONS FUND
310 RIVERSIDE DRIVE, NEW YORK

PEACE AND CULTURE

The Postcards "Mother of the World" and "Queen of Heaven" to be sold for the benefit of the Woman's Unity Fund, belong to a series of ten, called "Peace and Culture" Series comprising the following:

1. **Banner of Peace** (Roerich Banner of Peace Fund)
2. **Conflagration** (Roerich Banner of Peace Fund)
3. **Saint Pantaleimon, The Healer** (Fund for the Bio-Chemical and Cancer Research Laboratories)
4. **Queen of Heaven** (Woman's Unity Fund)
5. **The Master's Orders** (Roerich Museum Press Fund)
6. **Mother of the World** (Woman's Unity Fund)
7. **The Call—Terra Slavonica** (Master Institute Educational Fund)
8. **Pearl of Searching** (Roerich Museum Friendship Bond Fund)
9. **Agni Yoga** (Urusvati, Himalayan Research Institute of Roerich Museum Fund)
10. **Saintly Guests** (Roerich Museum Foreign and American Exhibitions Fund)

POSTCARDS Ten Cents Each
Complete Series \$1.00

I hereby pledge myself to the sum of \$..... towards the Fund for Woman's Unity "Share of Culture" as follows:

- Share of Culture
- Postcards { "MOTHER OF THE WORLD" at ten cents each
"QUEEN OF HEAVEN"
- Series of 10 Cards, "PEACE AND CULTURE" at \$1.00 for each Series
- In Contribution

Name.....

Address.....

Kindly Mail Contribution to the Treasurer of the Committee for
WOMAN'S UNITY "SHARE OF CULTURE" FUND
310 RIVERSIDE DRIVE, NEW YORK

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