

4-JUNE-1938.

Our dear Arsunides,

VAS has receives from MML an envelope with stamps for which he thanks him and from it we know your new address and understand that you are already together at work. Of course you have heard of the vandalism in the Museum. No doubt from MML and also from ARSUNA were expressed separate protests, since this vandalism is already a national calamity. We use this expression from the words of Dr. Robert Harshe, who was an undisputable authority on art, and who said this when there was only the indication of a danger in 1932 at the time of the receiver. It was also remarkable to witness how at that time when there was only danger, there was held a powerful protest meeting - but now when the actual vandalism has been committed, it seems that the public voice is not audible.

To whom has Maurice officially given his vote. This his proxy is required in many cases. For instance on June 7th the apostates called together a meeting of the trustees of Roerich Museum, on which every vote has a decisive weight. That proxies are possible is proven by previous meetings at which proxies represented us. No doubt the apostates now scheme some final and fatal move and every possible effort must be applied now to save the situation. If the focal centre shall be destroyed then everything will perish. In what abnormal position are now all honorary advisors, donors and co-workers, who never dreamt that they are supporting a private affair of H. MML remembers very well how H. stated that "paintings were made permanent" which could only mean that they became an inseparable part of the public museum. We can well imagine the indignation of Dr. Hewett, also a Hon. Advisor of the Museum, when he hears of H's vandalism.

Now the newsseason of ARSUNA has begun and we are most interested to hear of your new steps. Besides the school you have also arranged galleries and let us hope something has been sold. If the next payment from Adrian cannot unfortunately take place before next February as you wrote, then

one has to rely upon sales which can make good for Adrian's delays. Maurice fully understand the situation and I therefore will not dwell on this pressing necessity. Luckily you have a wide range of sizes and thus can more easily operate with various possibilities. Please let us know about the prospects.

At a time when in New York shocking vandalism takes place, in other parts of the world beneficial signs are rising. You will be interested to hear that on June 16th in Praha a great celebration will take place in the Museum on the occasion of the opening of a Roerich Hall. Excellent manuscripts of new monographs have been received. One from an eminent Swiss art critic, another by an English poet. It is touching to see how these connoisseurs have thoroughly studied my art and what beautiful parallels they draw. In Estonia a symposium of articles on my art is in print. Also in Lithuania a similar edition is in preparation and on May 29th in the Kaunas University was held a large public meeting of the Lithuanian R. Society. Also by the time this letter reaches you, you may perhaps have received the ZELTA GRAMATA (Golden book of Greetings) published in commemoration of my Golden Jubilee. Work on the large monograph in Riga is proceeding and there will be included the last portrait by Svetoslav, which is being reproduced in Praha. One of the oldest Literary Societies of India, The Nagari Pracharini Sabha in Benares has elected me a Honorary Member. And last not least within a fortnight appears the first issue of FLAMMA QUARTERLY. For this please send, as do all our other Societies, monthly consignment of particulars of ARSUNA's activities, to enable us to select material for inclusion, on the page "News from America". Of course besides special activities of ARSUNA, there can be reviewed other interesting art events of importance. Summary of articles by Dr. Hewett, Maurice, by Clyde or Morav ranging from either 2 or 4 pages of SCHOLAR reprints would also be very welcome.

No doubt the public voice of America, to which country I have contributed the results of 25 years of my creative work, will resound and will condemn the shameless crimes of the apostates. Not in France alone can appear such defenders of Truth as Zola. So many American art critics and art lovers have previously expressed their enthusiasm that they cannot now pass in silence such unheard vandali

We await your good news and send you all our heartiest success. Greetings to all Friends, in Heart and Spirit with you all

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2-JULY-1938

Our dear Arsunides,

On the way to you is already the first issue of FLAMMA. In order to underline our love to ARSUNA in this number there has been included the entire ARSUNA pamphlet and the same will be repeated in the coming issue. We hope that all participants of ARSUNA will appreciate this sign of cordiality and in their turn will also support and assist FLAMMA, quarterly. If there will be public help, then this most useful quarterly can flourish as the organ of all our Roerich Societies. You will be glad to hear that our Latvian R. Society although only very few understand English, have subscribed to 15 copies. No doubt besides the programme you will send detailed news about the galleries, lectures and all other activities as well as press clippings. To the destructive activity of the three criminals one can best of all oppose by strong constructive activity and in this sense such an organ is the more necessary. So much of goodwill and free labor was given to the realization of this quarterly that if every co-member of every society would render at least a little benevolent drop into the Chalice of Common Good

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the result will already be excellent. With a minimum of expenditure, from spare reprints etc. it was possible to achieve quite a representable issue. The next AUTUMN number is already in print. You will no doubt like CONLAN's monograph which will be in three issues and then available separately. Such and many other new good friends are approaching. - Thus we shall be happy to receive your latest news.

We also very much ask you to let us know (of course not for the quarterly but for pressing living necessity) what prospects there are of sales. I will not repeat how undeferrable this question becomes every week. Besides small exhibitions in other places, you no doubt keep up a strenuous pulse in this direction. It would be very disastrous if ARSUNA in the public eye would appear as a non-selling proposition - but let us not speak so sadly, because no doubt some prospects exist.

No doubt you have also sent your protest against the vandalism to New-York to join the other protests. Forman's text is quite good and can attract adherents from most distant parts of the country. Verily the entire country should strongly express itself against the three vandals. We are already receiving from Europe most indignant letters.

We wish you every success and eagerly await your letters ,
in Heart and Spirit with you all



-2.JUL.1938

Note the new signature

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11-AUG-1938

Our dear Arsunides,

Many thanks to Clyde for her letter sent with Maurice's of June 22nd. We were very glad to see the success of Maurice's recital, as well as the other details of Arsuna's activities. Indeed the articles by Morang are very nice. We would like to reproduce parts of them as an article by Morang in our Winter FLAMMA issue please airmail by return his consent and whether it is necessary or not to mention the newspaper? Of course it is very sad that the financial part of the recital did not come up to the expectation. Indeed Santa-Fé must remember the old proverb that the nightingale is not fed on songs. Of course, as I have already written, we remember Santa-Fé is a very small place although very picturesque. Perhaps now during all these years it has grown considerably. Anyhow this district should show its buying and paying capacity. We are only afraid that people will take it as a rule that one can receive in ARSUNA tea and all sorts of good things without any expense and obligations. It is very good that you arrange exhibitions in small units. Also in Europe this is at present a la mode - about this method we recently heard from London and Reinhardt in New York also offered this

They all want one or maximum two larger or medium paintings and all others in small size, - the more so as it is now customary to hang paintings at considerable distance one from another. It is very sad that Adrian is at present in temporary difficulties, but if he remains as a Trustee of ARSUNA it gives the hope that he will find other ways to help ARSUNA in her obligations, by assisting in sales, etc. I will not repeat at length how really undeferrable some sales are. You understand this as well as we.

We fully agree with you that for small sales Tibetan objects could be profitable, but this requires some working capital which apparently you have not available at present. Eagerly we always await your good news. From America there should not come only news about vandalism. Sina fights strongly. This year was not favourable as regards our health. E.I. is already ill since July 11th, and only now very slowly beginning to recover. And during the last two weeks I also feel rather unwell. Everywhere there is much tension, both cosmically and physically. We hope that Dorris's operation has been successful and that she will soon join you. We are glad that Maurice's health is now alright. We are afraid that the climate of Phoenix will be very trying for him, - I always remember the heat at "The Needles". We are sending

to you and all friends our best thoughts - in heart and spirit with you
P.S. Do not stress mysticism in publicity.

13 AUG. 1938

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27-AUG-1938

Our dear Arsunides,

Probably you have seen some nasty remarks in the "Colorado Spings Gazette" of July 3rd about the Taos exhibition. Apparently in Taos or Santa Fé there are some decided enemies, and no doubt you guess who they are. This circumstance makes it necessary to be especially cautious with exhibitions. And altogether exhibitions can be given only into absolutely trustworthy hands, when one knows with certainty under what conditions the exhibition will take place. I had already written to you, that one thing is an Exhibition and an entirely different thing are sales. In our present case we are interested not in exhibitions, but in sales. Exhibitions are necessary for newcomers and beginners, whereas I do not by age nor position belong to neither. When you come into some big gallery, like Duveen's or Knoedler's, wether this be in America or Europe, you never see paintings on the walls. If after an examinative conversation you prove to be a real buyer then you will be shown two or three paintings, in order not to break the concentration. We have seen in large galleries in Paris, where they have whole collections of one artist,

that they are never on the walls, and only a few of them are shown in special cases. The gallery which has such collections will never send them out to small places, the buying capacity of which is unknown. A large gallery never risks, but acts only where there is a full probability. I know of a fact when an excellent painting by Jordans by chance got exhibited in the window of an auction room for several months, and not one collector dared to buy it, because it was already prostituted. We have also always heard that exhibitions in museums never bring sales. And if for my whole life I compare the number of paintings sold from exhibitions and without exhibitions, the latter number is infinitely larger. Therefore I do not think that exhibitions in such small places could bring any results. At first the buyer is created, and only then the sale takes place. And every prostitution and devaluation can bring irreparable harm. Of course we understand that you are doing your best and we are very interested in the results of the summer session of ARSUNA. Please let us know the number of students and the number of visitors, in order that we may have a little idea of the scale. Have you received ZELTA GRAMATA and Flamma? Are there any subscriptions to FLAMMA? The price is so very low. The appreciations are excellent, but "you cannot feed a nightingale on songs".

With our best wishes in Spirit with you



27.AUG.1938

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22-OCT-1938

Dear Arsunides,

Many thanks for the large collection of very interesting clippings, invitation cards and other material. One thing looks rather unfortunate: A Chalice of a tea room gives cause for too many ironical remarks - anyhow it is better not to put the sign over Tea Rooms or Restaurants. It should be only over announcement dedicated to educational and artistic activities. We were glad to see that also Jimmy has become a journalist - this is very good start for him. We also were glad to see that ARSUNA already has its Press. What plans does the latter have? The articles of Morang are always interesting. Now I want to talk about your new co-worker Mr. Partlow. Somehow it seems that he is not sufficiently informed about my activity. It would be useful to advise him to study the monograph by CONLAN, the article of Gollerbach, the Bibliography published by the "Young Builder", "Zelta Rza-mata", Radosavlevich and also all my books. Regarding his statement that the collection of my painting has been acquired by Arsuna, one has to keep in mind all the consequences of this. Of course there exists an agreement which has not been carried out by ARSUNA. Of course, Adrian represents one

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of the three voices of ARSUNA, thus the majority is in your hand, and you will no doubt take undeferrable steps for best solutions. Everybody understands that if something is repeatable announced as acquired, such an acquisition has its natural results, and especially in financial dealings certain formulae have a definite meaning. We were glad to see the themes of the various lectures and the programmes of Maurice's recitals. All this is very interesting and is probably attracting good audiences. Please tell us the quality of the visitors. Just now for ARSUNA the best season has been closed and one can deduct definite conclusions. The winter season having begun no doubt the number of pupils in the School has also become known. If you want our advice, do not hesitate to give all details and figures, only thus can one judge in what direction and how best to proceed. We were delighted to receive news from Doris of August 30th and to hear that she is now with you. It is very good that business, to judge from newspaper, in America is somewhat improving. This is so important for sales. What sales altogether and on what a scale have taken place during all this time? We were glad to hear that Doris's health has so miraculously recovered. Unfortunately we can hardly say the same about ourselves. Thus proceed victoriously! In Spirit with you



22.OCT.1938

3
29-NOV-1938

Dear dear Arsunides,

Many thanks for letters from Clyde, Doris, Maurice Mr. Partlow, Miss Gayl and Wm. Pillin's poem. Also for the mushrooms, which were also received this week. Please convey our greetings to Mr. Partlow, Miss Gayl for their friendly feelings and strivings towards cooperation. With great interest we read all the clippings and heartily rejoiced at Maurice's successes. We were also glad to hear that as he writes he received invitations to give recitals in the larger centres, because we are still somewhat sceptical regarding the financial capacities of Santa Fé. The news about the proposed lectures by Clyde is also very interesting. Now you have the last monograph, by B.D. Conlan in which there are many most useful facts and comparisons. Since this monograph is very little known in the U.S.A., Clyde can use long passages from it. I also have another advice to give regarding these lectures. Do not schedule these lecture in very small places, where there are but a couple of thousand inhabitants without any capacities. It is much better to concentrate on large centres, from which one can expect beneficial results .

You now imperative it is to think first of all of sales, ⁶⁰⁵
and in your last letter you wrote that there were some
good prospects. In small places not only do they not under-
stand anything about art, but they cannot even distinguish
oil from tempera or watercolour, as could be seen from a
clippings previously sent by you. Did you succeed finding
the source of the vicious articles in the Colorado press
after the Taos exhibition. Keep a full list, not only of
friends but also of enemies. Maurice has not yet written
what a protest he has made regarding the vandalism in New
York, because Maurice left New York before this monstrous
atrocity took place. You have not written what an impres-
sion Flamma has made in Santa-Fé. Probably Mr. Morange and
Mr. Partlow have seen this quarterly - they write so much
in two local papers. From other countries we receive very
hearty appreciations. Indeed it is very good that you have
now Conlan's monograph, which gives so much material. The
news about a room in the Museum is a good one if it will
not hinder sales, because visitors of a Museum cannot ima-
gine that the paintings are for sale. Don't you have a
small snap of the room - how big is it? We all wish you
heartily every success. In Spirit with you

812042

6-Dec-1938

Our dear Arsunides,

We have just received letters from Clyde and Maurice of Nov.15th. Indeed Clyde communicated very sad news about the non-fulfilment of the agreement by Adrian. Que faire? Nothing remains but to revert to the usual commission basis. To this effect Mme Roerich, the owner of the paintings, sends you a letter - do not be surprised at its official nature, but as you yourself correctly write it is always better for everything to be quite clear. I cannot hide the fact that your sad news about R's failure in his agreement was highly distressing to us, because we had hopes for the February payment, according to your cable of February of this year. It now only remains to wish you every success in the sales. The commission basis of 25% is customary. Of course you know better on the spot what steps to take for sales. From the newspapers we see that there is a hope of business improvement in the U.S. and this will no doubt beneficially reflect on sales. We were glad to hear from Maurice that he has been offered a recital in Texas - perhaps this will bring with it some other useful engage-

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ments will result. We were very grieved to hear of the mishaps of Maurice's brother. Unfortunately precisely in Italy we have no contacts and are therefore quite unable to influence that country. But seeing what the position is there, would it not be better for him to go to America? In Italy we had two correspondents Rapiavoli and Grassi. The latter died, and the former already many years keeps silent and we do not know whether he is alive. From New York just came very alarming news about the loss appeal and now some new ways must be found. Indeed it is distressing to see that justice does not exist and truth is trampled down, and that evil machinations are triumphant. We again advise Maurice to send his protest against the vandalism, which protest should be recorded in the files of the Museum Committee. We cannot doubt that the vandals now will still more strengthen their evil attacks.

E.I. will write in the near future considerations about publications. This letter will reach you just before Clyde's lecture tour on my art. Indeed Conlan's monograph can give new useful material. We were delighted to hear that many new friends have been made for us in Arsuna. Please give us their names and addresses so that we may send them now and then some reprint from FLAMMA or similar message. Wishing you every success - in heart & spirit



-7.DEC.1938