

Art and Culture

C-3, CLIVE BUILDINGS

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POST OFFICE BOX 478

C A L C U T T A

Dr. Nicholas Roerich,
Kulu Valley,
Naggar Post,
(Punjab).

11th October 1945.

Dear Professor Roerich,

After a long time I am approaching you with the news that at last I have been able to organize my humble journal "Art & Culture" in such a way that from the Christmas Number of this year it will be published as a first class monthly magazine.

Henceforward I have arranged for monthly publication of "Art & Culture" and I have interested a group of sincere men to support the publication financially and otherwise without any commercial motive.

You of all persons realise the unexplored wealth of the East in art and culture and it has been my dream all the time to broadcast to the world through the medium of a first class pictorial magazine the peaceful traditions of Hindusthan and the true spirit of the peoples who live therein. I failed to see my dream materialize in the past, but God is Good, and it looks to me now that my struggles through the past years to keep "Art & Culture" alive with your great help and patronage have at last attracted the notice of some of my Indian friends who have come forward in the right spirit to offer me unstinted assistance for the purpose of unveiling the art and culture of India and the surrounding countries of the East.

Now, of all times, I require your moral and intellectual support and I request you to draw for me a multicoloured picture for the jacket of the magazine, symbolically portraying "Art & Culture" of the East, specially India as you visualise it. My intention is to retain this picture permanently on the top front cover of the magazine and the size should be $8\frac{1}{2}$ " length and $3\frac{1}{2}$ " width.

I might tell you that the size of the future monthly issue of "Art and Culture" will be $11\frac{1}{2}$ " x 9", printed on good art paper and each issue to contain at least 4 multicoloured blocks and 4 mono-colour blocks with illustrated articles.

As in my heart of hearts I believe that your powers for symbolical portraiture have not been excelled by any living artist, I very respectfully approach you with my aforesaid request for your help which I need at this hour of reorganization of "Art & Culture". If you very kindly send me the picture by the third week of November at the latest I shall have time to make a multicoloured block and publish the Christmas Number in time.

Yours very sincerely,

Dr. Gupta,
Editor.