



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

PEACE AND CULTURE

The Postcards "Banner of Peace" and "Conflagration" to be sold for the benefit of the Roerich Banner of Peace Fund, belong to 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 the Roerich Banner of Peace as follows:

.....Postcards { "BANNER OF PEACE"
"CONFLAGRATION" } 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
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310 RIVERSIDE DRIVE, NEW YORK



THE ARCHIVE OF
**NICHOLAS
ROERICH
MUSEUM**