



## ROERICH MUSEUM

CAMPAIGN *for* \$200,000

FOREIGN AND AMERICAN EXHIBITIONS FUND  
*of the*

### INTERNATIONAL ART CENTER OF ROERICH MUSEUM

**T**EN 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

**PEACE AND CULTURE**

The Postcard, "Sainly 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. **Sainly 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



THE ARCHIVE OF  
**NICHOLAS  
ROERICH  
MUSEUM**