



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



THE ARCHIVE OF
**NICHOLAS
ROERICH
MUSEUM**