



ROERICH MUSEUM

CAMPAIGN *for* \$200,000

MASTER INSTITUTE EDUCATIONAL FUND

THE creation of the Beautiful through Knowledge is the heritage of every human spirit and it was this ideal which inspired Nicholas Roerich, world-renowned artist and leader of culture, in his foundation of the Master Institute of United Arts on November 17, 1921. In this summons to all humanity he synthesized the motto of the institution:

"Art will unify all humanity. Art is one—indivisible. Art has its many branches, yet all are one. Art is the manifestation of the coming synthesis. Art is for all. Everyone will enjoy true art. The gates of the 'sacred source' must be wide open for everybody, and the light of Art will influence numerous hearts with a new love. At first this feeling will be unconscious, but after all it will purify human consciousness, and how many young hearts are searching for something real and beautiful! So give it to them. Bring Art to the people—where it belongs. We should have not only Museums, Theatres, Universities, Public Libraries, Railway Stations and Hospitals, but even Prisons decorated and beautified. Then we shall have no more prisons."

In the past decade the Master Institute never swerved from the ideals, the clear visions of its founder, and in carrying out his purposes has brought opportunities for creation, for cultural ideals, for education to students in every walk of life.

Dedicated for the first time to unifying the teaching of all arts, the Master Institute since its foundation has united departments of music, painting, sculpture, architecture, opera class, ballet, drama and lectures. Feeling that the true creator must search the entire essence of beauty for his inspiration, it has imparted to students of one art the veneration for all arts. Believing that from the earlier years, beauty becomes the inspiration for finer existence, it has opened a Junior Art Department for the teaching of all arts.

In the past decade, through the generosity of the Master Institute and its friends, hundreds of students who would otherwise be unable to study, have received scholarships to pursue their creative work.

With the years and the ever growing expansion of the work, there has been an equal increase in the demand for these scholarships. The Master Institute, by reason of the limited means at its disposal for this cause, has been unable to grant this privilege to all of the worthy applicants for this constructive service.

In addition the ten years' experience has emphasized the great need of promoting research into new departments, especially those in new fields of the fine and applied arts.

It is also the aim of the Educational Fund to institute new opportunities for adult education as well as to inaugurate new courses aiming to inter-weave more closely art and industry.

The Master Institute is also endeavoring to enlarge the possibilities of professional outlets through the establishing of an orchestra, chamber music organizations, opera and theatre movements, thus affording new opportunities for creative expression.

These ever growing needs of the Institution have prompted the Committee for the Master Institute Educational Fund to inaugurate a campaign for \$200,000 for the purpose of fulfilling those purposes and opportunities which are at present of such vital importance.

To this end the "Shares of Culture" of the Master Institute of Roerich Museum have been issued, beginning with denominations of one dollar, obtainable through the Committee of the Master Institute Educational Fund.

To aid in this cause Professor Nicholas Roerich has generously donated the reproduction of his superb painting, "Terra Slavonica," the proceeds from the sale of which are to go toward the Master Institute Educational Fund.

The Committee asks the full cooperation and assistance of all those who feel that the greatest privilege of human life is that of creative expression. In this measure we can fulfill Professor Roerich's ideal, when he writes: "Therefore, if there is heartfelt desire to help the dissemination of knowledge and beauty, let it be fulfilled without delay. Let it not be handicapped by small possibilities. Practicability is not in the measure, but in the inner substance of the seed."

All checks should be made to the

MASTER INSTITUTE EDUCATIONAL FUND

HOWARD GILES, *Chairman*

HELEN SEIDEL, *Treasurer*

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 Panteleimon, The Healer** (Fund for the Bio-Chemical and Cancer Research Laboratories)
4. **Queen of Heaven** (Woman's Unity Fund)
5. **The Master's Command** (Roerich Museum Press Fund)
6. **Mother of the World** (Woman's Unity Fund)
7. **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
Master Institute Educational Fund:

..... Shares of Culture

..... Postcards, "Terra Slavonica" at ten cents each

..... Series of 10 cards, "Peace and Culture" at \$1.00 for each
Series

..... In Contribution

Name.....

Address.....

Kindly mail your check to the Treasurer of the Committee for the

MASTER INSTITUTE EDUCATIONAL FUND

HELEN SEIDEL

310 RIVERSIDE DRIVE, NEW YORK



THE ARCHIVE OF
**NICHOLAS
ROERICH
MUSEUM**