



ROERICH MUSEUM
CAMPAIGN for \$1,000,000
WOMAN'S UNITY "SHARE OF CULTURE" FUND

IN his article "Guard of the Mother of the World," Nicholas Roerich writes, "To enumerate the achievements of Womanhood, is to write the history of the world. To enumerate the ecstasies of illumination is to enumerate the vision of Womanhood. To study cooperation is to perceive the hand of Womanhood."

It was in this spirit, with the hope of uniting the world's Womanhood in a great force which would serve and aid human progress, that the Woman's Unity of Roerich Museum founded by Professor and Mme. Roerich, its Honorary Presidents, was begun. And it is in the following words that it has set forth the purposes of its work:

"It is with the vision of giving Woman her true place in the Era of the Great Mother, that the Woman's Unity of the Roerich Museum has been organized. In these days of cataclysms, human disunion and disintegration, a Voice must rise which calls to the resurrection of the spirit and the infusion of the fire of achievement into all life. And that voice should be the voice of womanhood. It is she who must raise the new banner of spirit, on which is inscribed 'Love, Knowledge and Beauty.'

"As a non-political world organization, its tenets must comprise striving toward the ennoblement and upliftment of all that pertains to true Culture in its world measure, and beyond conventional borders and prejudices.

"The purpose of the Woman's Unity is to unite women—those who feel the need of a true spiritual and cultural infusion into current life. It is they who must carry the banner of self-sacrifice and beauty, they who must constitute for humanity the example of true cooperation, who must raise the banner of the Great Heart of the Mother of the World."

To the end of making possible this great Unity of Women through the world, the Committee for the Fund for Woman's Unity "Share of Culture," has inaugurated a campaign for \$1,000,000 to provide means to carry on this universal cause.

In the enlisting of this Fund, Professor Roerich has generously donated all proceeds from the sale of the postcard reproductions of his paintings "Mother of the World" and "Queen of Heaven," which will go towards the cause. In addition,

the Share of Culture has been devised, enabling everyone to add his contribution. Gifts of any size will be welcomed by the Committee.

It will be the purpose to expend all donations to the fund for Woman's Unity in fulfilling the following purposes:

To unite the Women of all Countries, in the name of this ideal.

To introduce into life and sponsor in all measures, the cornerstones of Culture—the development of spirit and the broadest cooperation in every domain of Knowledge and Beauty in all countries.

To ennoble all manifestations of life and establish Art and Science as the most vital factors of development; to strengthen and enlighten family, social and State-life, and eventually to establish a center which may give advice and counsel in such problems.

To encourage the broadening of thought and of all creative faculties; to infuse ethical values into all fields of life as the most essential factor in the Education of the new generation.

If the Woman's Unity is apprised of any violation or neglect of cultural principles, it shall recognize the duty of bringing this to the attention of the Leaders of the institutions concerned, and even of appealing to public opinion.

As the establishment of true cooperation between men and women is one of the most vital conditions of culture, the Woman's Unity is not solely a woman's organization.

So manifold are the Branches of Culture that there can be no restriction to a uniform program, but primarily, effort should be made to establish world-wide interchange regarding local conditions, needs and possibilities for spiritual and physical regeneration.

To establish the equilibrium between the physical and spiritual development through continuous creative perfecting.

To lend assistance to all constructive efforts for international peace.

Participation in woman's organizations now existing must be regarded as especially helpful to participation in the Woman's Unity, which does not duplicate the efforts of other woman's organizations.

In this light it is hoped that the men and women of the world, who realize the great mission of womanhood in the cause of world evolution will aid this Fund, thereby sharing in the fulfillment of these noble aims. And in announcing this dedicated task we may also pronounce the call of Nicholas Roerich when he says, "In the language of the heart we greet you, Legion of Women and Lightbearers! Honor to your invincible enthusiasm! Voicing the name of the Himalayas, symbol of the most lofty summits, we offer you our full-hearted cooperation. We greet you in the joy of our mutual striving towards that most sublime and most imperative destiny of humanity. With you we shall attain!"

All Contributions should be made to the Treasurer of the Committee for the
WOMAN'S UNITY "SHARE OF CULTURE" FUND

ROERICH MUSEUM

310 RIVERSIDE DRIVE, NEW YORK

PEACE AND CULTURE

The Postcards "Mother of the World" and "Queen of Heaven" to be sold for the benefit of the Woman's Unity Fund, belong to a series of ten, called "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 Woman's Unity "Share of Culture" as follows:

- Share of Culture
- Postcards { "MOTHER OF THE WORLD" at ten cents each
"QUEEN OF HEAVEN"
- 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
WOMAN'S UNITY "SHARE OF CULTURE" FUND
310 RIVERSIDE DRIVE, NEW YORK



THE ARCHIVE OF
**NICHOLAS
ROERICH
MUSEUM**