

LECTURE SUBJECTS



The Roerich Expedition to  
Central Asia and Tibet

Tibet, the Land of Snow

The Art of Tibet

---

---

George  
Roerich

---

---

*Distinguished Orientalist,  
Explorer and Scientist*



*Exclusive Management*  
WILLIAM B. FEAKINS, Inc.

Times Building  
New York



St. Francis Hotel  
San Francisco



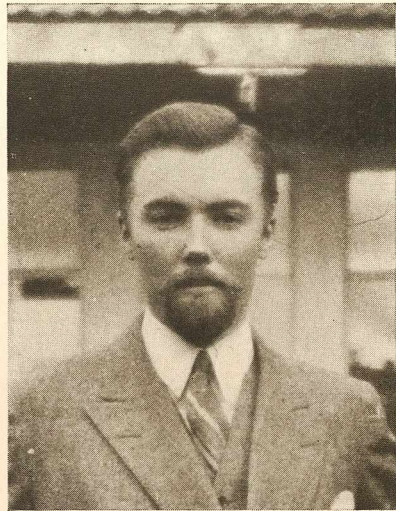
THE ARCHIVE OF  
**NICHOLAS  
ROERICH  
MUSEUM**

# George Roerich

**T**IBET, the land of mystery, the legends of which have fascinated the world for centuries, is a land that has opened its secrets to George Roerich. He had already achieved distinction as an Orientalist and explorer before he went with his father, Professor Nicholas Roerich, on the Roerich Central Asiatic Expedition, from which he is just returning.

It is interesting to know that George Roerich, a graduate of Harvard and the Sorbonne, and still a young man, is recognized by the Tibetans themselves as one of the greatest authorities on their customs and language. His books, "Tibetan Painting," his theses on "Tibetan Phonetics," etc., etc., amply establish his preeminence as an authority in this field.

During the four years of the Roerich Expedition, which circled all of the Central Asiatic countries—years in which the caravans of the expedition toiled through perilous mountain passes, through bandit-infested areas, at incredible altitudes and under climatic conditions and dangers that cost a heavy toll of life, George Roerich, as scientist, linguist and scholar, gathered material which no interpreter, no intermediary could obtain, speaking directly to the peoples of Asia in their own tongues, Tibetan, Mongolian, Chinese, Sanskrit, Pali and some



twenty other Asiatic languages with which he is equally familiar.

These personal studies of the people, their philosophies, customs and literatures, which Mr. Roerich has made, enable him to speak out of an amazingly rich background of facts and first-hand observation, and to give not only the true story of conditions in Asia today as they may be seen in the market-places, the caravan routes, the villages and palaces of government, but also an interpretation of these conditions in the light of Asia's history, its origins and writings.

The *experiences* that George Roerich has had have been remarkable: his *message* is invaluable.