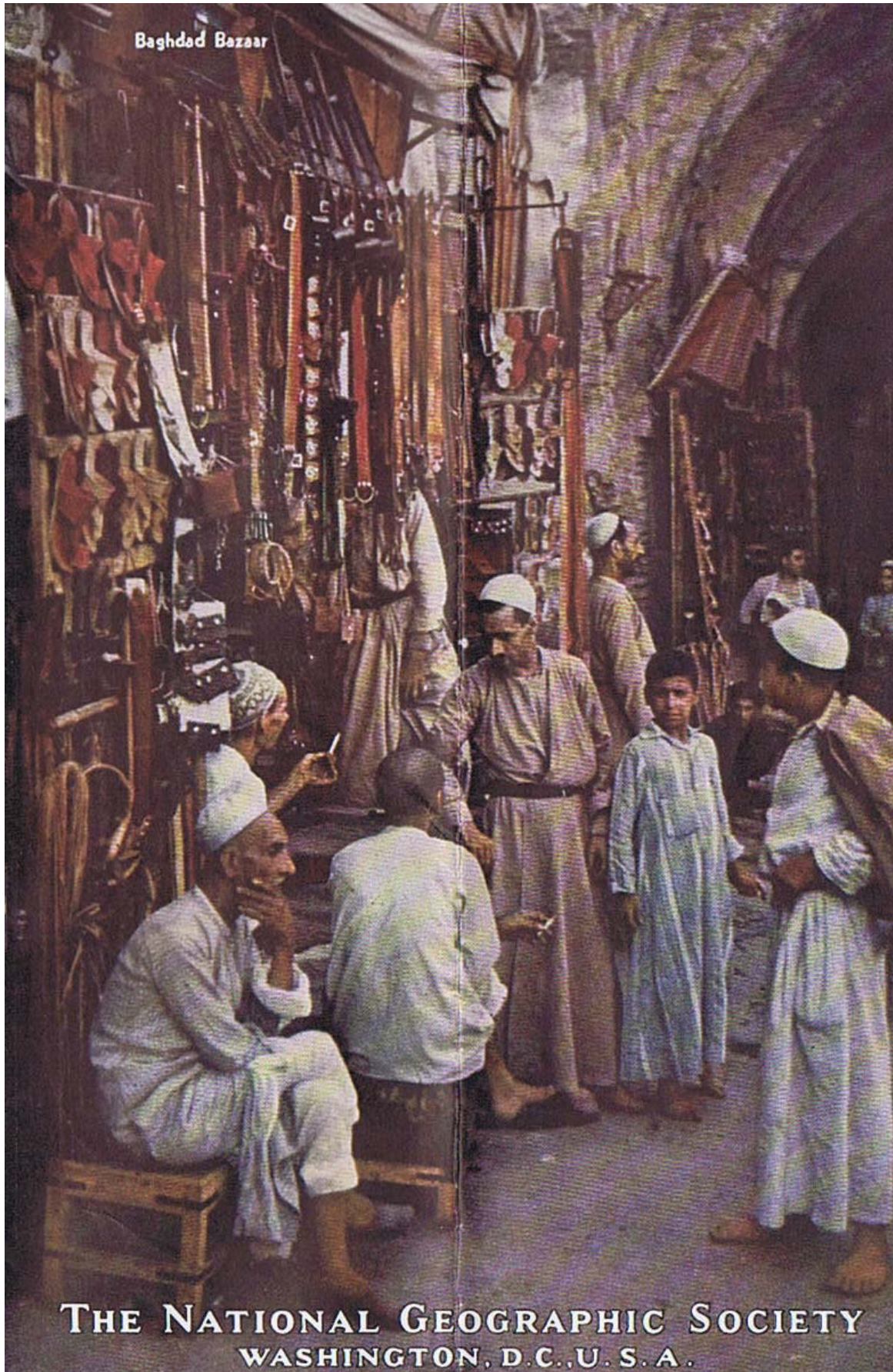


Baghdad Bazaar



THE NATIONAL GEOGRAPHIC SOCIETY
WASHINGTON, D.C., U. S. A.



"NAVAJOS," ONE OF 24 PAINTINGS FOR A SINGLE ARTICLE IN INDIAN SERIES
All Major Tribes of the United States Will Be Presented in a Succession of Color-Luminous Features

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NATIONAL GEOGRAPHIC SOCIETY

GILBERT GROSVENOR, PRESIDENT
WASHINGTON, D. C.

TO THE MEMBERS OF THE NATIONAL GEOGRAPHIC SOCIETY:

BECAUSE your Society never deviates from its fundamental purpose—to provide members the richest possible return for their small membership fee—you can look forward to 1939 with assurance that your NATIONAL GEOGRAPHIC MAGAZINES will be even larger, more colorful, and more interesting than those you have received in 1938.

Members who re-examine their 1938 issues will realize the full import of this announcement—for this year's GEOGRAPHICS are among the most outstanding The Society has ever published. Exceeding 1937 issues in sheer number of natural-color photographs and paintings, in monochrome illustrations, and in total pages of editorial content, and embellished with three wall map supplements, they represent the enhanced returns made possible by the co-operation of members in nominating friends and promptly renewing their own memberships.

A Half-Century of Steady Progress

Throughout its 51 years of service, The Society has constantly sought to improve The Magazine. How earnestly The Society embraces this policy is indicated by the fact that greatest improvement has been made where it cost the most; that is, more frequent issue of large map supplements, and more abundant use of illustrations *in natural colors*.

In 1928—a year of national prosperity—216 pages of full-color pictures were incorporated in 12 issues of THE GEOGRAPHIC. This number was exceeded in 1938 *in the first eight months*, with all color pages in the following four issues constituting “extra dividends” to 1938 members. Whereas 16 to 24 pages of color in one issue used to be the standard (even today that would keep The Magazine in color-advance of all other periodicals), now 32 pages are included in most numbers, and already some issues are planned to contain even more pages of photographs and paintings in natural colors.

The GEOGRAPHIC'S Maps Are Keys to World News

In its map supplements The Society strives always to present new information and provide distinct advantages never before incorporated in any map. Authoritative and interesting, unique in completeness and pioneering improvements, these maps are used throughout the world, often for purposes which emphasize the importance of The Society's exacting standards of cartography.

We are advised that during the recent journey of our “Flying Fortresses” to Buenos Aires, The Society's new Map of South America “did valuable service” in guiding the good-will fleet over the interior of the continent.

Flying over northern Canada to start a search for six Russian flyers lost on their projected journey to America, Sir Hubert Wilkins navigated with the aid



UPPER-CLASS MOSLEMS OF YUGOSLAVIA GARBED FOR FESTIVE OCCASIONS
 The Planned Timeliness of GEOGRAPHIC Articles Makes Them More Interesting and Immediately Useful

of The Society's Map of Canada. In this map vast areas had been charted for the first time from surveys made by The Society's Yukon Expeditions.

From agencies of the Government—from scientists—from schools, libraries, airlines, tourist agencies, and news-gathering associations come requests and expressions of praise for your Society's map supplements.

Immensely gratifying, above all, are hundreds of letters from members describing their appreciation of these maps. In many letters we read that a single map is considered worth the cost of membership.

Each large map supplement may involve field surveys of the area to be charted, months of research, and a total production outlay of \$100,000. A few years ago The Society supplied two of these supplements each year. Now the number has been increased to three, and the immediate goal is four map supplements annually.

Particularly appropriate at Christmas time will be the publication in December of a 25 x 35-inch wall map supplement in ten colors—"Bible Lands and the Cradle of Western Civilization." Insets show the Holy Land, Jerusalem itself, and travel routes of Biblical characters. Such modern developments as airways, railways, desert bus routes, oil fields, and pipe lines are charted. Descriptive notes point out the significance of ancient sites. "Here David slew Goliath," "Here Samson was born and married Delilah," are typical of many localized comments. A color-rich presentation of Bible lands—based on personal surveys by staff representatives, Frederick Simpich and W. Robert Moore—will also come to you in the December GEOGRAPHIC.



SERVICE STATION FOR FEZZES, IN EGYPT. ALL SIZES PROMPTLY BLOCKED
First in Full-Color Richness, The Magazine Year by Year Adds More Pages of Pictures in Natural Colors

Of immediate and long-lasting usefulness will be a new decorative map of New York City and surrounding area. This ten-color map, $29\frac{1}{4} \times 26\frac{3}{4}$ inches, will be issued with The Magazine in April—opening month of the New York World's Fair. An artistic masterpiece and discriminating guide, it will encompass all of Long Island—where the fairgrounds are located—all of New Jersey, and parts of Massachusetts, Connecticut, and Pennsylvania.

To the wealth of material on the West Coast already published in The Magazine will be added another memorable presentation, including 16 pages of photographs in natural colors. J. R. Hildebrand, gifted staff writer and assistant editor, will portray the awe-inspiring Redwood Empire, now easily accessible from San Francisco by the Golden Gate Bridge. Visitors to the Golden Gate International Exposition who include the near-by wonderland of the redwoods in their itinerary will find in THE GEOGRAPHIC's narrative and faithful reproductions a vivid renewal and permanent record of an eye-filling experience.

In preparation are 386 pages of direct-color photographs and paintings, to be published with local-area maps, etchings, and hundreds of monochrome photographs illustrating a cycloramic variety of travel and Nature articles. Some of these articles will lead us further into the entertaining realm of natural history and increase our knowledge of birds, animals, flowers, and fishes. Others will take us on journeys to out-of-the-way beauty spots, to strange lands of geographic curiosities, and to exciting regions of the world in the news.

One of the most popular of all THE GEOGRAPHIC's articles was the first presentation in a colorful new series on North American Indians. It will be followed by a



DEEP IN THE FLOWERY SOUTHLAND—HAPPY STUDENTS AT A CHARLESTON, SOUTH CAROLINA, SCHOOL

Before the azaleas and magnolias of the Charleston region are again in full flower, DuBose Heyward, celebrated author of "Porgy," will tell us of his beloved home-city in South Carolina. THE GEOGRAPHIC's illustrated articles on States and cities of the United States, its portrayals of lands far away and near at home, and its illuminated map supplements are prized for their appeal to mind and eye, their usefulness in planning actual visits, and their value as enduring souvenirs of travel pleasures.



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ORCHIDS, IN EXOTIC PRIME, WILL BLOOM IN COLOR SERIES

dramatically illustrated portrayal of Indian tribes of the great Southwest. Scenes of Egyptian life are being painted by H. M. Herget, known for his accurate reconstructions of Maya, Aztec, and Inca life.

Modern miracles of astronomy will be described by F. Barrows Colton in a nontechnical study enriched with Charles Bittinger's paintings of astronomical phenomena.

To the well-liked series on States and cities of the United States will be added full-color articles on Tennessee, Iowa, South Dakota, and Rhode Island; the Rio Grande Delta of southernmost Texas; Long Island, New York; and Charleston, South Carolina.

The author of "Inside Cape Horn" and other GEOGRAPHIC stories, Amos Burg, will in contrast next tell us of his recent wanderings through picturesque English canals. Romania, Yugoslavia, Turkey, Iran, the Lesser Antilles, the Outer Hebrides, and Provence, France, are also on our planned itinerary of globe-encircling trails.

Although The Magazine alone gives to members a return more than commensurate to the annual membership fee, it represents only one phase of your Society's educational work. In the recent words of a magazine commentator: "Perhaps the keystone of The Society's progress has been that it has become increasingly a creative force, as well as an informative force. Not content merely with reproducing discoveries and observations, it has organized many of its own world-wide surveys, and has backed financially many of the expeditions and explorations which have become news and then history in the last generation."

What is believed to be the world's largest ice field outside the polar regions was discovered in Alaska last August by an expedition led by Bradford Washburn for Harvard University and the National Geographic Society. On daring flights

which included a circuit of both Mount Logan and Mount St. Elias, this expedition photographed more than 1,500 square miles of previously unexplored territory, found new ridges in the coastal mountain ranges, and proved the existence of a tremendous glacier system, extending from the Miles Glacier in the Copper River Valley, eastward to the Alsek River, a distance of about 235 miles.

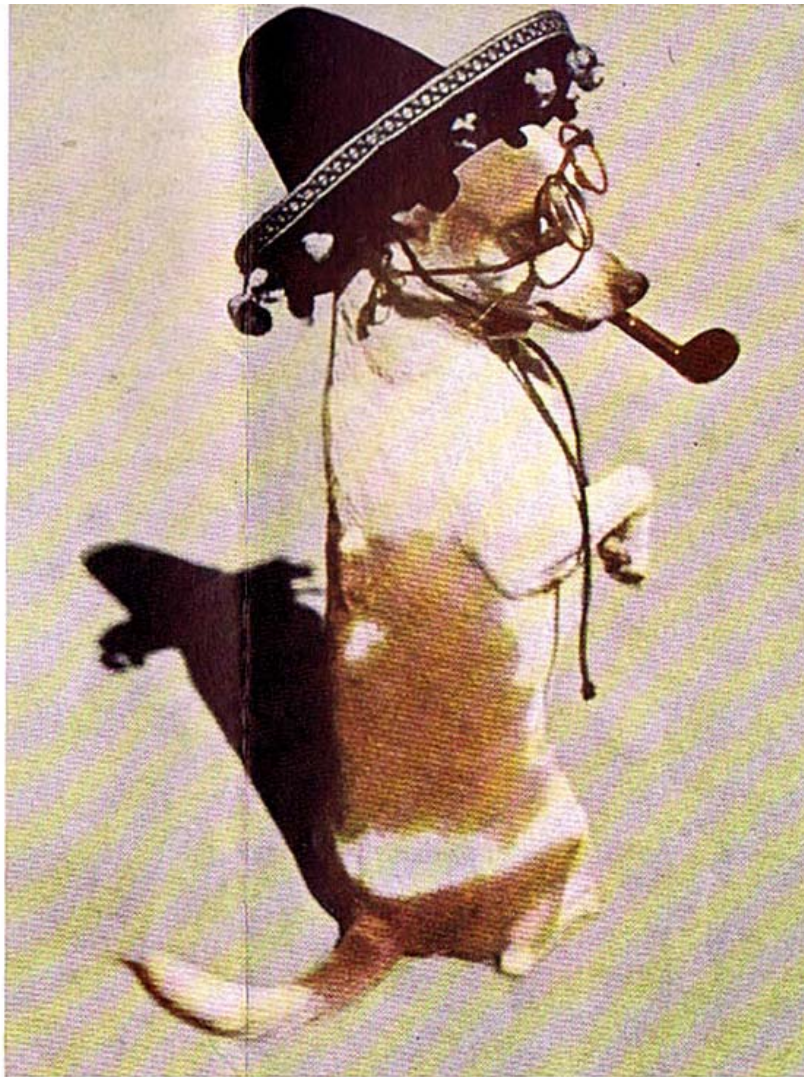
These recent achievements illustrate the importance of your Society's far-flung explorations and researches which through the years have benefited all mankind. Although all of its expeditions have in

common the one purpose of widening geographic horizons, their specific endeavors are studies in contrast, making the first-hand narratives of them in *The Magazine* so mentally refreshing.

Whereas one expedition to inner China traced the first specimen known to science of the Lohan plant, the dried fruits of which have been used medicinally for centuries, another group acquired for the people of the United States nearly 900 strange animals, birds, and reptiles from Sumatra and other jungle regions.

As a result of the record flight of the balloon *Explorer II*, scientists obtained their first important field-checked information about cosmic-ray activity in the stratosphere, electrical conditions of the air, and the presence of spore life at extremely high altitudes. While intrepid explorers of the polar regions were filling in blank areas of the world map, other Society-sponsored scientists were writing new chapters in the history of man with their excavations and tree-ring studies in New Mexico, and archeological explorations in Peru.

From the greatest depths of the ocean ever reached by man, Dr. William Beebe brought forth remarkable facts of submarine life. And by way of further



BETTY, A CANINE "CUTUP," IN A MANNISH "GETUP"

contrast, eclipse observers gazed into the reaches of space, made recordings of solar spectra, and succeeded in taking natural-color photographs of the sun's corona for intensive study and future comparisons.

In the results of more than 50 expeditions—some required years of field work to achieve their objectives—is written the history of your Society's participation in scientific and exploratory researches. To members of long standing the story has familiar episodes—but always it is a source of justifiable pride, for *every member* is a sponsor of GEOGRAPHIC expeditions. Each contributes an equal share to every GEOGRAPHIC achievement, and to each comes the opportunity of enjoying the first complete accounts in The Magazine.

Your Co-operation Is Greatly Appreciated

In two ways, each member can contribute effectiveness to his Society as an altruistic, educational organization. *One of these two ways is the prompt payment of renewal fees.* This is important because it saves the heavy expense of repeated billings which detracts funds from activities beneficial to all members and to education in general.

The other is the use of the nominating privilege. By nominating friends and acquaintances for membership, you assure continued growth for your Society—you do your generous part in making possible new researches and expeditions and a better NATIONAL GEOGRAPHIC MAGAZINE.

Because so many of your relatives and friends would appreciate having for Christmas the superb wall map and full-color presentation of Bible lands, as well as the other features and map supplements to come in 1939, you will find in The Society's provision for gift memberships a delightful and inexpensive solution to the Christmas gift problem. All nominations are carefully checked against our roster to prevent duplication. To those whom you nominate for gift membership, The Society will, at your request, send an appropriate announcement card with your name as donor.



President

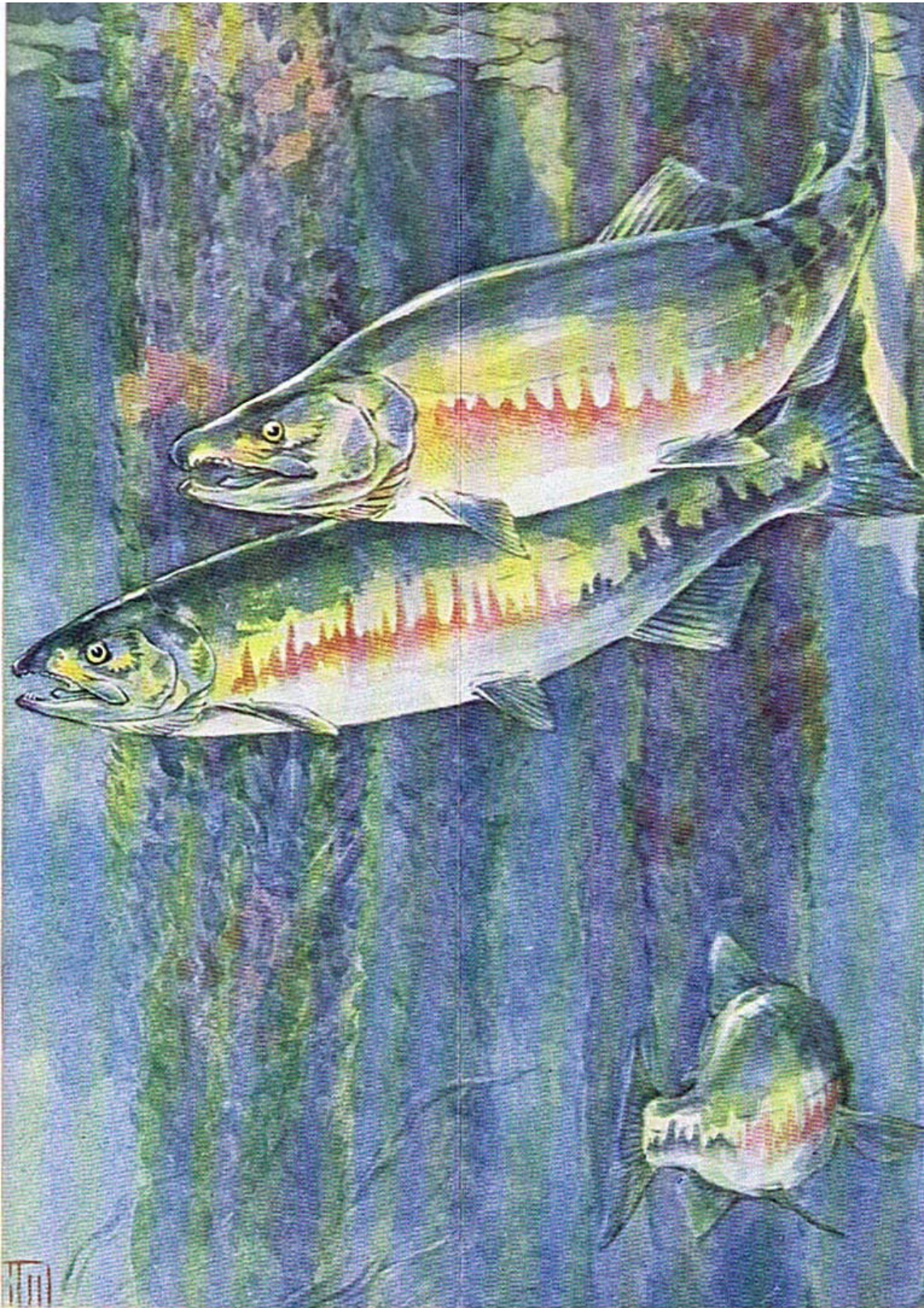
Washington, D. C., November, 1938

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SALMON ARE AMONG PACIFIC FRESH-WATER FISHES IN COMING PRESENTATION
Other Articles on Nature Subjects Will Portray Cage Birds, Sparrows, Dogs, Chimpanzees, and Deer



Modern version of the horn of plenty in the Rio Grande Delta of Texas. This tastefully designed evening gown is made of grapefruit peel.