NATIONAL GEOGRAPHIC

The Officers and Board of Trustees Cordially Invite You to Enjoy the Benefits of Membership in the National Geographic Society

We recently received a letter from a new member who wrote: "I wanted to subscribe long ago but thought it would be too expensive... Had I only known..."

Dear Friend,

Each year we invite selected candidates to join the largest private nonprofit scientific and educational organization in the world. You have been selected as a candidate for membership in the **National Geographic Society**.

We extend a cordial invitation to you to join the Society and enjoy a whole year of membership, including 12 monthly issues of *National Geographic* magazine…

for dues of only $19.95!

We'd like you to know that the modest cost of membership is only the first of many pleasant surprises in store for you. By accepting this invitation, you become part of a special group of people all over the globe whose enthusiasm and curiosity about their world is enriched by belonging to the Society. Membership is an open invitation to investigate the world, to see the infinite variety, color, and richness of the universe.

And equally important, as a member of the **National Geographic Society,** you provide every member of your family with information they can use, learn from, and enjoy. You may already be familiar with the Society's magazine,

National Geographic is famous for

- **objective journalism,**
- **maps that are unsurpassed for cartographic quality,**
- **paintings that accurately explain even the most complicated subjects,**
- **and stunning photography.**

Recently *National Geographic* received the prestigious National Magazine Award for general excellence and for photography. A winner many times in the past, the *Geographic*, according the judges…

"consistently surpasses its own Olympian standards. Nobody does it better."

This award-winning style is also found in valuable behind-the-headlines reporting, even-handed coverage of environmental issues, and journeys to the stars. *National Geographic* can even help with vacation plans, hobbies, and schoolwork!

So join us as we circle the globe for a breathtaking ride. Encounter thrilling adventure. Visit with exotic people in distant lands. Take a look at science, the arts, and our national treasures. Enjoy stories that present a balanced view of the beauty and fragility of our planet.

Of course, there's more to membership than the magazine. You're also invited to share other Society pleasures and privileges. Your membership will bring you several handsome wall maps each year in selected issues of *National Geographic*. You'll enjoy the opportunity to examine—**FREE**—low-cost Society books, atlases, and globes in your own home, before you decide to purchase. Intended as an inexpensive way to build a home library, they also make beautiful, easy-to-order gifts. What's more, you can take pride in knowing that a portion of your dues will help the Society's ongoing worldwide research, exploration, and educational projects. Membership fees enable the Society to fund geography education for children…and the ventures of such scientists as **Jane Goodall**, **Richard Leakey**, **Eugenie Clark**, **Robert Ballard** and others.

When you join, you'll also receive a personalized Membership Certificate that's suitable for framing, and a brief history of the Society.

Incredibly, only **$19.95** brings you membership, magazines, and maps for a year. Plus all the other benefits I've mentioned. Divide that by the number of people in your home who will benefit from *National Geographic*, and you'll see how little it costs to gain so much.

I honestly believe you'll enjoy being a member of the **National Geographic Society** and because this may be the only invitation you'll receive this year, I urge you to mail the enclosed acceptance form with your dues today. Or, if you prefer, you may use your credit card.

Meanwhile, I look forward to welcoming you into the **National Geographic Society** and sending your magazines and personalized Membership Certificate.

Sincerely,

Kadi Kullerkann
President

P.S. Because our maps are one of the Society's most important contributions to geography education and world understanding, I have arranged to send you a **free map of the world** as an added member benefit.