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The National Geographic Society, the world's largest nonprofit educational organization, depends primarily upon membership dues to finance its world-wide activities.

Thanks to the cooperation of members who nominate their friends for membership, the Society can now support some 125 research projects each year, and, at the same time, provide an ever improving NATIONAL GEOGRAPHIC Magazine. And it has published more than eighty books and recordings—plus globes, atlases, and scores of maps—all offered to members at modest prices.

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**Annual membership dues** — including 1980 magazine subscription — are \$9.50 in the U. S. and throughout the world, U. S. funds or equivalent. To cover additional postage and handling outside the U. S., please send \$14.88 Canadian funds (\$12.65 U. S. acceptable) for Canadian membership; for all other countries, \$14.15 if paid in U. S. currency by U. S. bank draft or international money order. 80% of dues is designated for subscription to the magazine. Annual membership starts with the January issue.

**Life Membership** is available to persons 10 years of age or older. The fee for U. S. and its outlying areas is \$275, Canada, \$425 Canadian funds (\$360 U. S. acceptable); for all other countries, \$400 if paid in U. S. currency by U. S. bank draft or international money order. Apply directly to the Society.

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NATIONAL GEOGRAPHIC SOCIETY  
17th and M Streets, N.W. Washington, D.C., U.S.A. 20036

Office of The Secretary

June 7, 1979

Dear Member,

Where in the publishing world today can you find a better bargain than NATIONAL GEOGRAPHIC?

Encyclopedic in its scope, ablaze with living color, the magazine still costs less than any comparable publication -- including the additional postage and handling for mailing it outside the U.S.A.!

Keeping Society membership dues within the family budget, despite the inflationary trend of the past decade, is made possible by three important factors....

Sound management. The increase in the number of members.\* And the members' own participation in the Early Renewal Plan.

The Plan spreads out membership renewals over several months, avoiding a massive, costly year-end renewal effort. The money saved not only helps keep dues low but also provides more funds for improving your magazine and for important scientific studies. (In the past ten years your Society has supported more than 1,100 research projects.)

I'm glad to say that more than half the members invited to renew early last year did so. By renewing your membership for 1980 now, you'll help to continue this mutual benefit.

The healthy growth of your Society is also due to the cooperation of its members....

As you know, gift memberships are always appreciated by friends and associates. To favor them, just enter their names and addresses on the enclosed folder -- including their dues with your own.

Your response to this Early Renewal Plan is all important -- for your Society to operate at peak efficiency...for planning even better issues of your magazine...and for keeping dues low.

Your prompt renewal and gift memberships will be greatly appreciated!

Thank you sincerely,

Secretary

\*In just ten years, your Society has grown by more than 3,500,000 members.