

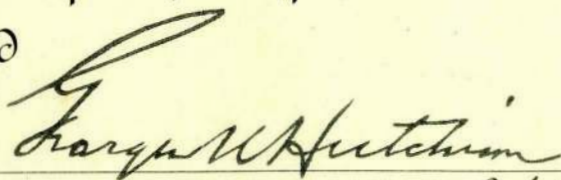
# The National Geographic Society

Through the Board of Trustees at  
a meeting held in Washington District of  
Columbia in the United States of America  
has elected

Mr. Fernando Torreblanca,  
Guadalajara 104,  
Mexico, D. F., Mexico.

a member of that Society

In Witness Whereof, this certificate has been  
signed and presented



Secretary

AUGUST 11, 1942



Discovering, later on, the deep and well-nigh universal interest of mankind in humanized geography, the founders determined to admit, on nomination of members, or upon invitation by the Membership Committee, men and women of good standing in their communities for whose interest in geography the nominator could vouch.

The highly technical journal of The Society, thereupon, was completely transformed, through publication of popular articles and wealth of photographs, full-color plates and maps, into what has become the most sought-after of illustrated publications for young and old and a treasured educational agency in many discriminating homes and progressive schools.

As a result of this wise reconsideration of values, The Society within 54 years has grown from a handful to an enlightened membership covering every nation and region of the world. Among them will be found many men and women distinguished for local and national service to science, industry, education, and civic welfare.

The Society has never deviated from its original altruistic purposes and educational policies. With growth of membership, however, it has been enabled, without soliciting donations, greatly to extend its research and educational activities and to make the NATIONAL GEOGRAPHIC MAGAZINE one of the noteworthy publications of modern times.

**An Altruistic Organization** The National Geographic Society is wholly altruistic. No individual or group has any financial interest whatever in its income, whether from dues, sales of publications, or other sources. Every dollar is invested in supporting The Society's explorations and research work, in improving The Magazine and The Society's other publications, and in maintaining its vast educational extension activities through the schools and the press. All income is administered in the interest of the membership by a Board of Trustees of international reputation. The names of these twenty-four trustees and of The Society's officers and principal executives are given on the cover of the Magazine.

**The Geographic Magazine** The NATIONAL GEOGRAPHIC MAGAZINE is The Society's chief agency for the diffusion of its information among its members. The Society makes no effort to extend its sales on news stands or otherwise to casual readers. It endeavors to restrict copies to those who will appreciate and benefit from the material, and who will make its information available to members of their households, friends, business associates, local schools, clubs, and other organizations.

The twelve copies of The Magazine are supplied each year to each member without additional charge. To defray the cost of producing the member's personal copies and to meet the postal laws, a percentage of each annual membership fee is designated as a subscription fee to The Magazine. The remainder of the dues is devoted to the general educational purposes of The Society.

Membership, therefore, is in no sense to be confused with subscription to a commercially published periodical.

Those who wish The Magazine, but who are not members of The Society, are permitted to obtain the publication. Such subscribers, however, pay for The Magazine more than the annual membership fee.

**Other Publications** The Society also publishes and makes available, only through its headquarters, valuable and richly illustrated volumes: "Book of Birds," "Book of Fishes," "Hunting Wild Life with Camera and Flashlight," "Our Insect Friends and Foes and Spiders," "Book of Wild Flowers," "Wild Animals of North America," "Cattle of the World," "Katmai—the Valley of Ten Thousand Smokes." In addition, it issues many exquisite geographic scenes and nature subjects for mural decoration, and a continuing series of ten-color wall maps indispensable in following vital world developments. All income from these publications is reinvested in The Society's projects.

Because first cost of plates and material is borne by The Magazine, these *de luxe* publications, above described, are made available at a low price to members who can purchase them for their own use or as

gifts to friends, schools, clubs, etc. These publications are obtainable only from the Washington headquarters. Descriptive circulars are supplied on request of members.

**Annual Dues—How Determined** The annual dues of The Society are fixed at the lowest possible figure which will enable The Society to produce the member's own copies of The Magazine and leave a balance necessary to support its scientific and educational activities.

The dues of the members, supplemented by all other income from The Magazine and from sales of books and maps, have, by careful business management, enabled The Society to support its ever-growing activities without appeal for donations.

**Membership Dues—When Payable** Membership fees in The Society cover the calendar year from January 1 to December 31. All membership fees, therefore, are due and payable in advance for the following year on January 1.

For example, members paying their dues and entering The Society, say, in June, 1942, would be recorded as 1942 members. They would receive at once the six back numbers of the GEOGRAPHIC MAGAZINE for 1942 and then would receive, as issued, the remaining six numbers of that year. Their dues for the second year, or 1943, would become payable on January 1, 1943. *Dues should be paid direct to the Treasurer of The Society, who alone is authorized to collect them. Dues transmitted through subscription agents cannot be accepted.*

The Society and its Magazine employ no solicitors or representatives at large. No one is authorized to collect membership fees or contributions. When a member of the Editorial Staff is sent out he is equipped with credentials making specific requests for the data desired.

As is the practice in all such organizations, members who do not resign are considered as desiring to maintain their membership for the next year. The Society, therefore, after notification that dues are payable, continues, in default of their instructions to the contrary, to retain them on the rolls for a marginal

period. Those made members through gift of friends are, of course, regular members. Resignations, as well as changes of address, should be sent direct to The Society and not through any other agency.

Members who, after notice, fail to remit their dues, are first suspended and, finally, after special notice, are dropped from the rolls of The Society and recorded as being in arrears to the organization.

Members who delay resigning until they have received several extra copies of The Magazine are naturally expected to restore their names to good standing by payment of dues or, at least, to clear their financial record with The Society by payment for the additional magazines they have received.

Inasmuch as a member's failure to remit dues promptly involves additional cost for correspondence, which must be taken from the sums available for The Society's educational work, all members are urged to give prompt attention to such notices.

A Life Membership may be secured upon payment of \$100.

**To Change Your Address** As the hundreds of thousands of magazine wrappers for each issue of THE GEOGRAPHIC must be addressed thirty days in advance, *The Society must have a full month's notice of change of address, giving both the old and the new address.* For example, a request to change the address of the May number must be received by April 1. Members changing address on shorter notice are requested to notify The Society and also to leave with their local postmasters postage for forwarding the coming number of The Magazine, as otherwise the post office will not forward it. The Society cannot undertake to replace copies that go astray where members fail to give ample notice to The Society and neglect to make forwarding arrangements with their postmasters.

**Your Right to Nominate Members** As The Society has no endowment and does not solicit gifts or financial donations, it depends for support and extension of its activities wholly upon maintenance of and growth in membership.

As it employs no solicitors and does not advertise to the public for members, The Society relies for expansion

upon the co-operation of members in nominating worthy and interested friends and in encouraging them to enter The Society.

You, as a member in good standing, are privileged, of course, to nominate as many desirable friends as you wish. You may use either the regular nomination blanks or transmit your nominations by letters to the Secretary of the National Geographic Society, 16th and M Streets, N. W., Washington, D. C.

On receipt of such nominations, the Membership Committee passes upon them. The Secretary of The Society then apprises your nominees of your courtesy, informs them of the purposes of The Society and the advantages of membership, and invites them to apply for election.

Nomination imposes no financial responsibility upon the nominator. *All nominations are carefully checked against membership records to prevent duplication.*

Many members present memberships to friends as valuable and graceful gifts, which are gratefully accepted and appreciated. If a recipient is already a member of The Society, he is notified that his membership has been extended for an additional year as a gift from the donor.

Brief inquiry will establish that many of your associates desire membership, but hesitate to ask you directly to nominate them.

GILBERT GROSVENOR,  
*President.*

#### NATIONAL GEOGRAPHIC SOCIETY

Administration Building  
16TH AND M STS., N. W., WASHINGTON, D. C.

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## Privileges and Duties of Members of the National Geographic Society

**Y**OUR election to the National Geographic Society, attested in your Certificate of Membership, admits you to the greatest scientific and educational organization in the world. The sole objects of The Society are to increase geographic knowledge and to diffuse it in popular form among the people.

The Society has a membership of intelligent, progressive men and women who with their families profit greatly from the delightful and valuable information it diffuses in text and picture.

Instead of an organization supported by a few philanthropically inclined millionaires, it is a matter of pride that its work is supported by the small annual dues of hundreds of thousands of people, eager to take part in such an educational project. It has no political or other entanglements, does not request donations, and is responsible solely to its membership.

The individual annual dues of its members, small sums in themselves but important in the aggregate, finance The Society's activities for the increase of geographic knowledge and its diffusion among the people. Each member, therefore, has an equal share and pride in The Society's remarkable achievements.

To familiarize yourself with The Society's more important accomplishments, you are requested to read carefully the résumé published on the inside cover of the NATIONAL GEOGRAPHIC MAGAZINE.

**Origin of The Society** The National Geographic Society was formed in 1888 by a small group of technical geographers, who, to exchange their carefully compiled and scientifically valuable information, inaugurated a learned journal which was intended for the technician and consequently was unintelligible to laymen.