

AMERICAN NATURE ASSOCIATION

PUBLISHERS OF

NATURE MAGAZINE

WASHINGTON, D. C.

Dear Friend:-

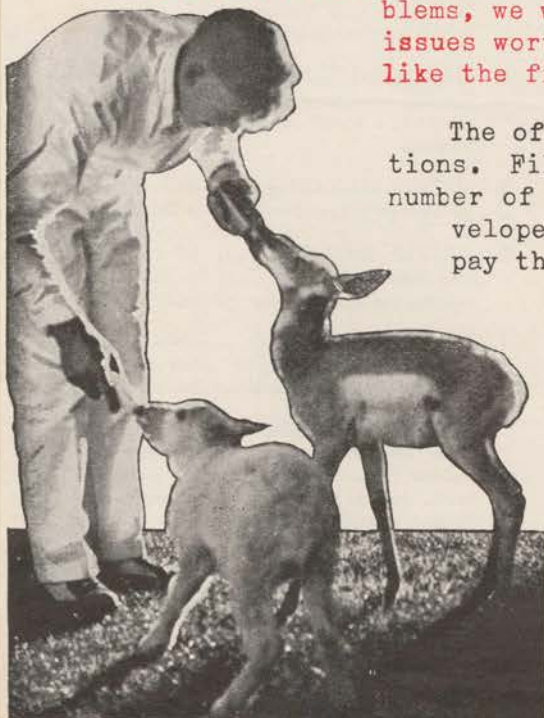
The message of the Cardinal is the message of NATURE MAGAZINE, which is waiting to give you what you want. You won't find pie-charts or intricate statistics on its pages. It is the magazine of the out-of-doors, and its province is the sea, land and sky and the thousands of fascinating creatures - from albatross to zebra - that live within them. It describes the way of an eagle in the air, fish with periscopes and snakes that fly. It tells of the mute things of the world, explaining their habits and revealing their marvelous beauty.

What do you prefer to read? Thrillers? Romances? Comedies? Nature, from the earliest dawn-days to the latest split second, has filled her pages with fascinating stories and curious truths. Her wildings reveal emotions as intensified as in your favorite novels - love, hate, greed, joy, fear and sorrow flicker across the screen of the out-of-doors to make gripping and entertaining drama.

NATURE MAGAZINE combs the continents and scours the seas to bring the interesting and vital to you. It is the opera glass through which you witness the cosmic tableau. Spiced as it is with sparkling phrase and photograph and painting, it is a monthly treat for any taste. Whatever your reading demands, it will stimulate and entertain you. And it makes an ideal gift.

No literary treats are ever offered more reasonably than this. NATURE MAGAZINE sells at the newsstands for \$.35 the copy (or for \$3.00 the year). Just because we are sure you will not be without it, once tried, and because we know it will solve your gift problems, we will send you ten issues for \$1.50 - ten issues worth \$3.50 on the newsstands. If you do not like the first copy, we will return your money.

The offer is extended to include gift subscriptions. Fill out the blank, slip a check for the number of subscriptions desired in the enclosed envelope, and mail without postage today. We will pay the postage on arrival.



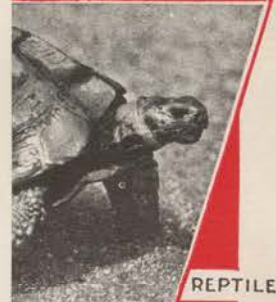
Very sincerely yours,

Arthur C. Pack
PRESIDENT

ING DRAMA OF THE
AT OUTDOORS



MAMMALS



REPTILES



TRAVEL

NATURE MAGAZINE

The Magazine For The Whole Family



THE
FAMILY
MAGAZINE

NATURE MAGAZINE is not solely a woman's magazine, a man's magazine, or a child's magazine. It is for every member of the family. The field of Nature has universal appeal, and Father becomes as deeply engrossed in stories of mountain lion and caribou stalking as Mother does in the flower and garden articles—as for Sonny, he reads every line and studies every picture. As entertaining as fiction and as accurate as an encyclopedia, this magazine will become an integral part of your home.

Seven Reasons For Its Popularity



1. NATURE MAGAZINE answers the growing and insistent demand for a popular presentation of Nature's drama.
2. NATURE MAGAZINE is the publication which reports the doings of birds, mammals, fishes, insects and other forms of wild life which have become public characters in the last few years.
3. NATURE MAGAZINE takes its readers on monthly trips to the ends of the earth, and conducts a travel department for the travel-minded.
4. NATURE MAGAZINE is the answer to the gardener's prayer for accurate information.
5. NATURE MAGAZINE has full-color bird and animal paintings done by that world-famous artist, R. Bruce Horsfall.
6. NATURE MAGAZINE presents semi-annually special geographic issues which are the last word on the states covered.
7. NATURE MAGAZINE combines accuracy with attractiveness of presentation. It neither Nature-fakes nor recites dry-as-dust facts. And each of the 100 pictures in each issue are worth 10,000 words.

How Wide Are Your Horizons?

IN this twentieth century, each educated person may—and must—make the whole world his province. It is not enough to cling closely to the paths of civilization. Today is the day of the out-of-doors, when the sunshine, the trees, the wild life, the far-off places have new significance and wealth for those who wish to live fully and richly. NATURE MAGAZINE will be your guide, interpreter and counselor in exploring a new—and beautiful—side of this world we live in.



WHEN THE
PHAINOPEPLA
FEEDS HER YOUNG

For Limited Time Only

NATURE MAGAZINE sell for 35c a copy, (By the year \$3.00). This offer represents a saving of \$2.00 over the newsstand price. It is made for a limited time only and with the understanding that your money will be refunded if you are not entirely satisfied. Send your personal subscription today and also let the offer solve your Gift problem.

\$1.50

"ONE TOUCH OF NATURE MAKES THE WHOLE WORLD KIN"

- Shakespeare

UNFOLDING DRAMA OF THE
GREAT OUTDOORS



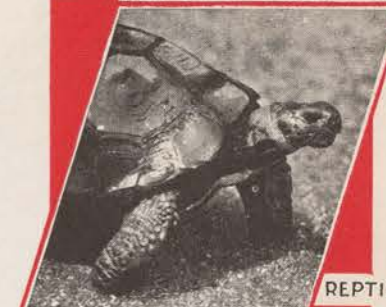
BIRDS



MAMMALS



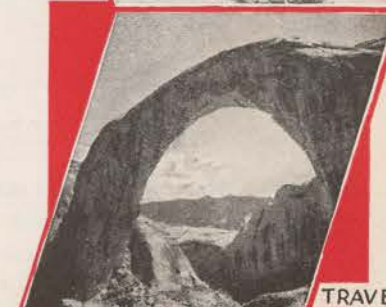
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