

Dear Friend:

We, like you, become deeply disturbed when someone wants to build a highway through a city park; when an oil well threatens a National Wildlife Refuge; when a steel company plans to build a new plant on the sand dunes of Lower Lake Michigan, degrading its possibility as a National Lakeshore; when a jetport threatens the Everglades -- or when lumbering threatens a de facto wilderness.

Situations like these worry us -- when we see first-hand how effectively small groups of people are going about the business of systematically destroying the air we breathe, the water we drink, and the earth on which we live.

We worry -- but we do something about these problems.

The Wilderness Society was formed in 1935 by a handful of professional conservationists. They foresaw the kind of "people pressures" on land and water and air that 35 years later we feel today. They demanded that both business and government take proper notice of the kind of changes we make in our environment. They urged that the remaining parcels of public lands still in a wilderness state be set aside, free from development, for the enjoyment of all the people.

The Wilderness Act And What It Does.

In 1964 Congress acted officially to safeguard some of our remaining wilderness areas by establishing the National Wilderness Preservation System. Citizen conservationists now have the means and the method for insuring preservation for at least a part of our remaining wilderness heritage (some 2-3 per cent of our total land) and its wildlife. The Act which established the System

autoratically included about 20 per cent of these endangered lands. The remaining 80 per cent can be included, but Congressional action is required on each addition. With the aid of factual information from The Wilderness Society, citizens are getting this job done too.

The Wilderness Society's Role.

More than 60,000 members depend upon the Society for the facts which give the background they need to take well-informed positions at both local and national levels against any act of senseless destruction of the natural environment. Our Wilderness Report and "Conservation Alerts" provide a free flow of this information from headquarters in Washington, D. C. to individuals and communities across the nation. Our highly respected quarterly magazine, THE LIVING WILDERNESS, provides the back-up knowledge needed for those who want to speak from a position of authority about vital environmental issues.

The Job Has Just Begun!

Nevertheless, everything that has been accomplished could be undone -- and there are many interests at work which would hope to profit from further destruction of natural areas, and from other inroads upon our environment. Alert and thoughtful action continues to be essential.

Even larger threats lie ahead. Air and water pollution, inadequate planning for badly needed urban parks and open spaces, and the threat of destructive highway development are but a few. Great and vital issues (and many smaller ones) must be met. They demand action.

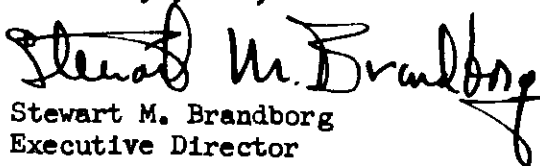
Please Share In This Work.

The enclosed brochure gives you a brief look at some of our accomplishments, region by region across the country. But it's

the next few years that will tell the story. The job ahead is challenging. It is really your challenge, too.

In a real sense, the future of our natural environment depends on the action you decide to take. Inaction can lead to one inevitable result: the continuing sacrifice of our places of natural beauty -- the mountains, the streams and shores, our remaining wilderness areas, parks, and wildlife refuges. We hope you prefer the action course. If you do, we'll welcome you as a member. The cost is small -- from \$7.50 yearly. The benefits to you -- and to future generations -- can be great. For your own personal satisfaction, play an active part in today's conservation battles.

Sincerely yours,



Stewart M. Brandborg
Executive Director

SMB/wly

A membership application will be found
in the enclosed postage-paid envelope.
If you are already a member, please
pass this invitation along to a friend. SMB

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