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A Look Into . . .



The American Nature Association Stands for the Conservation of Waterfowl

THE ASSOCIATION . . .

Founded 1922

To meet a growing and widespread need, the American Nature Association was organized in 1922 and dedicated to the stimulation of public interest in every phase of Nature and the out-of-doors and to the furtherance of the practical conservation of the great natural resources of America. Since that time the membership in the Association has grown steadily. Through the pages of Nature Magazine, and through pamphlets and special bulletins, the objects of the Association have been given force and gained effect.

Formed for constructive purpose and not profit, owing allegiance to no special interest, the American Nature Association has consistently and continuously pled the cause of conservation. At this time there has never been greater need of such unbiased leadership as this organization is able to provide. The future of many valuable and interesting forms of wild life is uncertain. Groups interested financially and selfishly in the exploitation of these resources are organized and active. To those whose interest in the wild life of America is constructive and protective, the American Nature Association offers a source of leadership and inspiration.



Breakfast in the Nursery of an Orphaned Bear

THE MAGAZINE . . .

To further public interest in Nature and to promote conservation thought and action, it was necessary that the American Nature Association have a publication. That publication is Nature Magazine. From the first it was plain that if the magazine was to accomplish the avowed aims of the Association the appeal must be a popular one. It must be so planned and edited as to appeal to the laymen as well as to men and women informed in one or more of the fields of natural history.

At the same time it was obvious that accuracy must be the watchword. Thus there was effected a wedding of the popular view represented by the editorial staff with the scientific view contributed by a Scientific Consulting Board of outstanding scientists. This is further supported by the membership on the immediate staff of Nature Magazine of one of the leading biologists in the United States in the capacity of Consulting Naturalist. The editorial contents of Nature Magazine, therefore, has



The Jumble of Snow-Capped Peaks Across the Sparkling Sheen of Maligne Lake, Jasper Park

the benefit of authoritative background, careful editing and equally careful checking for accuracy of fact.

SERVICES TO MEMBERS

Beside receiving Nature Magazine each month, members of the Association are entitled, on request, to copies of bulletins published by the Association and announced through the Magazine. At their service, also, is the scientific knowledge of the staff and its associates. Hundreds of letters of inquiry from members are answered fully every year. Their membership dues, paid as individuals sincerely interested in conservation and the out-of-doors, contribute in part to the constructive work of the Association.

THE ASSOCIATION STANDS FOR

WATERFOWL

The Association urges the elimination of the use of live decoys and baiting as indefensible practices in the killing of migratory waterfowl. It asks proper restrictions on the shooting of these birds based upon demonstrated facts as to the diminution of the supply of these birds. It holds that the citizen who enjoys the study, observation and photographing of these and other game birds has rights at least co-equal with those who kill them.



Roadside Beautification is an American Need all over the Nation

BEARS

The Association urges that steps be taken to protect the dwindling numbers of our native and Alaskan bears, and that a proper sanctuary be set aside for the preservation of the latter in their natural state.

NATIONAL PARKS

The Association holds that our National Parks, having been set aside for all of the people, must be secured against exploitation by private interests for private gain and must, to that end, be retained inviolate.

ROADSIDE BEAUTIFICATION

Commercialization of the rural highways of the United States by offensive and dangerous advertising devices and unsightly commercial enterprises, the Association contends, is inconsistent with the civilized advance of this country. To that end it actively advocates restriction of such activities through regulation backed by aroused public sentiment and concerted campaigns for roadside beautification. In connection with this, the American Nature Association publishes and distributes *The Roadside Bulletin* which is dedicated to public education on this subject. Through this publication and other bulletins it has rendered signal aid to many organizations struggling to preserve and restore the rural beauty of the American countryside.

The Steel Trap is an Unnecessary and Inhumane Device
of an Uncivilized Age

FORESTS

Through its companion forestry and tree planting organization, the American Tree Association, our Association aids in constructive forestry work. The various publications of the former Association are available to the members of the American Nature Association on request.

OTHER ACTIVITIES

Among the other issues on which the American Nature Association has taken a definite stand and for which its officers and staff have worked are: Opposition to the unrestricted use of the steel trap; opposition to unrestricted shooting campaigns directed against hawks and other allegedly harmful species which cannot, in fact, be proved to be such; support of campaigns for the protection of many species of wild flowers threatened by indiscriminate gathering; opposition to poison campaigns against certain species of wild life based upon an insufficient knowledge of the guilt involved; extension of Nature study as a part of the curriculum of our schools as a constructive and vital factor in the development of future citizens.

AMERICAN NATURE ASSOCIATION
Washington, D. C.