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Dear Friend:

Man today encounters problems that could not even have been imagined a decade ago. Problems of accelerated population explosions and poverty, threat of international nuclear war---all resulting in yet another problem---increasing mental tensions. We in this generation no doubt witness more changes in a single year than did our forefathers in an entire lifetime...changes we like to call "progress".

The final measure of man's greatness, however, will not be progress, will not be the conquest of the enemy, or the moon. Man's greatness is being tested in our generation, and will be evidenced in our children's and our grandchildren's lifetime. That test is whether man places more value on the conservation of our irreplaceable natural resources or on so called progress.

Cities, airplanes, power plants, weapons---all can be recreated and even improved upon. But no accomplishment can be regarded as progress if it endangers the basic miracle of life. And once a species of animal life is allowed to become extinct, once a wilderness area is bulldozed---nothing can ever reclaim it.

Perhaps it is not well understood that an alarming number of animal and bird species are in danger of complete extinction, and that the list grows longer at an accelerated pace. Concurrently threatened are the habitats and homes of these wild creatures. And with their final annihilation will our "retreats to nature" disappear.

Man can stop the extermination of wildlife and wild places. I do not so much doubt man's desire to do so as I question his foresight in acting upon that desire. The same technical knowledge that enables us to fly from New York to London in six hours or around the world in fifty-five, can also be utilized to save vanishing species and habitat. And the sums of money involved are modest compared to the building of a jet, an army, a nuclear bomb or a space craft.

Won't you read the enclosed brochure describing the work of the World Wildlife Fund, and join with me in supporting their fine efforts? Your tax-deductible contribution is put to work immediately. Won't you send it today?

Sincerely,

Kermit Roosevelt

encs.

HELP SAVE THE WORLD'S WILDLIFE AND WILD PLACES

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