

We present our findings in 10 concise, highly readable chapters, with data summarized in clear charts and graphs. Individual chapters give you a close examination of topics ranging from ozone depletion to the future of the automobile to the rising threat of AIDS. The opening chapter shows how in 1988, we as Americans crossed a perceptual threshold concerning humanity's impact on the environment. The final chapter presents a Global Action Plan to preserve the habitability of the planet.

State of the World specializes in presenting our data in readily understandable terms. Some facts you will learn from this year's edition:

- [] The five warmest years of this century have fallen in the '80s;
- [] Environmental refugees are now the single largest class of displaced persons;
- [] By 2050, the Maldives and other lowlying island nations may no longer exist--a casualty of rising sea level;
- [] In 1988, U.S. grain production fell below consumption, probably for the first time in history; and
- [] The size of Peru's international debt is measurable in the height of its children.

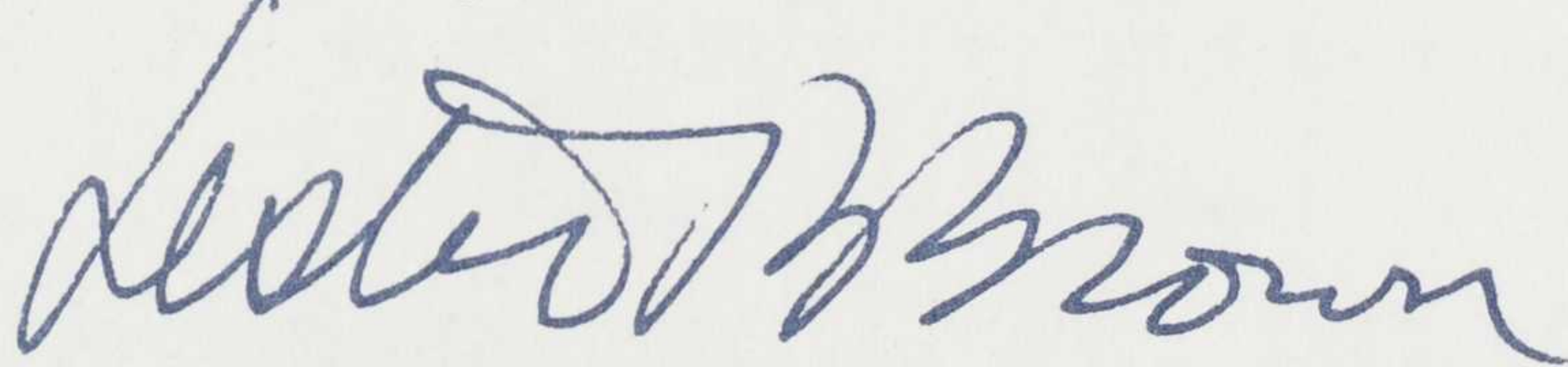
See the enclosed brochure for more details on the book's contents.

Each year, Ted Turner, owner of Cable News Network, provides his 300 senior editors and reporters with a copy to help them understand and interpret the daily news. Some 450 U.S. colleges and universities use **State of the World** as a textbook. It is read by members of Congress, Fortune 500 CEOs, and concerned citizens like you and me on every continent.

We believe the '90s may be our last chance to reverse the trends that are undermining the human prospect. If we fail, environmental deterioration and economic decline may begin to feed on each other, making an effective political response to these threats impossible. Reliable information is a prerequisite to effective action. That's what **State of the World** is all about.

By sending in your check for \$9.95, you will have the information you need.

Sincerely,



Lester R. Brown
President

P.S. For just \$25, you can receive a Worldwatch subscription, including State of the World 1989 and a whole year's worth of Worldwatch Papers--the acclaimed series of comprehensive and authoritative reports on specific environmental topics. See the enclosed brochure for details.