

ENVIRONMENT

Dear Reader:

"I guess nuclear power is pretty clean"

"I'm sure the government wouldn't let milk and meat and vegetables on the market if they were contaminated with pesticides."

"I believe this air pollution thing is over-rated - the air I breathe doesn't bother me"

Right? Or wrong? You'd be the expert at every social gathering if you'd read the recent articles on these subjects in ENVIRONMENT. Written by scientists and edited by professional writers, the articles provide a factual basis for discussion with no emotional overtones: in short, they tell it like it is.

Because it is not the purpose of ENVIRONMENT to go witch-hunting. Nor to lobby for a particular point of view. And certainly not to indulge in hand-wringing or axe-grinding.

Since 1958 our purpose has been to inform; our interest has been in people . . . and their environment. ENVIRONMENT is a magazine for intelligent people who want to know the facts about their world . . . and where science and technology may be -- sometimes unwittingly -- taking it. For instance:

"Scientists Question Reactor Effects" points out that plans for many of the nuclear reactors being built as sources of electric power include the routine disposal of radioactive wastes in nearby rivers and streams.

"Noise and the Public Health": common urban day-time noise levels cause changes in man's nervous system - reduce blood volume in the skin; stroke volume in the heart, and produce dilation in the pupils of the eyes.

"Chemical Weapons - What They Are, What They Do" lists the military advantages of using nerve gases. They are cheap, easy to produce and deliver, give no warning, and kill in two minutes. They are also stored in great quantities at various locations around the United States.

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SHELDON NOVICK
Editor

"Those Airborne Chemicals" reveals that the garbage in our air is producing measurable damage to health - particularly to the old and the already ill."

The point is this: technological progress - generally thought to be beneficial - poses threats to all of us in our natural environment. The Committee for Environmental Information, publisher of ENVIRONMENT, thinks you ought to know about them.

Don't you?

After all, it's our world, our air, our water, our land. We need to know the consequences of new discoveries - either to applaud them, to discuss them, or to prevent their implementation.

There is an important difference in the way ENVIRONMENT deals with the "side effects" of scientific progress, and the way some other publications do. Our authors are scientists, with a scientist's inbuilt desire to get at the truth. In addition, because we operate as a non-profit organization, we cannot take stands on issues. Therefore ENVIRONMENT presents all the facts we can gather on both sides of a question - clearly - and dispassionately. When you read ENVIRONMENT, you're not reading propaganda.

But our magazine is by no means dull - or unreadable. Scientific terms incomprehensible to the intelligent layman are ruthlessly edited out of the text. There are no abstruse charts or esoteric references. ENVIRONMENT is edited to make clear, easy reading for any interested person - businessman, housewife, or whatever.

We believe that any sentence which has to be read more than once is badly written. So the articles in ENVIRONMENT are as readable as they are authoritative.

When you read ENVIRONMENT your understanding of the relationship between people and their environment will be enhanced. You'll be in a better position to make sensible judgments.

You'll understand why Barry Commoner, Director of Washington University's Center for the Biology of Natural Systems, has said: "The environment that supports us will take a certain amount of stress without collapsing. But now society has imposed stresses on the system that it cannot stand. Modern Technology has introduced entirely new classes of contaminants, not controllable by natural biological processes."

Dr. Commoner feels that an unbiased medium is needed to get the facts across . . . and then let people decide for themselves whether the risks are worth taking. When you think about it, that's a lot to ask of any publication. ENVIRONMENT is one that tries.

You'll find ENVIRONMENT readable - informative - and calm. If you disagree, you can have your money back. Just cancel your subscription, and we will refund the full amount.

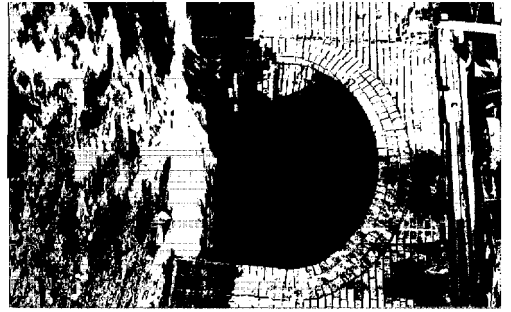
Which is by the way, fairly modest - just \$8.50 a year for ten issues, or \$14.50 for a two year subscription. The enclosed reply envelope is already addressed, with first class postage paid.

If you feel it's important to know about -- and to know what to do about -- hazards in the air you breathe, the water you drink, the land you live on and the sky you love, mail the enclosed subscription form today.

Sincerely,



Circulation Manager



magazine for intelligent people who want to know the facts about their world...how technology has affected is affecting...and might affect...our society

ENVIRONMENT

ITS ARTICLES ARE NEWS, THEY ARE IMPORTANT, AND OF DEEPEST INTEREST TO US ALL.

ENVIRONMENT is sometimes sprightly, sometimes serious . . . and always scientific. Since 1958 our purpose has been to inform; our interest has been in people . . . and their environment.

A group of 40 capable and highly respected scientists suggests topics and writes important articles with rigorous scientific accuracy. Other scientists in each of five major fields — air pollution, water pollution, pesticides, reactors, today's weapons (nuclear, chemical, biological) — are asked to submit manuscripts. Each article is then edited by the ENVIRONMENT staff for clarity and ease of comprehension.

In this way, ENVIRONMENT combines the accuracy of a scientific publication with the readability of a popular news magazine.

ENVIRONMENT'S great value . . . and interest . . . lies in the fact that no other national magazine has taken on the job of printing the facts about the side effects of technological progress.

If you've been confused about the crucial issues of our nuclear age — you'll want to read ENVIRONMENT. It gives you fact, not opinion. With those facts, you'll know exactly what's being done for you . . . and to you. You'll be able to make political decisions on such scientific problems as air and water pollution, the use of pesticides, and peaceful and military uses of nuclear energy.

For your subscription, simply fill in the enclosed postpaid form and drop it in the mailbox. The price is \$8.50 for one year (ten issues) or \$14.50 for two years.