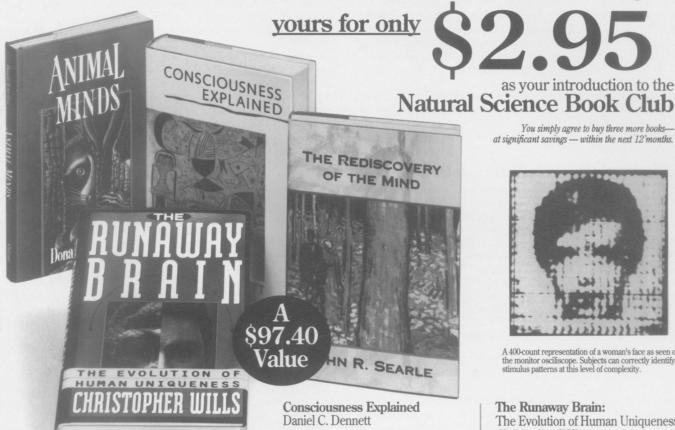
Explore the Nature of the Mind with the 4-Volume

Frontiers of the Mind Library



What is consciousness? How did it evolve? Do animals have it, too? Find out with the 4-volume Frontiers of the Mind Library, a \$97.40 value, yours for only \$2.95.

Natural Science Book Club A Newbridge Book Club 3000 Cindel Drive, Delran, NJ 08370-0001

Please accept my application for trial membership and send me the 4-volume FRONTIERS OF THE MIND LIBRARY (00267) billing me only \$2.95, plus shipping and handling. I agree to purchase at least three additional Selections or Alternates over the next 12 months. As a member, I can save up to 50% off the publishers' prices. My membership is cancelable any time after I buy these three additional books. A shipping and handling charge is added to all ship-

No-Risk Guarantee: If I am not satisfied—for any son—I may return FRONTIERS OF THE MIND LIBRARY within 10 days. My membership will be canceled, and I will

| Name | |
|---------|-----|
| Address | Apt |
| City | |
| State | Zip |

expense. Offer good in Continental U.S. and Canada only. Price

Science News 9/93

Probe a fascinating current theory of consciousness in this important and controversial work, which abandons such traditions as the dualism of mind and body and replaces them with a radically new Pub. Price: \$24.95

"A remarkable meditation on consciousness." - Howard Gardner

The Rediscovery of the Mind John R. Searle

Challenge the deepest assumptions of cognitive science in this brilliant work. You'll explore a controversial theory of consciousness and its relation to our scientific world view. And vou'll discover a new approach to the study of mind. Pub. Price: \$22.50

You simply agree to buy three more booksat significant savings - within the next 12 months.

as your introduction to the



A 400-count representation of a woman's face as seen on the monitor osciliscope. Subjects can correctly identify stimulus patterns at this level of complexity.

The Runaway Brain:

The Evolution of Human Uniqueness Christopher Wills

Reconsider the development of the human mind in light of a compelling new evolutionary force: the process of cultural evolution. This extraordinary volume tells why Homo sapiens has not yet arrived at "full humanity" - and why our evolutionary path may be headed toward extinction. Pub. Price: \$25.00

Animal Minds Donald R. Griffin

Do animals actually think? Weigh startling new evidence presented in dozens of intriguing case studies. Participate in the quest to understand animal mentality and learn why it is one of man's supreme scientific challenges.

Pub. Price: \$24.95

MEMBERSHIP BENEFTTS In addition to getting the FRONTIERS OF THE MIND LIBRARY for only \$2.95 when you join, you keep saving substantially with discounts of up to 50% off the publishers' prices on books you choose to purchase. • Also, you will immeto 50% off the publishers' prices on books you choose to purchase. • Also, you will immediately become eligible to participate in our Bonus Book Plan. • Moreover, our books are always identical to the publisher's editions. You'll never receive an "economy edition" with inferior paper and bindings from us. • At 3-4 week intervals (15 times per year), you will receive the Natural Science Book Club News, describing the coming Main Selection and Alternate Selections, together with a dated reply card. • In addition, up to three times a year, you may receive offers of Special Selections which will be made available to a group of select members. • If you want the Main Selection, do nothing, and it will be sent to you automatically. • If you prefer another selection, or no book at all, simply indicate your choice on the card and return it by the date specified. • You will have at least 10 days to decide. If, because of late mail delivery of the News, you should receive a book you do not want, we guarantee return postage.

© Neubridge Communications, Inc. not want, we guarantee return postage. © Newbridge Comm