

# THE BIRDS OF CALIFORNIA

In accordance with our notice in the March-April CONDOR, the cash price of the Stockholders' Edition, De Luxe, of "THE BIRDS OF CALIFORNIA" was advanced on the first of June to \$120, and all special prices on the other editions were withdrawn. Copies of the Stockholders' Edition may now be engaged upon the basis of twelve quarterly payments of Ten Dollars each, beginning July 1st, 1913. Thus the necessary advance in price is in a measure compensated by

## EASIER TERMS OF PAYMENT.

Believing that members of the Cooper Ornithological Club, which is so generously supporting us in this enterprise, are entitled to every courtesy which we can safely extend, and knowing that present disappointment will entail life-long regret, we have decided upon

## ANOTHER SPECIAL OFFER TO MEMBERS OF THE C. O. C.

To *Members* applying within a reasonable length of time and enclosing an initial payment of Ten Dollars, we will forward a receipt for the first *two* installments of Ten Dollars each. That is, a member of the C. O. C. may now obtain his copy of the work for \$110 instead of the current price of \$120, or the final price of \$150. The remainder, One Hundred Dollars, is to be paid precisely as in the case of regular subscribers, in ten quarterly installments of Ten Dollars each, beginning January 1st, 1914.

In order that you may decide wisely, as you must soon decide finally, let us remind you of the

## VITAL CLAIMS OF THE STOCKHOLDERS' EDITION.

The Stockholders' Edition, De Luxe, of "The Birds of California" (in three volumes) will be limited to 250 copies, of which more than half are already engaged. It will be the handsomest bird-book ever printed in America, the best that purely mechanical process can produce *plus sixty-three full-page photographic inserts*, the choicest of our consolidated collection. Some of these photographs will be exact duplicates of an art series which we are placing upon the market at prices ranging from \$2.50 to \$10 each; but most of them will be unique in the Stockholders' and Patrons' Editions.

The *COLOR SERIES* by Allan Brooks will embrace all the plates published, just as many as go into the thousand-dollar edition. Through the renewed generosity of a certain patron we are enabled to announce 25 more color-plates by Brooks, making a total of 125 to date. We *hope* to double this.

*THE BINDING* of the Stockholders' Edition will be the object of special care. It will be of full French Levant leather, the choicest and the most durable the market affords, subscriber's choice of twelve colors, *inlaid* with bird designs in color, a joy and pride to every bird- and book-lover.

The printed list of subscribers' names, bound in with Volume I, will perpetuate to all time the memory of those who were especially identified with this ambitious project.

In every other specification these volumes will be built to conform to the high standards indicated. If you never bought an "expensive" set of books before, and if you never intend to again, indulge your taste "just once". Come in with us and help us to realize our dreams of a bird-book in which nature and art, experience and taste, information and inspiration shall conspire together to produce a thing of beauty and a joy forever.

One share (of the par value of \$100) of the third and last allotment of the capital stock of The Birds of California Publishing Company will be issued, *upon request*, to each C. O. C. member subscribing for this edition, upon completion of the second ("third") payment on account, that of January 1st, 1914.

Remember that advance payments are fully covered by insurance on the author's life.

This will be the last reduced rate offer of any sort (save the Sunset Edition at \$100) made to the public in connection with "The Birds of California", and we submit that it deserves *present attention*.

Please let us hear from you promptly. A card will bring the proper blanks.

Faithfully yours,

**THE BIRDS OF CALIFORNIA PUBLISHING COMPANY**

[W. LEON DAWSON]

Santa Barbara, Cal.

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