

The McDonald & Woodward Publishing Company

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A Track Identification System That Really Works!

How frustrating it is to try to match an animal's track with those in most guidebooks. New England naturalist and teacher, David Brown, has created a product that produces success!

Track identification can be surprisingly difficult. After a field testing for over a decade, David Brown has created a system that provides a much higher probability of success than any other guide on the market. *Trackards for North American Mammals* has just been released by The McDonald & Woodward Publishing Company of Granville, OH, and will be available at bookstores, nature centers, and natural history museums nationwide in the coming weeks.

Trackards for North American Mammals, is a complete track identification system that is **durable, waterproof**, and **easy to use**. Printed on synthetic material, *Trackards* can be taken into the field, placed beside the animal's track and/or scat in snow or mud for direct comparison. All images are life-sized, produced from photographs or plaster casts of the tracks and sign of live wild animals, and are original work by Brown himself, thus eliminating the practice of perpetuating inaccuracies from copying mistakes in other tracking works. The cards are ringed and ordered according to track size for quick sorting for likely animals, and consists of 26 cards that present tracks and sign of native mammals that occur across much of the United States and Canada, along with use instructions and terms and symbols used on the *Trackards*. Animal sizes range from large animals like Black Bear and Moose to small animals such as Voles and Shrew.

Another publication to be released soon is *The Companion Guide to Trackards for North American Mammals*, which can be used to further interpret information on the cards, as well as to view additional images. Both products are sized at 6 x 9 inches and will fit in a large jacket pocket for easy field use.

For more than 26 years, naturalist David Brown has been a teacher with an interest in animal tracks and sign. He founded David Brown's Wildlife Services in Warwick, MA, to present tracking programs to the general public as well as to sponsoring organizations and teacher groups. He has also conducted dozens of wildlife inventories for public and private landholders and has served as a wildlife education consultant to environmental organizations. During this time, he has amassed a collection of thousands of high-resolution photographs of wildlife sign that serve as the principal resource for indoor programs as well as for the images that appear on the *Trackards* and *The Companion Guide*.

For more information about the *Trackards*, including samples, pricing, and special offers, visit McDonald and Woodward's website at mwpubco.com/titles/trackards.htm or contact them directly at 1-800-233-8787.

About the Author

Brown was born and raised in Malden, Massachusetts, in an area surrounded by forest, rock, outcrop, and wetlands. His lifelong interest in natural history began while roaming these woods as a boy and avid birder. He is a graduate of Tufts University with a B.A. in English, a decorated Marine veteran of the Viet Nam conflict and a public school teacher with 20 years experience. Today he operates a wildlife services business and writes on natural history subjects and issues.

Founded in 1986, The McDonald and Woodward Publishing Company publishes books on cultural and natural history, natural resources, and educational resources. www.mwpubco.com