



In the course of my work, I get to converse with many people. When the trend of talk turns to spare time activities, my bird-banding avocation often gets mentioned. Not too surprisingly, very few people even know such a thing exists. On the other hand, an occasional person who would hardly be suspected of remote connection with naturalistic in-

terests has shown a real knowledge of the basic purposes of banding birds. Questioning reveals that he heard a talk on banding at a club meeting, or there was an interesting article in the local paper, or a talk show on the regional radio station featured a bander, or some such thing- in Madison Avenue terms, public relations.

Publicity of this kind is good both for banders and banding. We should all use it to promote good will. Newspapers are constantly searching for human interest material; radio conversation shows have a voracious appetite for subject matter coupled with a stupendous need for variety. Garden, service and other clubs often pay for program presentations.

Nobody likes the hobby bore. Everyone knows at least one. His interest so absorbs him that he cannot imagine anyone alive existing without sharing it. Don't be one of these.

As a bander you are one of a small group of people doing what very few others can. Already this is an interest generator. Start from there and see what results. It will probably be good.

At the very least, you could be responsible for a recovery report which would otherwise have been missed because "nobody knew what that thing on the bird's leg was".

Emil J. Berger, Jr. 18B Brookside Drive, Lansdale, Pa. 19446

COVER PICTURE Red phase Screech Owl about to be released. See AN OWL RECOVERS: Care of an injured bird of prey. Pg. 214.
(Photo by Walter P. Protzman)