

As one birder to another, I have something to say .. and I hope you will read this letter all the way through and let me know your reaction.

I believe it is time Canadian birders had our own periodical publication that deals with finding birds in Canada, and concentrates on:

- . Where birds can be found in Canada.
- . Who is finding them.
- . What species are wanted most.
- . Where most-wanted species can be found.
- . Where the really productive areas are.
- . And, so on .....

As most of us are aware, ever since the inception of the American Birding Association's publication "BIRDING" Canadian birders have relied on that very fine medium for all our information on Who's Who in Birdland; where rare species may be found; etc.,etc.

IT'S TIME WE HAD A NATIONAL PUBLICATION OF OUR OWN.

I'm currently considering creating such a publication, to be produced at least six times a year, entitled, "BIRDFINDING IN CANADA."

The term "Birdfinding" is chosen over Birdwatching, Birding, etc. because it is exactly what the exercise is all about. "In Canada" will mean strictly that. There is already a generous supply of excellent literature on this subject from many other countries.

To avoid what we think are the pitfalls that many other birdfinding magazines have encountered, we will, at no time, publish taxonomic treatises, environmental editorials or professional dissertations. These items are indeed very useful, and very necessary, but not in a birdfinder's bible. They are available from other easy-access sources.

Some features of "BIRDFINDING IN CANADA" to which we'll be committed are:

- . Six Issues a Year.
- . Mailed via First Class Mail to Minimize Delivery Delays.
- . Individual Birders' Totals Published Twice a Year and Up-to-Date.
- . Timely Data -- No "Old Business"
- . Items of interest nation-wide avoiding parochial emphasis as much as possible.

To start, we'll have to depend heavily on voluntarily-contributed articles. In fact, already we have promises of some fine material coast-to-coast.

To clarify and emphasize a point -- we do not see our Canadian publication as a competitive alternative to the A.B.A.'s activities. Instead, we view it as additional to the data published in "BIRDLING" and are even presumptuous enough to hope that birders south of the border who often visit Canada will find it useful and interesting to them just as we will continue to benefit from the A.B.A.

At least for the first few issues, we're going to have to creep before we run. So features like glossy paper, prize-winning illustrations and the like may have to defer to something a little more modest. But -- we won't sacrifice quality of reading content. And -- if instant response is as high as our hopes -- perhaps even glossy paper may not be out of reach!

We see ourselves as a co-ordinator in this venture -- not an entrepreneur. Our hope is that, very quickly, a top-notch type of publication will emerge from the chrysalis in resplendent adult stage -- and that should be simply a matter of economics.

SO X NOW FOR THE COMMERCIAL -----

After double-checking all pertinent costs, a reasonable estimate indicates that with a few hundred subscribers at an annual rate of \$10.00 the idea is viable and worth a try. If you'd like to be a part of it, please forward your subscription with the remittance slip provided to arrive here not later than November 25, 1980. On that date, we'll make a decision as to whether or not we should go ahead. If we do, the first issue will be in January, 1981. If we don't, you'll get a refund of your money less a deduction to take care of the expenses of this initial mailing.

Additional to the remittance slip, you may wish to complete and return the accompanying questionnaire which, we believe, is self-explanatory. Summary compiled from these will provide statistical data of prime interest. If you don't wish to fill in the information simply forward your subscription and remittance slip only.

Yours sincerely,

*Gerry Bennett*

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To: G.Bennett,  
R.R.# 2, 10780 Pine Valley Dr.,  
Woodbridge, Ont.,  
L4L 1A6

Date:

Enclosed is my/our remittance for \$10.00 payable to "G.Bennett" covering a one-year subscription to BIRDFINDING IN CANADA to be mailed to the following address --

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