



MASSACHUSETTS AUDUBON SOCIETY

155 Newbury St.

Boston 16, Massachusetts

KE 6-4895

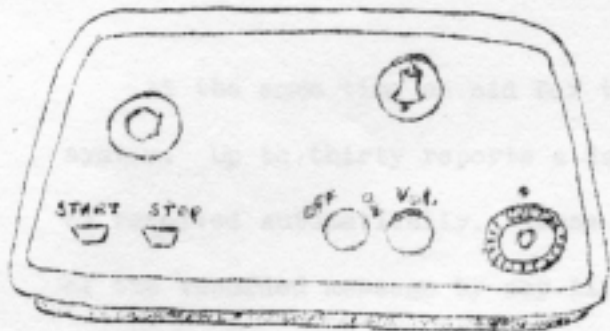
Mrs. Grimes

# NEWS RELEASE

## THE VOICE OF AUDUBON

FOR RELEASE: immediate

Nov. 22, 1954



The Massachusetts Audubon Society has added another feature service for its members and friends. Starting the first of December one need only call KEmore 6-4050

to receive the latest news on the birds of the region. Installed by the New England Telephone Company and similar to their automatic Time and Weather services, this unique device will transmit thirty seconds of instructive comment about what birds may be seen and where. The information will be supplied by Mrs. Ruth P. Emery, Editor of the Records of New England Birds.

Should a Blue Goose land at Plum Island, or a great flock of Snow Geese decide to pause in Massachusetts during their migration flight; should a Cattle Egret appear again in a cow pasture in the Sudbury Valley or in Newbury, or a Black-headed Grosbeak show up at a feeding station on Cape Cod, the Audubon staff will pass along the news to those who take advantage of this automatic telephone system.

And not only will the word be about birds. Throughout the winter the VOICE OF AUDUBON will try to give advance warnings of snow storms so that feeders may be filled in time. And in early spring listeners will be reminded to clean out bird houses in anticipation of the return of bluebirds and wrens, and to bring out the bird baths and keep them filled.

There will be opportunity too for notices of important dates to be marked on calendars: a Field Trip or Campout perhaps, the Annual Meeting that attracts a thousand members and friends, the Audubon Nature Theatre, Audubon Week in May, or Open House at one of the Sanctuaries.

At the same time an aid for the Audubon staff will be furnished by this system. Up to thirty reports a day of special birds that have been seen will be received automatically. These may be spoken into the telephone at the end of the recorded message by any listener having an unusual find or observation to report. Wait for the double signal to give your information, and be sure to give your name too. Mark KENmore 6-4050 on your telephone pad, and adopt the habit of calling the VOICE OF AUDUBON.

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