

Get ready for our Seed & Suet Sale!

FALL 2011



BIRDTracks®

Wild Birds Unlimited®
Your backyard birdfeeding specialist® 

Seed and Suet **SALE** time!



A crispness in the air, crunching leaves beneath our feet and lots of birds at the feeders... well, then it must be autumn in Northern Ohio. As we begin our annual October Bird Food Sale we look forward to hearing from you about the activity at the feeders in your yard. We would love to help you establish winter feeding areas in your yard that are easy to maintain once the weather changes. By the time the first snowflakes hit, you can be ready to sit back and enjoy the colorful songbirds in the refuge you have created in your own backyard.

26791 Brookpark Ext., North Olmsted (440) 777-1233

28728 Wolf Rd., Bay Village (440) 835-9422

14178 Pearl Rd., Strongsville (440) 846-6443

www.wbu.com/northolmsted

MTWFSa 10-6, Th 10-7, Su 12-5

M-Su 10-5

MTWFSa 10-6, Th 10-7, Su 12-5

Get ready for our Seed & Suet Sale!

Welcome to BirdTracks! Events

Feeder Cleaning Saturday October 8th from 10 am to 3 pm at WBU North Olmsted

~This Event Will Help Find Good Dogs Good Homes~

~Please join us on Saturday October 8th when we will once again roll up our sleeves to scrub and scour your dirty birdfeeders. The extremely hard working volunteers for "Ziggy's Friends" will be at the WBU North Olmsted location from 10 am to 3 pm. This group of dedicated folks has been placing dogs and cats in loving homes for the last 5 years. But, before any pet can be released, they first have to be fully evaluated by a veterinarian. This is where your very important donations come in. A minimum donation of \$3 per birdfeeder is requested.

Strongsville Customers, we haven't forgotten about you! You can drop off your dirty birdfeeders at our Pearl Road store before Friday 10/7 at 4 pm and you can pick them up on or after the 9th. Every customer who has a feeder cleaned or who makes a tax deductible donation to Ziggy's Friends will be entered to win a new Recycled Hopper Birdfeeder from WBU as our Thank You!

The Cub Scouts of Pack #207 Are Back...

...and with a new ready-to-eat popcorn flavor, Triple Chocolatey Delight...yum! We are pleased to welcome back the Fairview Park Scout Troop #207 to the North Olmsted store on Saturday October 8th from 10 am to 2 pm and on Sunday October 9th from noon until 4 pm. These boys will be raising money for their troop by selling delicious ready to eat and microwave popcorn. Please help us support these young Scouts in their efforts.

It's October so It Must Be Photo Contest Time!

~This year our Sales Associates get to be the judges and they cannot wait to see your best photographs. Here is how this works:

~Enter your 4x6 (or smaller) photos with your name and phone number on the back at WBU North Olmsted or Strongsville by October 18th.

~You may enter one photo in each of our 3 categories; wild birds, wild critters or your favorite pet.

~Six winners will be notified by phone and each will receive a \$20 WBU Gift Certificate, three at WBU North Olmsted and three at WBU Strongsville.

More Great Ways to Help Ziggy's Friends Because Dogs & Cats are all Winnie's Friends!

~Winnie Bea, our store mascot is the type of dog who is positive that every person or animal she meets is her new best friend. She can't help it, she just loves everyone. But Winnie knows that not all dogs and cats make it to their forever homes right away and that's why we need groups like Ziggy's Friends.

This group of dedicated volunteers formed this 501C3 Non-Profit so that they could help dogs and cats in need and do they ever! This month in honor of Winnie's 7th Birthday we will be collecting items as well as cash and check donations to help with the endless vet bills for this awesome group. They are always in need of new or gently used dog beds, blankets, buckle style collars, leashes and dog treats. And speaking of treats...this

October at the North Olmsted Store we have a special collection of dog and cat treats for your pets and WBU will donate a portion of each sale to Ziggy's Friends.



A Live Owl Program For The Whole Family

~Have you ever wanted to see a Great Horned, Screech or Saw-whet Owl up close? Well, here is your chance! Bring the whole family as well as your questions for Dave Wolf from The Lake Erie Nature & Science Center on Saturday October 15th from 12 noon to 2 pm at the WBU North Olmsted location. Registration is not necessary but children must be accompanied by an adult while in the store. We hope to see you there!



Bird Food

Now thru
10/31/11

sale

Custom Seed Blends

Regionally-formulated for our birds

WBU Deluxe Blend (available in 20 lb. and 40 lb.)

Designed specifically for our Classic hopper feeders. Oil sunflower, white millet, safflower, striped sunflower.

WBU Supreme Blend (available in 20 lb. and 40 lb.)

Ideal for Seed Tube feeders. Oil sunflower, striped sunflower, safflower, sunflower chips.

Naturally Neat Blend (available in 20 lb. and 40 lb.)

100% Shell Free helps you keep your feeding area clean and tidy. Hulled sunflower, hulled millet, shelled peanuts. Great for patio feeding.

WBU Choice Blend (available in 20 lb. and 40 lb.)

Added nuts attract a wide variety of birds. Oil sunflower, hulled sunflower, striped sunflower, peanuts, safflower.

No Mess Ohio Blend (available in 20 lb. and 40 lb.)

Less shells means Less Mess! Sunflower Chips, White Millet, Peanut Pieces, Cracked Corn

WBU Choice Plus (formerly known as Harvest Choice) (20 lb. only)

Blend of Oil Sunflower, Sunflower Chips, Tree Nuts, Peanuts, Suet Nuggets, Safflower, Dried Fruit & Calcium Carbonate is a favorite among our customers' backyard birds!

Also Available are Select Blend for Ground Feeding, Wildlife Blend for Critters, and Finch Blend!

Remember when you buy 10 Bags, the 11th is FREE

Free Seed Storage Available!

WBU Premium Oil Sunflower (available in 20 lb. and 40 lb.)

Attracts a wide variety of songbirds. It is packed with energy and it is easy to crack open.

Nyjer® (Thistle) (available in 5 lb., 10 lb., 20 lb. and 50 lb.)

Great for feeding goldfinches and other small-billed birds in finch feeders.

Safflower (available in 20 lb and 50 lb.)

Attracts a wide variety of songbirds. A problem solver for squirrels and blackbirds when used alone.

Peanut Pieces

Ideal for feeding woodpeckers and other songbirds in specially-designed peanut feeders.

Sunflower Chips (available in 20 lb. and 50 lb.)

Assorted Seed Cylinders & Stackables 20% off!

The quickest, simplest, longest-lasting way to feed your birds.

And buy 11, get 1 free!

Bark Butter®

20% off!

Enjoyed by the most species of birds, now every tree is a bird feeder.®

And buy 11, get 1 free!

WBU Premium Quality Suet Cakes,

20% off!

Tubs, Plugs and Nuggets

And buy 11, get 1 free!

Suet is a quick, high-fat energy source that attracts woodpeckers, chickadees and nuthatches.

Why no seed pricing? The birdseed and commodity markets have been very unstable this year. As we get closer to the new crop harvest, we will have a much better idea what our prices will be. We are holding off on setting prices so that we can give you the best sale prices! By the time you receive this flyer, prices will be set, so stop in and get the best prices of the season. Thanks for understanding. - Brian Caine, Owner

The Early Bird Gets the Worm But YOU Get Great Thank You Gifts From Us!

Early Bird Specials End On October 9th, So Don't Delay!

Purchase \$100

of seed and/or

suet by October 9

and receive a **WBU**

2012 calendar.



Purchase \$150 of seed and/or

suet by October 9 and receive a Wild

Birds Unlimited **2012 calendar** and a

tub of BugBerry Blend Bird Food!

Purchase \$200 of seed and/or

suet by October 9 and receive a Wild

Birds Unlimited **2012 calendar**, and a

WBU Sampler Tote filled with 3

different treats for the birds and a

sweet treat for you!

Suet

Sale!

20% off

any flavor of suet or suet dough



Suet Sale now through October 31st.

*20% off each cake & tub, 20% off Stackables, Cylinders, Bark Butter and Birdacious products, too! In addition, buy 11 and get the 12th free!

*Suet is a high-energy, high-fat food that birds enjoy all year long. All WBU suets are rendered to remove impurities and prevent spoilage.

*Take advantage of our free storage service and you take home just what you need, when you need it.

Our Bay Village store has 20 lb. bags only. For larger bags, please visit our North Olmsted or Strongsville store.

Wild Birds Unlimited

Birdacious Treats

“WOW!” The Jim’s Birdacious Line of Bird Foods and Treats has really expanded and “WOW” has been the reaction of our customers. These treats are available exclusively at Wild Birds Unlimited Nature Shops and are easy for you to feed and hard for your beautiful backyard birds to resist. Birdacious treats include 2 different types of Bark Butter, 2 different Stackables, the Nutty-for-Nuts Cylinder, Bark Butter Plugs for the log feeder, 2 different flavors of Birdacious Suet Cakes, the very popular Bug Berry Blend which contains freeze dried mealworms and fruit. It also includes Birdacious Suet Nuggets and coming this Fall a new 3.5 pound bag of Bark Butter Bits! This month in addition to our Frequent Shopper Card that gets you one free for every 11 bought, this entire line of Jim’s Birdacious products is 20% Off. See the Birdacious products in action below!



fresh seed & suet on SALE now!

Bird Feeding's Latest Advancement

We're excited to be the first to bring antimicrobial technology to the hobby of backyard bird feeding, providing your birds the cleanest possible feeding environment. EcoClean products incorporate Agion, a patented antimicrobial agent which is based on naturally occurring silver. EcoClean

products that feature this technology are the most advanced antimicrobial bird feeding products available today. Stop by and check them out.



White-breasted Nuthatch (on the left) eating Bark Butter. Tufted Titmouse (above) eating BugBerry Blend. Pileated Woodpecker (right) eating Bark Butter.

How To Prepare Your Yard for Winter

As fall rolls out and winter prepares to roll in, there are several ways you can prepare your yard to help your visiting birds during the coldest time of the year.

~**Take Stock of Feeders:** During winter, birds need high calorie foods to keep their little bodies warm, especially during cold nights. Now is the perfect time to clean and repair your feeders and replace any that cannot be fixed.

~**Clean Your Feeders:** Use warm, soapy water, and sanitize them with a 10% bleach solution. If you're looking to replace a feeder, try a Wild Birds Unlimited EcoClean™ Feeder. These feeders are easy to clean (no bleach needed for sanitizing), and they feature a patented technology that inhibits the surface growth of damaging bacteria, mold and other microbes. This protection won't wash or wear away, and it uses environmentally friendly technology.

~**Provide Shelter:** Cold winds strip heat from birds very quickly. Birds will seek refuge from the wind in dense vegetation, natural cavities or roosting boxes. Roosting boxes provide birds with a warm, dry location that can help protect them from cold, nasty winter weather.

~**Offer Water:** Birds need water in winter to maintain their feathers for effective insulation. Use a heated bird bath or add a heater to your existing concrete, plastic, metal or stone bird bath. This will help make some water available even on the coldest day. Some concrete baths with an added heater may not be able to handle freezing weather. To be safe, place a plastic bird bath dish with a heater on the existing pedestal.



It's Time to Save! October is seed sale month at Wild Birds Unlimited. So remember, better seed = less mess + better birds = better value!



NEW!! WBU Double Decker Feeder

It is durable, flexible and the birds LOVE it! Made from durable recycled milk jugs, our new Double Decker feeder allows you to offer a 4" Wild Birds Unlimited seed cylinder or use with one, two or three different types of WBU Stackables. At the bottom, give your birds a smear of Jim's Birdacious original or BugBerry Bark Butter. A fun way to give your birds a treat!

Shop in October...Save in December!

This month, when you make a purchase you will receive a \$5 off \$25 Bird Buck Coupon that can be used after Thanksgiving through Christmas. One Bird Buck per customer per day.

October Product of the Month!

The October product of the month is a high fat nutritious food for birds — **tree nuts!** This month we invite you to try a bag of roasted tree nuts for 10% Off of our regular price. This enticing mixture of walnuts, pecans, pistachios, almonds and more are available in 5 and 10 pound bags and can be fed in a nut cage or even in a suet cage feeder. They are




super chunky and birds have to pick and chip away at them, keeping them at the feeder longer for your enjoyed viewing! Why not try some today in your backyard? We have found that they are even less attractive to Starlings!



Wild Birds Unlimited BirdTracks

October NATURE HAPPENINGS

- Oct. 8 & 9: Draconids meteor shower
- Oct. 11: Full Moon, Oct. 26: New Moon
- Oct. 21 & 22: Orionids meteor shower
- Blue Jays bury acorns and other nuts to be eaten later. They have an excellent memory and know where most acorns are buried. As a result of uneaten, cached acorns, this species is responsible for "planting" some oak trees.
- Cormorants, geese, ducks, cranes, etc. usually fly in a "V" formation. Supposedly, all but the lead bird gain lift from wing-tipped vortices produced by the lead bird.
- This is the month to install and repair nest boxes for use next year.
- Pine Siskin return early this month and in late September.
- Sandhill Cranes return to the area.
- Autumn colors peak in the third week of October.
- Waterfowl migration continues to build.
- Most Ruby-throated Hummingbirds have departed by the 15th.
- Most Wood Ducks migrate south this month.
- White-tailed Deer bucks go into rut.
- Juncos and White-throated Sparrows become common at feeders.




Each bird species has food preferences, and these may change seasonally. Offering multiple kinds of foods throughout the year will help attract a greater variety of birds to your birdfeeding station on a regular basis.


Recommended Foods




Beyond our regionally-formulated seed blends, we recommend offering a broad selection of foods that attracts a greater variety of birds and meets their nutritional needs.




Peanuts—The best single source of protein and fat for birds. Some birds will cache nuts to retrieve later, making repeated trips to feeders to gather food.




Thistle—Goldfinches' favorite food. Thistle's high oil content is an excellent energy source for active birds and is best used in our specially-designed finch feeders.




Mealworms—Attracts common and uncommon insect-eating birds like bluebirds and wrens. Because mealworms crawl, place them in a smooth-sided feeder where they cannot crawl out.



Nectar—Hummingbirds' favorite food. It's important to continue offering nectar through mid-October to help migrating hummingbirds build their strength for their long trip.



Suet—Woodpeckers' favorite. Suet is a high-energy, pure-fat substance that birds enjoy all year long. It is particularly helpful in winter when birds need more calories to stay warm.



Seed Cylinders—The quickest, simplest, longest-lasting way to feed your birds. Available in a variety of flavors, our seed cylinders meet the nutritional needs and feeding behaviors of a number of different birds.

Seed & Suet Stackables—The quickest, simplest way to feed your seed and suet eating birds at the same time.

Jim's Birdacious Bark Butter—The perfect blend of fat and protein, no other single bird food attracts a greater variety of species; 100 and counting.

LOTS OF GREAT OCTOBER SPECIALS!

October \$6.99 Webkinz of the Week Specials

Week of October 2nd: Cow Webkinz

Week of October 9th: Gecko Webkinz

Week of October 16th: Samoyed Webkinz

Week of October 23rd: Clown Fish Webkinz

*Offer good while supplies last.



Family Fun & Lifelong Learners Programs At The Lake Erie Nature & Science Center!

- ◆ Family Hayride Friday October 7th 6 pm to 9 pm
- ◆ Fishing Seminar October 9th 9 am to 5 pm
- ◆ Meteorites & Moon-rocks Thursday October 20th 7 pm to 8:30 pm
- ◆ Halloween Hayride Friday October 28th 6 pm to 9 pm

28728 Wolf Road in Bay Village. Call 440-871-2900 for more details.





RETURN SERVICE REQUESTED

26791 Brookpark Ext.
North Olmsted, OH 44070

fresh seed
& suet, on **SALE**
now through
October 31st!

Store Locations

26791 Brookpark Ext., N. Olmsted
(440) 777-1233

28728 Wolf Road, Bay Village
(440) 835-9422

14178 Pearl Road, Strongsville
(440) 846-6443
wbu.com/northolmsted

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PERMIT NO. 2155

Can't Make it In? Order Your Birdseed By Phone!

Just decide what seed and suet you want at sale prices and call us. We'll put your order on your credit card, store your seed and mail you your receipt. Call North Olmsted at (440) 777-1233, Bay Village at (440) 835-9422, or Strongsville at (440) 846-6443 to place your order.

Mark Your Calendars!

See inside for all of the details

October 8

Feeder Cleaning
10 am to 3 pm at our North Olmsted location. Strongsville store customers may drop off their feeders at the Pearl Road store by 10/7 at 4 pm and we will have them cleaned and returned on the 9th. \$3 per feeder goes to Dog & Cat Rescue.

October 8 & 9

Cub Scouts To Sell Popcorn
Saturday October 8th 10 am to 2 pm
Sunday October 9th 12 noon to 4 pm
At the North Olmsted Store

October 9th

Early Bird Specials End!

October 15

Live Owls In Store

Saturday October 15th
12 noon to 2 pm
We welcome the owls from The Lake Erie Nature & Science Center
Bring the Kids and your questions about native owls!

October 18th

Last day to drop off photos at North Olmsted and Strongsville for the photo contest!

October 31st

Last day to drop off donations for Winnie's Birthday for Ziggy's Friends for Animal Rescue

October 31st

Seed & Suet Sale Ends!



Wild Birds Unlimited BirdTracks