

# BIRD FOOD SALE

Now thru 10/23/11,  
ALL Bird Food is ON SALE!



## Seeds & WBU Seed Blends

Our seed blends are regionally selected for the preferences of our local birds. No cereal fillers, just fresh seed birds love.

**ALL ON SALE!**



## WBU Suet

We offer a variety of top-quality suet flavors to help you attract a wide variety of birds.

**ALL ON SALE!**



## WBU Bird Food Cylinders

Long-lasting and easy to use, our Bird Food Cylinders are unique foods that will help you attract a great variety of birds.

**ALL ON SALE!**



## Jim's Birdacious® Treats

We have an assortment of Treats that birds enjoy. Offer Treats when you are actually home and have time to watch your birds.

**ALL ON SALE!**

DAILY SAVINGS CLUB MEMBERS  
ENJOY AN ADDITIONAL 5% OFF SALE  
PRICES ON ALL WILD BIRD FOOD

**FREE WBU Calendar!\***

\*Now thru 10/23/11, with purchase of \$50 or more.

**FREE DINNER BELL RINGER!**

Starting 10/8/11, every customer spending \$100 or more gets one Dinner Bell Ringer, while supplies last!

Discover a Refuge In Your Own Backyard®



## The Seasons' Not-so-Lone Rangers

Remember the Lone Ranger? Ever notice how he wasn't really alone? He always had his trusty sidekick, Tonto, at his side. Why? Because there is strength in numbers.

Well, there is strength in numbers in bird feeding, too.

During fall and winter, some nuthatches, titmice and chickadees search for food together in a "foraging guild."

This results in many eyes looking for 1) the now dwindling supply of natural food and 2) potential predators. Birds in the guild recognize each other's alarm calls. This lets the guild keep a collective watch for predators and allows the individual birds to concentrate more on finding food.

Fortunately, chickadees, nuthatches and titmice are some of the hobby's most adored feeder visitors. They're small and cute, their movements are quick and erratic, and though they're gone from feeders just as fast as they arrived, it's easy to be a big fan of these little birds.

Chickadees, nuthatches and titmice are also typically the first and easiest birds to attract to feeders in a wooded setting.

They have a mixed preference for sunflower (in and out of the shell), safflower and peanut pieces for caching (to retrieve and eat later), ingredients found in many of our exclusive seed blends, cylinders, Stackables®, Jim's Birdacious® BugBerry® Blend and more.

Visit us during our Bird Food Sale to save on all bird food. We'll also make sure you have everything you need to see more of these not-so-Lone Rangers in your yard.

**Mike & Annie Eliot & Staff**  
www.pleasanthill.wbu.com

**Bird Food Sale,  
Now thru 10/23/11!  
Mesh Peanut Feeder with 1  
lb. of Peanuts - ONLY \$9.99**

See inside for details.



## Providing Food Now Will Help Later

During fall and winter, chickadees, nuthatches and titmice will hide food to retrieve and eat at a later time. This behavior is called "caching." Caching helps birds survive during bad weather and when food sources are low.

These birds store hundreds of seeds a day. Each seed is placed in a different location and the birds remember where each one is located. They can accurately find these sites even a month later.

By providing an easily accessible food source, you can help your chickadees, nuthatches and titmice with their caching needs. Below are more details on some of your favorite birds' caching behaviors.



### Chickadees

- Cache seeds (in the shell and out), nuts, insects and other invertebrate prey
- Food is typically cached about 100 feet (30 m) from feeders
- Cache more during the middle of the day
- May carry off several seeds at a time, but each item is stored in a separate location
- Store food in knotholes, bark, under shingles, in the ground and on the underside of small branches



### Nuthatches

- Prefer to cache hulled sunflower seeds, which are easier and faster to cache, and occasionally they cache mealworms
- Choose heavier seeds (because they are larger or have a higher oil content)
- Food is typically cached about 45 feet (13.5 m) from feeders
- Most active caching time is early in the day
- Store food in bark crevices on large tree trunks and on the underside of branches



### Titmice

- Cache sunflower, peanuts and safflower
- Food is typically cached about 130 feet (40 m) from feeders
- Cache one seed at a time and typically choose the largest seeds available
- Often remove seeds from their shell (80% of the time) before hiding them

## Dinner Bell Ringer FREE w/min. Purchase



Let your birds know when dinner is on. Ring your dinner bell when you fill your feeders. They will soon be a flyin' in!

Get a dinner bell ringer free with a minimum \$100 purchase while supplies last. One per household please, Oct 8-9 only.

## Ring This Dinner Bell! A Feast For The Birds



This Dinner Bell comes with  
**FREE ENTREE & SIDE\***

**2 Stackables FREE with  
purchase of WBU's anti-  
microbial Dinner Bell Feeder  
(Stackables value from \$7.98)\***

The Dinner Bell is the most versatile feeder made. It is suitable for seed, Stackables, fruit and worms.  
\*Offer ends 10/16. Cannot be combined with other offers or discounts.



**Exquisitely designed  
art tiles  
Make wonderful gifts**



## Continental Art Ceramic Tiles



**Don't miss the fabulous  
trunk show, Oct. 8, 10am.  
Reg Prices from \$8.99 to \$64.99  
(All 20% Off, Oct 7-9)**



## SUPPORTING OUR TROOPS

3rd Platoon, 82nd Airborne



**We've adopted a platoon in Iraq.**

We're donating and accepting items they can use, money for shipping, & cards or letters. A Collection Box is located in the Store. Deadline for the holiday shipment is Oct 15. Lets show them that we care!

See our website for details on what they want and need:  
[www.pleasanthill.wbu.com](http://www.pleasanthill.wbu.com)

## COMING ATTRACTIONS

### Workshops at Wild Birds Unlimited:

Cecil Williams – Birdfeeding on a Budget – Oct 15  
Mike Marchiano – Intro to Birdscaping – Oct 22  
Mike Marchiano – Bats and Spiders – Oct 29  
**All workshops begin at 10 am—All FREE!**



### Intermediate Birdwatching Class with Denise Wight:

One of the Bay Areas Premier Birders for over 26 years!  
6 Weds nights at our store, 7-9 pm beginning Oct 26.  
Includes 3 field trips - \$100.00



SEE WEBSITE FOR DETAILS : [www.pleasanthill.wbu.com](http://www.pleasanthill.wbu.com)

## LADIES' DAY AT WBU BE PAMPERED ON SAT., OCT 22

That's right—it is all about the girls! We have concocted a wonderful event just for you. Indulge with a **FREE** lip balm, **FREE** Estrella soap sample, **FREE** prize drawing for a WBU Basket of Indulgences, a special trunk show for Baggalini accessories with Pam Salmon, a trunk show of stunning sterling silver from Sue B Designs nature jewelry with San Francisco designer Sue Barkann and more.

**11-3 pm: Baggalini and Sue B. Jewelry trunk shows**

**All Day: 20% OFF all Baggalini and Sue B. Jewelry**

**WOW! BAG IT!**

Fill one of our eco-friendly reusable shopping bags with girl stuff\* and get **15% OFF** everything that fits, plus you get to keep the bag!

\*Includes clothing, hats, accessories, jewelry, skin care, spa, books, décor, & more. No bird food, feeders, houses, baths, optics, sale items, or trunk show specials.

We Bring People and Nature Together.®

## Peanut Feeder & 1lb of Peanuts \$9.99



Want to see some new birds? Try a Peanut Feeder

This mesh peanut feeder will attract both large and small birds. It can also be used to feed squirrels. They'll all work hard to get to those nuts.

It comes with an ample supply of peanuts for only \$9.99

Offer ends 10/23/11, while supplies last. Cannot be combined with other offers.

## October Nature Happenings

- Oct. 8 - 9: Draconids meteor shower
- Oct. 11: Full Moon, Oct. 26: New Moon
- Oct. 21 - 22: Orionids meteor shower
- Varied Thrush and Ruby-crowned Kinglets arrive to spend the winter with us.
- Golden-crowned Sparrows have returned for the winter and can often be heard singing their song of three, clear, whistled descending notes.
- Ferruginous Hawks return from the plains states to spend the winter here.
- Ladybugs are beginning to seek hibernating places.
- This is the month to install and repair nest boxes for use next year.
- Waterfowl migration continues to build.
- Sandhill Cranes begin returning to the Delta.
- October is the best month to see vagrant warblers and others along the coast. Go to Monterey, Pt. Reyes, Bolinas, Bodega Bay and other coastal hot spots.
- American Goldfinch numbers begin to increase.
- Northern Flickers primary migration into area
- Crickets stop singing.
- Deer are rutting - watch for them while driving.

For more educational information, check out our Educational Resources at [www.wbu.com/edu](http://www.wbu.com/edu).

For fun activities for kids, visit our Pathways To Nature for Kids site: [www.pathwaysforkids.com](http://www.pathwaysforkids.com)

Don't Forget:  
Daily Savings Club® Members  
Save an Additional 5%  
on All Bird Food Sale Prices.



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Concord, CA 94520  
Permit 346



692 Contra Costa Blvd.  
Pleasant Hill CA 94523  
(925) 798-0303  
wbupleasanthill@gmail.com

Visit Wild Birds Unlimited Today.

Store Hours  
Mon.-Fri. 10am-6pm  
Sat. 9:30am-5pm  
Sun. 11am-5pm  
Visit us at [www.pleasanthill.wbu.com](http://www.pleasanthill.wbu.com)

**20th ANNIVERSARY SALE - OCT. 7 - 9**

**20% Off** in stock merchandise\*  
Specials, Prizes, Book signings, Trunk shows, Live animals, Environmental partners, Extended hours.

**SPECIAL HOURS SAT, OCT 8 (From 8am to 8pm)**  
\*Optics 15% off. Not good with other offers. Clearance items, memberships, and gift cards not included.

**SEED SALE ON NOW!! - Ends Oct 23**

All bird food 15% OFF  
DSC members save an additional 5%

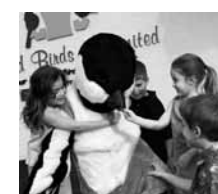


## 20th ANNIVERSARY

Ring That Dinner Bell! 🎵

Our biggest event in 20 years! Oct. 7-9 Entire Store on SALE!! You won't want to miss this!!!

- **FREE Gifts** with many purchases
- **FREE** prize drawings throughout the store, and a Grand Prize Drawing for a Complete Bird-Scaping, includes Design, Feeders, Feed, Birdbath, more!
- **10/8 Trunk Shows** by Bamboo Jewelry, Jim Shore, Continental Art Tile
- **10/8 20 Minute Specials**, every hour throughout the day
- **10/8 Bald Eagle** courtesy of Native Bird Connections with an on-going educational program
- **10/8 Nature Show** with Snakes, Lizards, Spiders, Bats
- **10/8 Environmental Partners** on hand with lots of educational information
- **10/8 Gary Bogue** Book Signings
- **OWNERS PICKS—20 GREAT GIFTS at \$20 each**
- **DEE DEE—** Have your picture taken with a giant Chickadee.



**20% OFF EVERYTHING**

Except Optics and bird food - 15% OFF  
**3 Days Only! October 7th-9th**  
All in Stock Merchandise is on SALE!

\*Club memberships, gift cards, and clearance items not included.

**OPEN EARLY AND LATE OCT 8 ONLY**

**EARLY BIRD SPECIAL, 8:00 - 9:30am**  
**FREE 5lbs No Mess Blend Bird Seed (\$11.99 value)**  
with a purchase of \$40 or more. Limit one per household.  
**NIGHT OWL SPECIAL, 5:00 - 8:00pm**  
Buy a Cylinder Feeder for \$8.99 or more, get a free food cylinder (\$8.99 value) FREE. No limit!

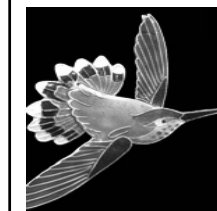


## SPECIAL GUESTS ON SATURDAY, OCT. 8

**Gary Bogue - Times Columnist and Book Author** to sign his fabulous books



**Guests**  
Native Bird Connections  
Audubon Society  
Michael Marchiano's Snakes and Spiders  
Muir Heritage Land Trust



**Trunk shows**

- **Jim Shore Whimsical Creations 11 - 3**
- **Bamboo - Nature Jewelry 10 - 4**
- **Continental Decorative Tile 10 - 3**

