



20% off
everything in the store
(Excludes Optics and Bear Proof Poles)

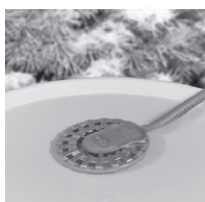
Mid Winter Blahs Sale

Monday 2/22 - Saturday 2/27 See back page for details.

News
from the bird store

Winter Reminders

Make sure your birdbath is not frozen. First of all the ice may crack your bath and second the birds will not be able to drink. It takes a huge amount of energy for a bird to eat snow or ice and melt it into water. Birds will be more abundant at your feeders if you also provide a place that they can easily drink. The birds will certainly appreciate the open water and the cost of



Allied-bird-bath-heater-de-icer

running a birdbath heater is no more than a small light bulb.

Suet is a high fat, high-energy food to get the birds through the cold winter weather. If you are using raw suet from the butcher do not put it out if the temperature rises above 40 degrees. The fat can become rancid and can cause the birds to get beak rot, which softens their beak, and they will die because they cannot eat.

There are many varieties of high quality, year round suet available. Some of the customer favorites here at the Bird Store are: hot pepper, peanut butter, and sunflower heart suet. Give those hungry birds a treat.



February is national Bird feeding month. Fill your feeders and enjoy! Help the birds survive and repopulate. Do what you can to create inviting habitats for our beautiful songbirds to thrive!



We will have a Mid Winter Blahs Sale this year but it will be different.

PLEASE READ THE COUPON ON THE BACK CAREFULLY

You must bring in the coupon for a one time use during the Mid Winter Blahs sale. You may redeem any day between February 22 - 27, 2021

VALENTINES DAY IS COMING.

Don't forget your sweetie! We have loads of gift ideas for your special Valentine.

A Bird You Won't See at Your Feeder!

**You won't even
see this bird in
the United States.**

What is it?

It's a Southern Yellow-billed Hornbill and it is native to Southern Africa. I saw a photo of this bird and it looked like it had such attitude I had to find out what it was.



The Yellow-billed Hornbill is a medium sized bird, standing 19 – 24 inches tall and is characterized by a long yellow and down-curved beak. Its beak is HUGE in comparison to its body, its so large in fact that the first two neck vertebrae are fused together! Now that's a lot of beak to hold up! They are sometimes called "flying bananas" because their huge bills look like bananas.

And like most other Hornbill species they have a long tail, long eyelashes, stubby legs and stubby toes. This is probably why this particular bird species was used as the character Zazu in the Lion King (actually Zazu was a Red-billed Hornbill). Nature is brilliant; lets make a bird with some glam in the eyelashes and the tail and bring it back to reality with some stubby legs!

The Yellow-billed Hornbill is found in the dry savannas of Southern Africa where they generally tend to be loners unless it is breeding season, nesting season or if there is local migration during dry season. They are powerful flyers and have a piercing cry. They eat mostly arthropods, particularly termites, beetles, larvae (beetles and termites), grasshoppers and caterpillars.

The breeding season starts with the first autumn rain and goes from September to March. (Remember they are south of the equator) Once the male southern yellow-billed hornbill has mated, it will stay with his mate and establish a territory that it will defend. The nests are placed in natural cavities in trees, cliffs or earth banks. The male then proceeds to bring bark, leaves and grass, which will be put on the bottom of the nest. During this time, the female will seal herself inside the nest by blocking the entry with a wall made from her droppings and food remains. The male will help by bringing mud for her to work with.

The only opening that is left is a vertical slit from the top to the bottom. The male passes the food through the slit with his beak. The female and chick droppings are forcibly expelled through the slit as well. The vertical slit provides good air circulation through convection and when coupled with the wooden walls, it provides a good insulation. Eggs take about 24 days to hatch. Once the chicks are old enough they will break out of the nest and start flying.

Interesting Fact

Taking advantage of the fact that she is imprisoned; the female will shed all of her flight and tail feathers simultaneously and regrow them during the time she stays with the chicks. Once the chicks are half-grown, the female will break out of the nest in order to help the male. The chicks will rebuild the wall themselves and continue to be fed through the slits by the parents. Once the chicks are fully-grown, they will break out of the nest and start flying.



Here We Go Again

Just when we thought we could have a bit of a breather from the crazy holiday season (we're grateful, don't get us wrong!) we have another hurdle to get over.

Our POS system (point of sale – cash register/ inventory management) is being obsoleted by the manufacturer. Lightspeed will only be providing a cloud based platform starting in April 2021. That said, we are already in the process of having the files (all 28 years of them) transferred to a new platform. At this point the one thing we know for sure is that nothing is as easy as it sounds.

We have changed systems three times in the past and it's never perfect. Data gets lost, fields get moved or eliminated, reports no longer exist and the list goes on.

While we don't have a choice in the matter, it is a necessary evil of doing business. What it means to you is that you may have to bear with us during the learning curve. It also means that you should make sure to hold on to those gift cards and seed saver cards. We have been assured that they will transfer, but how that happens may not be smooth.

We started this new adventure back before the holiday season, by preparing and upgrading our connections, backups and firewalls to give ourselves a solid foundation to build on. It's new to us again and unfortunately we are not 6 years old and totally computer savvy anymore. On the bright side we have some great backup people who are darned savvy and will get us set up.

Our e-commerce store may be down intermittently during this transfer as well. Please be patient with that as well.



Woodpeckers Hoard Acorns

Acorn woodpeckers store acorns by drilling holes in trees, fence posts, utility poles, and buildings, and depositing their nuts there. They have been known to store up to 50,000 acorns—each in its own tiny hole—in a single tree, called a "granary tree."



With Bill & Nancy

On Sunday 2/28/21 Bill and Nancy are taking a hike. It may be a snowshoe hike, or just a regular hike depending on the snow cover. If you would like to meet us, give us a call at the Bird Store and we'll tell you where we are going to be.

Thank You!

To all of our wonderful friends and customers, thank you for your wishes and condolences at the passing of Bill's mom Claire Cormier. She and Bill's dad were instrumental in helping us start this business back in 1993, they always believed in our dream and helped us move forward with it.



While we will miss Mom's humor and wit, she had a life well lived and we are sure that she and Bill's dad are together again and watching over us. She used to joke

that she was born in a blizzard, and we find it only fitting that on what would have been her 96th birthday we had a Nor'easter! Mom would have loved it!

Bill & Nancy



Get rid of the
mid winter blahs
and think spring!

The Bird Store and more... Mid Winter Blahs Sale

Monday 2/22 - Saturday 2/27, 2021

You **MUST** bring
your newsletter
with you to receive
the sale price
NO EXCEPTIONS!



20% off

everything in the store

(Excludes Optics and Bear Proof Poles)



adapt

verb

Definition of adapt

: to make fit (as for a new use) often by modification



That's what we have to do this year.

Due to the state regulations on social distancing we are making a change.

Here's the rules!

- Save 20% on your purchases (Excluding Optics and Bear Proof Poles)
- No coupons, bucks, or other discounts apply except for the MID WINTER BLAHS COUPON
- Seed Saver Cards cannot be used in conjunction with the sale
- No special orders, rain checks, web orders, or phone orders
- Sale is on in stock merchandise only; once it's gone it's gone!
- You have to be here to get the goods!

You MUST bring your newsletter with you to receive the sale price - NO EXCEPTIONS!



Bird Store Hours:
10:00am-6:00pm Monday - Saturday

Mailing Address: P.O. Box 736, Fiskdale, MA 01518

Phone: (508)-347-BIRD

www.thebirdstoreandmore.com

Sturbridge, MA 01566

(Route 20, Cedar Street Intersection)

4 Cedar Street,



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Monday 2/22 - Saturday 2/27, 2021



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