

## More Cardinal Facts:

The word cardinal, which means “principle”, comes from the Latin “cardo” for “a hinge or pivot.” This bird is named for its color, which matches the robes of Catholic Cardinals.



Cardinals have greatly increased their breeding range over the past 80 years. Cardinals do not migrate, but simply keep pushing farther North and West as suburbs and bird feeders proliferate. Cardinals are one “red light” you’ll want to attract!!



The Cardinal ranges throughout most of the Eastern and Central states, the entire South, and much of the arid Southwest. Cardinals prefer dense, shrubby habitat. If you provide that in your backyard, you keep the Cardinals happy! They nest in shrubs and viney tangles at least twice every summer. If the shrubs (such as junipers, dogwoods, honeysuckle and viburnums) provide fruit, it’s all the better!

## Want To Learn More?

Ask a store employee to play for you the “Cardinal Segment” of “Bird Man Mel’s In Your Own Backyard DVD.” You can also view the clip at [www.birdmanmel.com](http://www.birdmanmel.com).



The books “Northern Cardinal” from Stackpole Books and “Enjoying Cardinals More” from Birdwatchers Digest offer more information about Cardinals and tips on enjoying them. They are both available at our store. If you try the suggestions and products recommended in this pamphlet, you’ll soon be “seeing red” in your backyard. Enjoy the show!!



**Want More Information** on Attracting Cardinals to Your Yard? Ask any of our friendly, knowledgeable staff.



## Tips To Attracting Cardinals To Your Backyard!

That red bird with the big beak really has it made. During the holidays, just about everyone receives its picture. It might just be the number one Christmas card pinup! The Northern Cardinal, as this bird is officially called, is popular for good reason. No other bird looks so good against freshly fallen snow. Both the male and the female sing a pleasant, simple song that’s often countersung (the male answers the female on a slightly different pitch).

Cardinals seem to prosper even with the habitat alterations accompanying our home-building efforts. Few other songbirds reward us so richly or rapidly if we scatter a few handfuls of their favorite seed on the ground or on a low feeding table.



# Tips And Products To Help You Attract Cardinals To Your Yard

## Seed

The preferred seeds of the Cardinal are:

Black Oil Sunflower or Safflower, or a mixture of both. The Cardinal's large bill also allows them to crack open the larger striped sunflower seeds.

Save more seed with Songbird Essentials Seed Hoop.



SEIA13921  
30" Seed Hoop

## Housing

The Cardinal will not use nest boxes. Provide viney, fruit bearing shrubbery, as described under More Cardinal Facts, for best results in attracting nesting Cardinals.

### Protect Cardinals with Cardinal Alert.

The Cardinal's territorial behavior can prove annoying, as a male will constantly batter himself against a window to "scare away" his potential male competitor. Use Cardinal Alert to help prevent this from happening.



## Feeders And Feeder Placement

The Cardinal is really not a hard bird to please. Provide his favorite seeds and the Cardinal will often be your first bird to feed in the morning, and the last at night. In the Spring, you'll enjoy seeing the male Cardinal offer the female a carefully selected seed as part of their "Mate Feeding Ritual."

Cardinals are "ground" feeders; however, they will feed on flat surfaces. Wood platform feeders (hopper, fly through and open platform) placed five feet or so above ground level are ideal to attract them. Note that the perches on most tube feeders are too small to allow Northern Cardinals to comfortably feed. To attract Cardinals you must attach a tray, and we have a tray for nearly every tube feeder made!!



Seed N' More Feeder-Red

## WATER

Like most other birds, having a year-round water source is a great help in attracting Cardinals. A few favorites Cardinals love include:



Deck mount bird bath, easy tilt and easy clean. Heated and non-heated available.



Heated Bird Bath



SEWS60007

This beautiful hanging copper bath provides a "rough" surface that makes Cardinals and other birds feel safe.



SEWS60008

This beautiful copper standing bath provides a "rough" surface to ensure safe footing, and high enough to help prevent attacks from cats.



Cardinal & Sunflower Stake Feeder



SEBQSBF3E  
17" Elegant Sprial Seed Feeder



SESC2005C  
Vista With Hopper



SESC1015C  
Fly Thru Feeder



Champion Squirrel Blocker Platform Feeder



SESC2007C  
Hanging Feeder



Dorothy's Cardinal Feeder



SESC1012C  
Small Ground Feeder "A" Leg

# Gift Ideas For Cardinal Lovers

### Thermometer



### Magnetic Bookmarks



SEEK8502  
Memo Pad  
SEEK2003  
Magnet

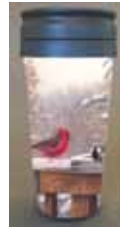
### "Entertaining Friends" Items



SEEK1052  
Plate



SEEK7037  
Mug



SEEK7602  
Thermal Mug

### Ornament & Table Top Pieces



### Cutting Boards



### Puzzles



### "Fire In The Snow" Items



SEEK7501  
Thermal Mug



SEEK8505  
Memo Pad  
SEEK2010  
Magnet



SEEK6603  
Fire In The Snow  
Garden Flag



SERUBHF75  
Large Hopper Feeder



SERUBSPF400H  
Large Hanging  
Platform Feeder