Downy Woodpecker
"USEFUL BIRDS OF AMERICA"
SET OF 30 DESIGNS.
Full set (thirty in all) will be sent on receipt of six two-cent stamps, with your Name and Post Office address. State and County must be plainly written.
If you want the best BAKING SODA be sure and buy the ARM and HAMMER BRAND BAKING SODA (DI-CARBONATE OF SODA) in packages. Bulk Soda may be of anybody's manufacture, generally of a poor quality.
CHURCH & DWIGHT COMPANY,
27 Cedar St., New York.

3. DOWNY WOODPECKER. (Picus pubescens medianus)
A most valuable friend of the farmer who has trees and fruit is this smallest of the woodpecker family, a modest and quiet bird but chief insect consumer of all the tribe. He is commonly found about the homes of man and, besides eating harmful insects, shows his friendliness by devouring the seeds of weeds that pester the farmer. His extensible tongue, pointed and barbed, helps him in his insect gathering.
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4. RED-HEADED WOODPECKER.
(Melanerpes erythrocephalus)
Longfellow, in his Song of Hiawatha, relates the legend that the Indian hero, grateful for the hint the woodpecker gave that he aim his arrows at the vulnerable head of Megisogwon, stained the bird’s top-knot with the blood of the slain giant. Be that as it may, this bird bears a “crimson tuft of feathers.” Like others of its family, this species devours harmful insects and, if hungry, pecks at fruit and berries.

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8. NUTHATCH. (Sitta carolinensis)
Most patient, industrious and unrelenting is the feathered enemy of tree borers known as the White-Breasted Nuthatch. So conscientious is he that he disdains to take a winter vacation down South but remains at home going over the tree-trunks inch by inch. Nail, in December, some lumps of suet or fat pork on the rind or other meat to your trees, about twelve feet from the ground. The Nuthatch will show his appreciation by slaying the winter out and making war on the enemies of your trees. There is also a red-breasted species.
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10. ROBIN. (Merula migratoria)
Herald of springtime, subject of artist’s brush and poet’s pen, and sociable friend of every American, the Robin should have a place at the top of the list of useful birds. Insects, worms and wild fruit make up the bulk of his fare, and the little cultivated fruit he eats is more than offset by the pests he destroys. Long live the robin, man’s friend and companion.

FOR THE GOOD OF ALL,
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Rose-breasted Grosbeak
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14. ROSE-BREASTED GROSBEAK.
(Zamelodia ludoviciana)
This beautifully colored bird is a sworn enemy of the potato bug and as such should be gratefully protected by the growers and consumers of potatoes, which means everybody. It is found east of the Rocky Mountains and has cousins west of them. Besides the potato bug the Rose-Breasted Grosbeak finds other harmful insects a delightful diet. The male has a voice both rich and powerful.

FOR THE GOOD OF ALL,
DO NOT DESTROY THE BIRDS.
SECOND SERIES No. 17
"USEFUL BIRDS OF AMERICA"
SET OF 30 DESIGNS.

Full set (thirty in all) will be sent on receipt of three two-cent stamps, with your Name and Post-Office address. State and County must be plainly written.

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27 Cedar St., New York.

17. REDPOLL
(Acanthis linaria)

A winter visitor in the United States, building its nest in low trees and bushes in the far North. The eggs, from four to five in number, are a pale bluish color, speckled all over with reddish brown. Hard snowstorms which cover its food supply drive this brave little bird southward in large flocks. At this season they feed on the seeds of weeds, birch and alder. They are so fearless that it is easy to approach them when they are busily engaged in feeding and to admire the rosy tints of their plumage.

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18. BLACK-BILLED CUCKOO.
(Coccygus erythrophthalmus)

One of twin species, the other being the Yellow-Billed Cuckoo. It ranges west of the Rockies and its twin to the east. Nearly half this bird's food is caterpillars, the tented variety being a favorite delicacy. Noxious insects of other sorts form almost the entire balance of his food. Dr. Hornaday estimates that each of these birds that enters a farming or fruit-growing region is worth to the section $10.00 per season, — certainly a bird worth protecting.

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19. MEADOWLARK. (Sturnella magna)
Open grass lands and sloughs running back from the sea are favorite haunts for this yellow breasted bird whose jet “necktie” is a distinguishing feature. He is trustful, fond of human company and very curious. His song is not the greatest of bird melodies but it is cheerful and confident. As an insect and weed seed destroyer he ranks high, his average bill of fare being 73 per cent insects, 5 per cent grain, 12 per cent weed seed.

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26. CARDINAL. (Cardinalis cardinalis)
Also known as the Cardinal Grosbeak and the Cardinal Redbird. This Southern beauty's brilliant color and sweet song have cursed it, for it has become a favorite cage bird, which often means early death after a miserable life. A wild song bird cannot adapt itself to a canary cage and had better be out at its business of insect catching underneath the blue sky.

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29. SCARLET TANAGER. (piranga erythromelas)
The male of this species is one of the showiest of American perchers, the scarlet plumage of the body contrasting sharply with the jet black of the wings. The female is dull olive green above and greenish yellow below. These birds are early arrivals in the north in spring and, as they live largely on insects, are of big assistance to the farmer and gardener.

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30. JUNCO. (Junco hyemalis)
The slate-colored Junco or Snow Bird is a native bird rather than a visitor from the frozen north. He is at home from Alaska to Mexico and is found in thirteen species. He is a devourer of weed seeds in winter and so earns, or should earn, the gratitude of man.

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