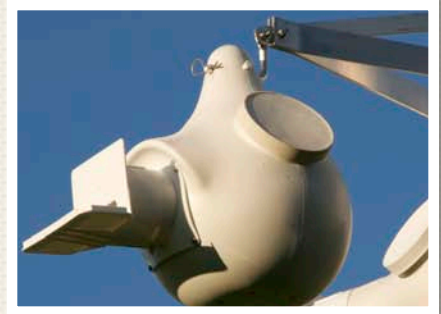




THE DAWNSONG



LEFT, THE NEW STARBURST.
ABOVE, A SUPERGOURD WITH A
TUNNEL CONVERSION KIT.

2012 Martin Season Has Begun!

The Purple Martins have returned to many southern states, Florida, Texas and Louisiana to name a few. It is so exciting when martins return.

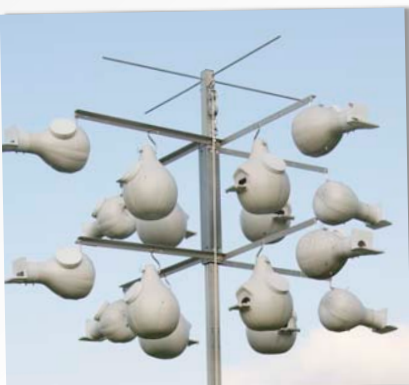
By now the 2012 catalog has been delivered and you have had a chance to peruse it. I hope you found all the tips,

bright ideas, tricks and tools helpful. Placed an order recently? When ever possible 2 catalogs are included. Please pass the extra catalog along to a martin friend!

Have you been to the new web store? I hope you are enjoying the new

format. More about on-line shopping on page 6.

Our NEW SuperGourd Tunnel Conversion Kits have been a surprising hit! I really liked them, but had no idea how they would be received. I am pleased to say landlords love them!



AAA GOURD RACK



TROYER QUALITY CAP



ECONOMY 12

The New Starburst Gourd Rack

STARBURST LIKE ARMS EXTEND FROM CENTRAL RING

The New Starburst Gourd Rack was developed to fill a niche between gourd racks on 2 inch square poles and the really large racks like the Gemini.

We thought that 16 gourds would be a good number but even more important the sturdiness of the pole itself. This is why we went with the 3" square aluminum pole that is 14' tall. Having all the gourds at one level makes nest checks easy.

The Starburst also looks like a work of art.

The Starburst uses the 4 part rope and pulley system. Most of the hardware on this rack is stainless steel.

The Starburst also includes 16 horizontal style Gourd Mounting Arms. For landlords who want to hang SuperGourds or Excluder Gourds

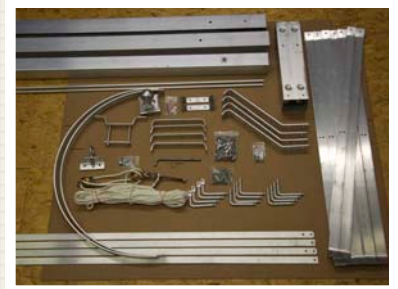
simply drill the gourd in a horizontal configuration (front to back of the entrance hole).

From tip to tip the Starburst is approximately 8 feet 8 inches. The ring that holds the starburst like arms is approximately 29 inches wide. Each starburst arm extends about 38 inches from the ring.

My martins used the prototype Starburst in 2011 (which was on a 2 inch x 14 foot square pole) successfully. My records indicate that 8 of the 16 compartments were used. All were successful.

Should you like more information about this gourd rack, please don't hesitate to call. Diane

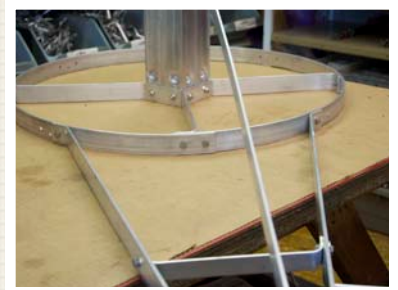
ASSEMBLY



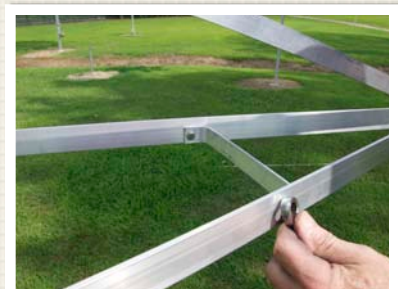
PARTS



RING



ARMS ASSEMBLY



SPACER ASSEMBLY



Lets Get Ready!

Updated from Dawnsong Issue 1

The Purple Martins have returned to the United States and are arriving daily to southern sites! Are you ready? If not lets get ourselves ready for their return.

For gourd racks or multipurpose poles on 2 inch square poles. Lets begin with some basic maintenance that should be done yearly. Assuming you have removed your entire gourd rack and you have access to the ground stake. **Steel ground stake:** If there are signs of rusting use some sand paper and sand any infected areas. Finish off by using any spray paint that will work on metal surfaces (like Krylon) spray your stake. **Aluminum Ground Stake:** simply apply some oil or grease on the stake before sliding your pole over the stake. The hollow tube of your ground stake should be filled with concrete. Failure to do so could allow water to enter the tube, freeze and split the stake.

Next check your rope for fraying. If you see signs of damage replace the rope. You do not need the rope to break mid season. Please note you should be able to get at least 8-10 years of use from the rope provided. Longer if you bring your system in during the winter months.

Moving along your pole lets oil the pulleys next. Use a good quality oil like 3 in 1 household oil. Do not use WD 40 as it will dissipate quickly. Apply a few drops of oil by moving the pulley sheave to one side of the pulley, place a few drops of oil, then do the opposite side. Repeat for the other pulley. Use a 3/32 allen wrench to make sure

WE HAVE REPLACEMENT ROPES AND POLE CAPS

that the set screws holding the top perch rods in place are nice and tight. Is your pole cap still on? We offer replacement pole caps if you need a new one.

Last item we want to check is to make sure all the bolts and nuts are nice and tight. Check the hardware on the hubs as well as your rope winder.

If you are planning to upgrade your pole system do so BEFORE the martins return.

For gourd racks or multipurpose poles on 3 inch square poles. Most landlords leave the larger units up year round. If possible wash your pole down using car wash. Hose off the soap. Dry the pole as high as you can safely reach. Wash any of the angle arms too.

Check your cable for damage. You don't want to see any broken strands as this could end up getting lodged in a pulley or the winch.

Examine your brake winch. Some landlords have been adding lubricant to the gears of the winch. This will make your winch work more smoothly but do this at your own risk. For your own safety always keep your safety bolt in place.

Check to make sure all bolts and nuts are nice and snug. A square will help you to determine if your angle arms need any adjustments.

GOURD RACKS AND POLES ARE READY, WHAT'S NEXT?

Consider adding pole guards to prevent attacks by snakes and raccoon. Whether you purchase one or make a pole guard using PVC get it on your pole! There is now an EZ OFF insulated version. The Insulated EZ OFF can be attached to your own provided electric fencer. Any climbing predator that touches the guard will get zapped. Just remember to unhook the charge before you lower the rack. You would not want to get shocked! One more tip about pole guards, the higher you place them the more effective they are.

The New Insulated EZ OFF hang from your safety bolt, provided with any gourd rack using a 3" pole, and supplied with the insulated EZ OFF for 2" square pole. Using the safety bolt places your pole guard nice and high on the pole. This new hanging feature will be offered on the EZ Off 3 inch in the very near future.



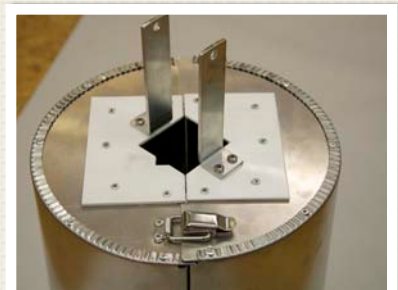
OIL THE PULLEYS



TIGHTEN SET SCREWS



CHECKING FOR SQUARE



INSULATED EZ OFF

Getting Ready and more...

Examine your gourds. Look for damage done by mice, loose caulk, and peeling paint. Make any necessary repairs. Add nesting material. I like to use clean dry pine needles, or corn fodder. I spread straw under the racks for the martins. I spread straw under the racks for the martins to use to finish their nests. Martins will also use mud. I have seen huge mud dams built right in front of the entrance holes.

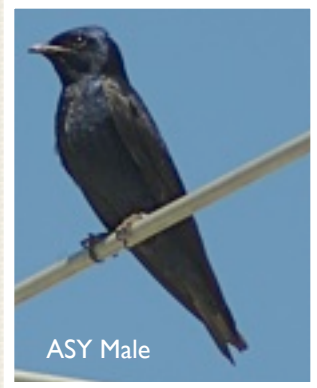
Combating nest parasites. Blow flies and other blood sucking parasites can kill your nestlings. Its important that your nestlings live in a clean and dry environment. The safest way to combat problems is to do nest changes. Nest changes should be done when your nestlings are 7-9 days old and a second nest change when your nestlings are 14-16 days old. Place nestlings in a 5 gallon bucket, pull out and discard the old material, insert fresh nesting material, replace the young. I really don't want creepy crawly bugs on me so I wear gloves when I do nest changes.

Provide eggshell or pullet size oyster shell during the egg laying cycle. You can sprinkle the shell into your feeder trays or on the ground.

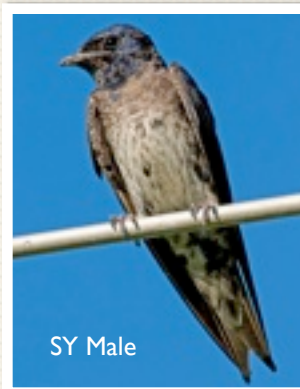
Keep records. The rule of thumb is that you should monitor your housing every 5 days. This will give you the best opportunity to keep abreast to what is happening inside the nest compartment. Keep track of the number of eggs, the hatching date, and the possible fledge date. You don't want to lower your housing when your young are 21 days or older as you could cause them to pre maturely fledge.

If you have the time and curiosity there is a wonderful tool to use: nest cameras. These tiny cameras attach to access caps or attach to walls of the gourds. Nest cameras give landlords a glimpse into the life of their martins. Be forewarned, its very addicting!

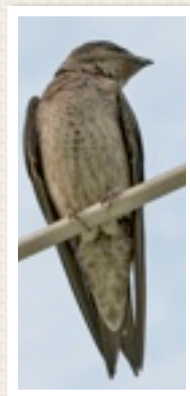
WHAT DO PURPLE MARTINS LOOK LIKE?



ASV Male

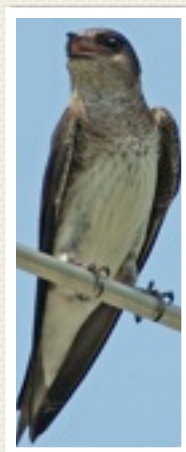


SY Male



ASV Female
Notice the dark breast

SY Female
Notice the light breast



Housing and location

What you as a landlord want to look for in a quality gourd rack are ones that can raise and lower the housing section via rope and pulley or cable and winch. The housing should raise vertically so as not to tip out any of the young. All of our poles are made using high tensile aluminum and we offer both 2 inch and 3 inch square poles. The height of the poles vary from 12- 16 feet. 14 feet poles are ideal for martins and can withstand high winds best.

If you use plastic gourds keep in mind that the interior of most gourds are smooth and slick. Some landlords use a Dremel tool and roughen the interior while other gourds like the Troyer Horizontal Gourd have pre-installed traction treads. In case of blowing rains gourds should have drainage holes in the bottom of the gourds. Remember to place some nice bedding material into the gourd. If you live in a very hot climate you should add vents to your gourds. A vent can be a PVC elbow inserted at the upper part of the top-back of gourd.

Aluminum houses should be well ventilated, and have easy access to the young. Not all aluminum housing keeps water out, so nest trays are a must. Other features you want to look for are large compartments, 6 x 12 is as small as I would consider.

Location is very important too. Never place your housing under or attached to trees. Martins like to be in open areas and to be near to their human helpers. Having a body of water nearby is a plus but not necessary. The last tip I can give you is to find a local rehabber. Should you ever find an injured martin its best to take it to an experienced care giver.

New Product Spotlight

SuperGourd Tunnel Conversion Kit

I love my SuperGourds but so did the sparrows and starlings. When the Troyer gourds became available I switched out a lot of my SuperGourds for the Troyer Gourds. Mostly because I like the tunnel feature. I ended up with a surplus of SuperGourds when I was struck with an idea! Why couldn't I put the Troyer Tunnel into the SuperGourd. Well I drilled a hole inserted a tunnel, caulked it into place and hung it up. The martins came and checked it out and after the first good rain I noticed my caulking job was failing and the tunnel was already loose. So I set the gourd aside to rethink my idea.

I was rummaging for some parts here at the store and came across the collar for the Troyer Tunnel. I took it to Robert and said "can this be molded to fit the SuperGourd?" Well in about 15 minutes I had my first prototype done.

We cut the opening on the SuperGourd to accommodate the collar, drilled and bolted the collar plate onto the gourd, attached the Troyer Tunnel and there you have it.

Each conversion includes the molded plate, a Troyer Tunnel, and stainless hardware to mount the conversion plate.

You will need to change the hanging of the SuperGourd from Vertical hung to Horizontal hung. This keeps your gourd from tipping downward.

Pull out all your old SuperGourds and give them a face lift with the new Tunnel Conversion Kit, I highly recommend them!

Phone Hours

Monday - Friday
8:30 - 4:30

Always happy to help whether it's a product question, installation question or martin related.



SG TUNNEL

WHEN ATTACHING THE COLLAR TO THE SUPERGOURD, YOU HAVE A MORE SECURE FIT VERSES DRILLING A HOLE AND CAULKING ANY TUNNEL INTO THE GOURD. PLUS THE TROYER TUNNEL FEATURES THE NEW WING ENTRAPMENT GUARD INCLUDES: PLATE, TUNNEL AND HARDWARE

SGXC2 2 PACK \$24.00

SGXC4 4 PACK \$40.00

SGXC12 12 PACK \$108.00



QUALITY CAPS

QUALITY REPLACEMENT CAPS FOR TROYER GOURDS, SUPERGOURDS AND EXCLUDER GOURDS. MADE FROM HEAVY POLYETHYLENE WITH MAXIMUM UV PROTECTION. RIDGES ALONG THE EDGE OF THE CAP WILL AID IN GRIPPING. LINERS, WHILE NOT NEEDED ARE AVAILABLE.

TC12 12 PACK \$29.00

TC24 24 PACK \$48.00

TC50 50 PACK \$79.00



ECONOMY 18

ALL THE SAME GREAT FEATURES OF THE ECONOMY 12 GOURD RACK EXCEPT OF COURSE IT WILL HOLD 18 GOURDS. FEATURES A 14' POLE WITH YOUR CHOICE OF EITHER THE VERTICAL OR HORIZONTAL STYLE GOURD ARMS.

E18 \$265.00

New On-Line Shopping Cart and its Features

We partnered with 3D Cart software to bring you an updated on-line shopping experience. 3D Cart has many fun features like wish lists and the ability to like a product on Facebook.

There is a search button to help you find products quickly.

You can review the products you purchased. Personally, I am a fan of this feature as I like to know what other landlords think of a particular item. Manufacturers can also benefit too. If there is something that can be done to improve the product or feedback of any kind is always helpful.

REVIEW PRODUCTS AND SPECIFY GMA'S JUST 2 OF THE MANY FEATURES AVAILABLE.

The newsletter and the catalog can also be found on the shopping site. on the site, so you don't have to jump back and forth between the main site and the shopping site.

You do not have to register to place an order, but if you feel you will return to shop in the future, filling out the registration will save time.

Coupons and coupon codes. Want to know if the current coupon is valid with your purchase? Simply enter the coupon code into the "coupon" box. If valid you will see the dollar amount taken off the total.

Payment for on-line purchases are handled thru PayPal. PayPal is a safe and secure payment option. They accept all major credit cards or if you have a PayPal account you can use that. I would like to be able to offer another payment option in the future. We are looking into that and should it come to

fruition you will be able to check out on the same page (unless you choose to use PayPal).

If there has been one confusing feature with 3D Cart its how they set up multiple pricing. When you set up a product lets say Troyer Vertical Gourds, I set up a base price which in this case is a 2 pack of gourds TVG 2 pack \$40.93. As we offer quantity discounts you would not order 6 packs of 2, you would order a 12 pack of gourd. Scroll down till you see all the different quantity options. Now if you want a 12 pack of gourds you will see a price that looks like "(+148.77)". This is the additional cost of the extra 10 gourds. 10 gourds plus 2 gourds = 12 gourds. When you click the radio button next to the 12 pack look up at "Your Price". The price shown in red is the 12 pack price of the TVG or \$189.70 for the 12 gourds.

Another really nice feature is being able to pick and choose not only a quantity but specify a style. This is so true when purchasing Gourd Mounting Arms. You no longer need to pick an 8 pack of one style and then another 8 pack of a different one. Instead, choose the QUANTITY of the gourd mounting arms you want, then type in the box the style of Gourd Mounting Arms you want. Remember to tell me the quantity of each style. For example a 16 pack, enter 8 #3 and 8 #4.

Last but not least when ordering on-line you will receive order confirmation as well as when your product shipped.

Try it out and play with these features. Once you become familiar with how the 3D Cart software works you will see its not difficult at all! Try it out today.

Pricing for the 2012 year.

As many of you have noticed we lowered the price of most gourd racks.

We also partnered with Troyer's Birds' Paradise to offer all the Troyer Gourds for the exact same delivered price they do.

All this was done to benefit you. We hope that by tightening our belt and working with other vendors will show you that we are committed to providing you not only quality equipment but that we truly care about the purple martins.

Robert and I will never get rich doing this but for us it has never been about money, it has always been about the martin and their continued survival. When you purchase from us you get excellent customer service, quality products and you are purchasing items that are made right here in the good ole USA!

Please support small businesses.
Thank you! Diane

Online shopping is available 24/7

**Orders placed by
12 Noon EST
Ship Same Day!**



Supplement to the 2012 Catalog: SuperGourds and Excluder Gourd Pricing

These two quality gourds did not make the printing deadline. Print this page and insert it into your 2012 catalog



The **SuperGourd** is a 10" one-piece plastic gourd with a molded-in, threaded access port covered by a screw-on cap. The access port is large enough to admit a human hand that is holding a nestling or a handful of nesting material. A series of molded-in, corduroy-like ribs on top of the canopy and a textured pattern in the plastic permit the martin to perch comfortably, without slipping. The SuperGourd is blow molded in opaque, high density polyethylene plastic with UV inhibitors for long life. The SuperGourd has no seams, so no water will leak in and seven 5/16" drain holes provide rapid exit for any rain that may blow in through the entrance hole. There are 2 entrance holes to choose from. The 2-1/8" **R**ound hole, and the starling-resistant **C**rescent entrance are ideal for the Purple Martin. **Mix and Match for quantity discounts! (4C + 2R = 6PK)**

Code	Description	Delivered Price
SG2	2 Pack of SuperGourd your choice of entrance (R, C)	\$44.00
SG4	4 Pack of SuperGourd your choice of entrance (R, C)	\$84.00
SG6	6 Pack of SuperGourd your choice of entrance (R, C)	\$119.00
SG8	8 Pack of SuperGourd your choice of entrance (R, C))	\$148.00
SG12	12 Pack of SuperGourd your choice of entrance (R, C)	\$214.00
SG16	16 Pack of SuperGourd your choice of entrance (R, C)	\$279.00
SG18	18 Pack of SuperGourd your choice of entrance (R, C)	\$320.00
SG24	24 Pack of SuperGourd your choice of entrance (R, C)	\$400.00
SG32	24 Pack of SuperGourd your choice of entrance (R, C)	\$525.00
SG48	24 Pack of SuperGourd your choice of entrance (R, C)	\$769.00

Prices subject to change without notice



Excluder Gourd. This 10-1/2" one-piece gourd is made from polyethylene plastic with UV inhibitors. This durable gourd has a screw-on access cap, and each gourd has its own inner-outer heavy duty 4" x 3" plastic porch. There is a ribbed canopy to prevent rain from entering the gourd, and 6, 5/16" drainage holes for any rain that blows in thru the entrance. Each gourd has a 5/16" hanging hole which may need to be enlarged to 3/8" when using on our gourd racks. Choose from 4 different entrances: Excluder II (**EGE**), Modified Excluder (**EGM**), Crescent (**EGC**) and the 1-3/4" Round (**EGR**). **Mix and match Excluder Gourd entrance styles for quantity discounts.** Drop-shipped from manufacturer. No shipping to Canada.



Code	Description	Delivered Price
EG2	2 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$50.00
EG4	4 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$99.00
EG6	6 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$141.00
EG8	8 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$171.00
EG12	12 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$256.00
EG16	16 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$341.00
EG18	18 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$383.00
EG24	24 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$492.00
EG32	32 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$656.00
EG48	48 Pack of ExcluderGourd your choice of entrance (EGE, EGM, EGC, EGR)	\$960.00

Gourd Rack Pivot

By: Ed Williams, Mission TX

As you can see the 2" x 36" galvanized pipe is installed in the ground and 36" is above the concrete and it is leveled both ways. Allow the concrete to cure. I put the ground stake into the square mast (bottom section of pole) and be sure it is even with at the bottom. This will strengthen the square pole when you install the clamps. I put the 7' 2 x 2 aluminum square pole against the galvanized pole and RAISED IT 1-1/2" from the concrete. I installed a clamp at the bottom and one at the top. I leveled the aluminum square pole. Both ways and tightened the clamps. I measures 15" from the concrete up on the square pole. I drilled a 3/8" hole thru the 2x2, the ground stake and the round galvanized pole. Then I installed a 3/8" bolt and lock nut. This will allow the mast to pivot on the bolt. I lowered the 7' mast and installed the other part of the 7' mast. Now you have the whole mast (pole) together, raise all of it and install your top clamp and finish with the rest of the clamps. I don't know if you need 5 clamps on it or not but I used 5.

To lower the mast all you have to do is remove the clamps and lower it to the ground. Then you can oil the pulley or change out your rope assembly.

You can still use your rope and pulley for raising and lowering the hub section during the nesting season.

IT'S HARD TO LIFT UP THE WHOLE MAST AND EVERYTHING IF YOU HAVE A BAD BACK. THIS PIVOT SYSTEM ELIMINATES THE NEED.

Thank you Ed for sharing this idea!



Ground Stake Verses Ground Sleeve

Ground Stake:

ALL Gourd Racks and Multi-House Poles INCLUDE ground stakes. To install a ground stake you dig a hole, approximately 36" deep, put about 4" of pea gravel (or like) in the bottom of hole. You will need at least 4, 80 pound bags of Ready to Use Quikrete (yellow bag). Mix the concrete according to the directions on the bag. Fill the hole you dig with your cement.

Measure your ground stake 24" fro either end and mark with a bold marker. Note that ground stakes for 3" poles have a shipping stop that you can remove before inserting the stake into the concrete.

Standing over your freshly filled hole with concrete insert your ground stake into the concrete, pushing downward, and holding your stake vertically. Sink the stake slowly into the concrete. Once your have reached your 24" mark you need to check for level on 2 sides of the stake. Fill the hollow tube with cement.

Check for level, wipe off any excess concrete from the exterior of the tube. Wait at least 2 days before you place your pole over the stake. Your pole will sit on the concrete base.



Tip

For easier removal later on, cover the ground stake with grease or oil before you slide the pole over it. When using the ground sleeve, cover the section of the stake that slips inside the sleeve as well.

Ground Sleeves:

Ground Sleeves are an IN GROUND protective tube that your ground stake slips into.

Ground sleeves are optional.

Sleeves are ideal for landlords who may wish to remove their entire gourd racks, including the ground stake during the off season.

You dig a hole that the sleeve will fit into. You will cement the sleeve into place. Use your ground stake to help you keep it level. When using our ground sleeves your ground stake is at the proper above height thanks to the stop pin you install into the sleeve before cementing the sleeve into the ground.

Should you choose to move your gourd rack (or you are moving) you can remove your pole and ground stake and cover up the sleeve with dirt. Makes for a simple cleanup.



Purple Martin Universe

Creative Universe hosts a purple martin forum. Myself I am a member of various forums and I enjoy them all. My favorite, and yes I am prejudice, is of course my own. We have a fantastic group of landlords that share stories about their martin colony, family, and of course creative universe products. We also encourage open discussions about all product on the market. The following story is shared by one of our forum members. I hope you enjoy the story as much as I do. If you would like to join my private, password protected forum please [visit my website](#) for directions on how to join. The following is an excerpt from my forum.

Life with Tommy is never dull.

He bought me my first PM house for Christmas. (Around 2001). I wanted to buy the pole to mount the house on but he said he could build one just as good. The pole is made of two sections and is painted a beautiful green. (Might be John Deere green). It is so heavy he or my son has to lower it so I can do nest checks. When the pole section is lowered the house is still about 12 feet in the air. I have to climb to the top of a ladder to see inside the compartments. His answer is to "just leave the poor birds alone and stop bothering them" Grrrrrrr.

Every year I'm glued to the scout report awaiting the Martins return. Tom ALWAYS spots them first. He tells me "Dear, your gooney birds are here." Grrrrrr.

He teases me something fierce about my birds. Any bird that needs you to build it's nest for it, feed it in cold

weather, protect it from it's natural predators, keep it parasite free and clean it's house for....is just a lazy bird. Grrrrrrr.

When I purchased plastic gourds and wanted to buy a gourd rack, he said he could make something better. He put up the "clothes line" rack. Yes it worked, but other landlords teased me about it. When I finally added my Round Rack to my colony he said "Which has more nesting martins?" The clothes line rack did. Grrrrrr.

He walks around my colony and the Martins are not phased in the least. I walk near my colony and they let out the alarm call, dive at me and fly off. His answer, "They know I'm not going to bother them, you need to stop messing with them." Grrrrrr

We are plagued with starlings and sparrows. I had the wire sparrow trap you had to reset after every trapped bird. I bought the Uncle Blaines repeating trap so we could trap a ton of birds. He said we didn't need this new trap and that he'd catch more starlings than me with the old trap. He caught more starlings. Grrrrrr.

He comes in the house and tells me "so and so stopped by to see your birds" I said "I'll go outside and show them." He said "That's OK, I did it for you." Grrrrrrr.

The universe conspires to make sure.....that Tommy is always right. Used with permission. Thank you Connie!

COUPON CODES

I WILL BE PUTTING A
COUPON CODE IN EACH
DAWNSONG NEWSLETTER.
FOR THOSE OF YOU WHO TAKE
THE TIME TO DOWNLOAD AND
READ THE DAWNSONG, I
THANK YOU!

COUPON CODE:

DAWNSONG14

SAVE \$5.00 ON ORDERS OF
\$50.00 OR MORE, EXCLUDES
ALL TROYER GOURDS

COUPON GOOD TILL 5/15/12



****NEW****

Secondary Email

purplemartinproducts@hughes.net