



Alden Lane Nursery

Your Waterwise Gardening Headquarters

Newsletter

OCTOBER 2014

Serving You Since 1955

981 Alden Lane, Livermore, CA • www.aldenlane.com • (925) 447-0280

- **SAVE THE DATE!** Join our special guest **Bart O'Brien** on Saturday, October 11th at 11 a.m. as he speaks about *Reimagining your Lawn with California Natives & Mediterranean low water loving plants*. See details inside.

Announcements

- On Saturday, October 25th from 11-12:30 join **Barry Hoffer** of Maples For All Seasons who will discuss Japanese Maple selection, planting and care. Cost is \$5.00.
- **Watch the Valley Gardener** on TV30 for great gardening tips with host **Jacque Williams-Courtright** at 7:30 am and 1:30 p.m. Monday - Friday and repeated on Saturday at 7:30 & 11:00 am, and 1:30 pm & Sunday at 7:30 & 11:00 am, 1:00 pm and 4 pm.
- The **Livermore Amador Valley Garden Club** will meet Thursday, October 9th at the Cresta Blanca North room at the Robert Livermore Community Center, 4444 East Avenue, Livermore, CA. (Please note the different location for both October and December meetings.) **Kate Frey** will be speaking on *Gardens to Attract Pollinators*. Visitors are welcome. For more info see www.LAVGC.org or call Bev at 925-485-7812.
- **Bonsai Club meetings:** 3rd Saturday of each month - 2 p.m. at Alden Lane Nursery. Come one, come all!
- **Attention Rose Lovers!** The annual rose show will be held the weekend of October 4 & 5 at Alden Lane Nursery. All are welcome and encouraged to enter and share their lovely roses, so mark your calendars for this fun and informative event.
- **The Mt. Diablo Rose Society's** meeting is the 2nd Wednesday of each month at 7:30 pm at the Dublin Civic Center 829-4929 for details.

All Trees On Sale!

25% off ALL Trees and Conifers:

Our sale includes Citrus, Avocados, and deciduous Fruit Trees. Our large space gives us the widest selection of trees in the area, and there are huge savings to be had from our current stock. The sale is good through the month of October and includes stock on hand only, so come in early for the best selection on greatly discounted Alden Lane trees!

Also look for Special Discounts on select plants

50% OFF Dogwoods, Magnolias, and Lilacs

50% off Paper Pot Fruit trees ONLY

50% off all 2014 Roses

50% off all Grapes and Berries

Fall is the perfect season for planting. The freshly planted roots love the warm soil, and the cooling temperatures are ideal for establishment. Add in impending rain and you've got the perfect formula for successful planting.

Please note: The sale is good through the month of October and includes **Stock On Hand Plants Only**. Sale prices **DO NOT** apply to Special Order Items. No other discounts apply.

Book Early and Get Great Deals!

Take advantage of our **2015 Advance Fruit Tree Sale**. You can pre book & pre pay for your fruit trees from now until November 9th and get a **20% DISCOUNT OFF** our 2015 fruit tree prices. Come in and pick up a 2015 Price List and Order Form to select the varieties you've been longing to add to your back yard orchard. The list and order form are available online too - www.aldenlane.com.

Rose Show, Fall Festival, Fall Fun Kid's Tours,

ALL IN OCTOBER!

Check inside for all details!!



"Inspired Traditions"

Holiday Open House

. . . November 7th, 8th, & 9th

Join our Downtown Partners as we all celebrate together!



It's a season of joy & inspired traditions at Alden Lane Nursery.

Angels and white winged doves crown this beautiful tree. Sparkling and glittering crystal and glass ornaments will add radiance to your holiday gatherings. Adorn your holiday table with our angles and illuminated mercury glass trees. These beautiful pieces will enhance your holiday collection and inspire new memories.

Step back in time, and see our **Downton Abbey collection** re-imagined by this popular television series. These elegant decorations in deep red and gold celebrate a classic era.

Top hats, bow ties, chandeliers, champagne bottles, and beautiful replica jewelry like that of Mary and Anne Crawley will leave you feeling gloriously festive!

BACON – Enough Said!

If you dream of bacon wrapped in bacon, these fun loving gifts are perfect for you! Bacon flasks,

cocktail shakers, bow ties and mouse pads all celebrate our love of bacon.

It's the season to **keep calm and bake on**. Come whip it up in our retro turquoise and red kitchen.

Cookies, gingerbread men, candy houses, and baking utensils will give you a tummy pleasing holiday.

Not to be missed are our celebrations ornaments, bird tree, gardening, peacocks, play ball, beach tree, wine, pets and those wonderful little yellow Minions!



Clip and save this coupon for our Open House Days!

25% Off Any One Item

Good for in stock regularly priced merchandise. Not valid on Special orders or sod. Cannot be combined with other discounts or offers.

Valid November 7th, 8th, & 9th, Alden Lane Nursery

One per family, please.



PLANT BULBS NOW!!

Win A Bulb Bonanza

Celebrate Spring with this Free Master's Fall Planted Spring Bulb Bonanza – you can win simply by dropping your completed entry blank in the contest box at Alden Lane Nursery.

This bulb lover's package includes:

- ☆ 1 dozen **Daffodils**
- ☆ 1 dozen **Tulips**
- ☆ 2 packages of **Specialty Bulbs**
- ☆ 1 bag **Master's Gold Rush or Bumper Crop**
- ☆ 5 lb. bag of **Master's Bulb Food**

A \$62.64 Value

No purchase necessary. Need not be present to win. Drawing to be held October 31, 2014.

BULBS

October 2014

Name: _____

Address: _____

City: _____

Phone: _____

Email: _____

Yes, I would like to receive the newsletter online.

Notes for October Gardening

🎵 Select and plant **spring blooming bulbs** this month and next.

🎵 **Keep tulips, daffodils and hyacinths cool** until the weather outside is wintery. They benefit from being refrigerated for 4 to 6 weeks. Plant them by Thanksgiving weekend. Plant iris, freesia and others now.

🎵 Plant holiday favorites now. Plant hollies and other berry producing shrubs for winter decoration indoors and out. Try pomegranates and persimmons for ornamental and edible fruit.

🎵 **Fall is a great time for branching out!** Spring isn't the only time to expand your landscaping horizons. The cool days and warm soil of autumn gives all kinds of trees, shrubs, and bulbs a great start. And when you add a little greenery to the scenery, the value of your home blossoms. Plan on planting this fall.

🎵 Make sure to **keep your gardenia green** this winter. Feed with *Master's Azalea, Camellia, Gardenia Food and Iron Sulfate*. When the soil cools they can no longer absorb nutrition.

🎵 **Plant sweet peas** from seed or transplants for late winter bloom. Choose old-fashioned climbing types or newer bush varieties. Protect them from snails and slugs with *Corry's Snail, Slug, and Insect Control* or *Sluggo Plus*.

🎵 **Last chance for winter vegetables** from transplants. Protect them from cabbage worms with *Safer's Caterpillar Killer*, a safe biological control.

🎵 **Onion, Garlic and Shallot Sets Are In!** Ready to plant now for harvest next summer. Choose from red, yellow, or white onions, shallots and white or pink garlic. Place onion bulbs 3 to 4 inches apart in rows that are 15-18" apart. Begin to harvest the green tops in 3 to 4 weeks, if you like. Onions and garlic are shallow rooted plants, so keep them moist and free of weeds. Winter rains will soon do all the watering for you, making onions and garlic some of the easiest vegetables to grow in the garden.

🎵 **Keep Hydrangeas Blue.** Start now for bright blue Hydrangeas. Hydrangeas petal color is influenced by soil pH. Alkaline soils produce pink flowers, Acidic soils produce blue. Fall is the time to start monthly applications of *Master Nursery Hydra Blue* for bright blue hydrangeas.

Alden Lane's Tasty Treats & Gift Ideas!

It's time to celebrate fall with delicious food at Alden Lane Nursery!

Plentiful Pantry is one of our favorite brands of tasty and easy to cook dessert mixes. There's Pumpkin, Peach, and Cherry Cobbler; Apple Crisp, Key Lime Bars, Lemon Bars, Red Velvet Pound Cake, and my personal favorite, Pumpkin Cheesecake Bars! Add a few ingredients, mix, refrigerate or bake, and you are ready to eat the perfect fall treat.

Another satisfying food experience from Plentiful Pantry is a fresh baked batch of Beer Bread. It comes in original or sea salt with herb seasonings. We also have fun fall colored pasta in sunflower and leaf

shapes. What a unique way to enjoy the harvest of fall!

Don't forget to pick up **Jelly Belly Candies** for all your special Trick or Treaters, young and old. Not only are there jelly bean mixes, we also have Mellocreme Pumpkins and the ever popular Sour Gummy Pumpkins.

Aspen Mulling Spices are back and ready to warm you from the inside out. We have Original and Cinnamon Orange Blend for your tasting pleasure.

Speaking of warmth, **scarves and knit wraps are back** in stock! A fashionable way to keep the heat in, we have many different materials and patterns to choose from.

You'll find lots of other great gift ideas and treasures for your own home here at Alden Lane. Happy Fall!

SAVE THE DATES!

Our holiday Open House is Friday, Saturday, & Sunday, November 7th, 8th & 9th!



Come & Enjoy Our 21st Annual Fall Rose Show

Dedicated to the memory of Rosarian & Friend, David Lowell

Saturday, October 4th, 1:00 - 5:00 p.m.
Sunday, October 5th, 9:00 a.m. - 4:00 p.m.
Awards given out at 3:00 p.m.

Alden Lane Nursery, 981 Alden Lane, Livermore, 925-447-0280
This show is co-sponsored by the Mt. Diablo Rose Society & Alden Lane Nursery

Public Entries Welcome!

Enter roses on Saturday, October 4th from 8:30 - 10:00 a.m.

HINT: Cut the stems long. We can shorten them up when you arrive.

Be prepared to delight in the sights and fragrance of hundreds of beautiful roses. Bring your note pad so you can jot down those varieties you can't live without. And, don't forget, you can pre-order and purchase your favorites and enjoy a **20% Discount** until the first of December. **See you there!**



Rose Show Special!

We'd like to inspire you to bring roses in from your garden, so anyone bringing a cut rose to display in our Annual Rose Show will receive a coupon good for **\$5.00 OFF** the price of ANY plant in the nursery of a \$10 value or more! Cut roses must be entered on October 4th by 10:00 a.m. **MUST REDEEM COUPON by November 30, 2014.**

2015 Rose Pre-Order Program

This is the month to drop by the nursery and pick up your 2015 Rose List. Pre-orders are now being taken thru December 1st for the 2015 season.

At the time of order, you will be given a **20% DISCOUNT!!**

There are lots of new and exciting roses to pick from! Pre-ordered roses will be available for pick-up starting in mid-December.



Get the Inside Scoop on Favorite Alden Lane Staff Roses



People often ask "What is your favorite rose?" The standard answer – "The one that's blooming."

If you need ideas for some great roses, here's some of our staffs' favorite picks.

- **Jacquie – Memorial Day (2004)*** enormous old-fashioned full flowers with a strong damask rose fragrance are an unusual orchid pink color. (*One of many favorites.)
- **Cyndee – Golden Celebration (1992)** A magnificent shrub with large golden blooms, strong tea scent with hints of citrus, very healthy, reliable and easy to grow.
- **Pam – Betty Boop (1999)** The beloved animated character with spunk, sparkle, style and stamina crosses over to her rose with its catchy colors and abundant yellow & red blooms.
- **Alex – Just Joey (1972)** Big and scrumptious, wonderful brandy colored buds open to large ruffled apricot flowers with a fruity fragrance on a bushy vigorous plant.
- **Greg – Disneyland (2004)** Absolutely enchanting, unique copper/orange/apricot/pink blooms put on a fun filled summer long parade to make your yard the happiest place on earth.
- **Gerry – Cinnamon Dolce (2013)** Unique smoky-brick red flowers with exhibition form, strong fragrance, and excellent disease resistance.
- **Anthony – Blue Girl (1964)** her lavender blue color comes as close as it gets, she has a nice fruity fragrance and long stems that are great for cutting.
- **Dee – Fragrant Cloud (1968)** Lots of large shapely blooms with a delicious, heady perfume effuses from the well-formed, classically shaped coral-orange blooms.
- **Robin – Ketchup & Mustard (2012)** As our sales rep. says "Hot Dog!" attention grabbing red & yellow two-toned color set atop the greenest, glossiest leaves makes a bold and beautiful statement in your yard.
- **Brian O. – Ebb Tide (2006)** The intense clove fragrance can nearly bowl you over if the dusky deep purple, old-fashioned flowers doesn't.
- **Brian P. – Mon Cheri (1982)** You'll adore this darling, flowers emerge rosy pink with a yellow base and darken with age, abundant blooms exude a light, spicy fragrance.

Tasty Stews Start with Homegrown Vegetables

If you haven't planted your winter vegetable garden yet – DO IT NOW! The vegetable starts are here now with fresh shipments arriving weekly. Use our **Recipe for Good Garden Soil** (see below) and then get ready to plant.

Fresh carrots, onions, cabbage will all taste great in winter stews and casseroles. Come in and choose now. We have: kale, spinach, chard, lettuce, celery, broccoli, brussel sprouts, cauliflower, cabbage, peas, winter hardy herbs, and much more. Garlic is available in bulbs, onions come in seed, bulbs and plants. Radishes, carrots, turnips and beets can be planted from seeds.



Rhododendron, Azaleas, Camellias & Care For Fall

This is the month to switch from growth to bloom food for azaleas, camellias and rhododendrons. From October to the finish of bloom feed monthly with **Master Bloom**. This phosphorous rich food is great for flower bud development. Rose and lilac growers have also reported that fall and winter applications of Master Bloom have enhanced bloom, too.



Plant Cool Season Annuals



Pansies and their cousins, **violas**, are some of the most colorful and long lasting cool weather annuals. They begin blooming as the temperature cools, and continue through the winter and early spring. Pansies and violas are popular because of their huge range of colors and adaptability to many different garden situations. But don't think that's all we have to offer!

Perhaps the most popular of the winter bloomers is the **sweet pea**. These fragrant, colorful plants come in bush and vining types. Available in a variety of single or mixed colors, they are easy to grow from seed or nursery plants. The bush types make good cut flowers – you can bring color into your home in the middle of winter!

Come on into the nursery for excellent quality and great selection. Choose from: ornamental kale and cabbage, Iceland poppy, English primrose, fairy primrose, and primula obconica. Don't forget snapdragons, and stock.

Recipe for Good Garden Soil!

GOOD GARDEN SOIL!

For each 100 square feet add:

- 5 to 8– 2 cubic ft. bags **Master Gold Rush** or **Bumper Crop**®
- 5 lbs. **Iron Sulfate** to acidify and add iron.
- 10 lbs. **Master Vegetable Food** or **Master Flower Food**, **Master Formula 49** can be used for ground covers.
- 50 lbs. **Gypsum**. It loosens hard soils as it adds sulfur & calcium. (An excellent addition in our heavy soil.)

Mix well with your soil to an 8" depth and water well.

Good Garden Soil Starts Here!!

If you are preparing a vegetable or flower garden bed here's a tried and true soil preparation recipe that works wonders. It lightens our heavy soil, nourishes it and buffers the pH to make it 'just right' for the success of your vegetable and flower seeds or transplants.

It's A Fall Fun Kid's Tour!

It's an hour of pure fun for your kids. They will . . .

- take a guided tour through the Walnut Hulling barn
- learn about owls and their special role at the farm
- go apple fishing
- visit the pumpkin patch to choose the perfect Jack O'Lantern, &
- get a goodie bag

. . . all for \$10 per child.

Minimum group size is 15, maximum is 25. Call to reserve a spot early as this books up quickly. Available Tuesdays, Wednesdays, and Thursdays during the month of October between 9 a.m. and 1 p.m. Tours begin on October 8th and end on the 23rd.

Ask for Cyndee for available times.
925-447-0280.



Special Pricing This Month:

Buy four bags of **Bumper Crop** for the price of three!! (*that's 25% off, 4 or more*)

Fall Festival October 2014

Every weekend:

- ☆ **Farm animals:** Come and visit our sheep, ducks, & goats.
- ☆ **Candy Car:** small and simple candies for every sweet tooth.
- ☆ **Farm Equipment** with the Van Arkle and Hole Families from corn grinders to small engines. You can see it all working, and ask the families any questions you have!



☆ **Pumpkins for purchase:** we get them all; Cinderella, blue, white, and even orange. We've got your perfect Jack O' Lantern waiting in our patch.

☆ **Craft Activity for kids.** We'll have an activity every weekend day for kids to engage in!

☆ **Farm Fresh Apples** from **Dave Hales's Apple Farm** in Sebastopol. Dave delivers every week, only what is farm fresh, come and taste and then buy some of your favorites! **Apple fishing** features Dave Hale's apples as well.



Saturday, October 11th & Sunday, October 12th

☆ **Blind Dog**, our local folk band plays toe tapping music on Saturday and Sunday from 1-3 p.m.

☆ Enter your pumpkin in the **Great Pumpkin Growing Contest** between 10:00 a.m. & 4:00 p.m. Largest by weight pumpkins win **Alden Lane Gift Cards:** First place \$100; Second place is \$75.00; Third place is \$50.00. Ribbons will be awarded to Funniest, Bumpiest, Most Perfectly Shaped, & Smallest!

☆ Come and enter our **Annual Scarecrow Building Contest 2014**. This contest is for anyone who has an imagination and wants to have fun!! You can enter as a group or individually; families are encouraged to have fun building together! We provide the frame and the straw, you provide the clothes and imagination. It's tons of fun for everyone!! If you really don't want to build, just come to watch. Warning: it's so much fun to see all the scarecrows being built, you will want to join in!!



Warning: it's so much fun to see all the scarecrows being built, you will want to join in!!

• Please call ahead to register, we have **four fun categories to choose from:**

- **Traditional:** This is your down on the farm version of a scarecrow, burlap or denim overalls, buttons, flannel shirts and anything recycled works for this category
- **Friends of Frozen:** Join your frozen friends; Elsa, Anna, Olaf, Hans, Kristoff, or Sven to ward off crows from our corn patch!!
- **Dr. Seuss and the Lorax** belong in our patch, use any Dr. Seuss character to ward off our pesky crows!
- **How to Train your Dragon:** Unleash the power of dragons to prevent crows in the corn patch. Hiccup and Astrid are welcome here, as well as any dragon you want to make.
- This contest is judged by the public and awards are presented on Sunday, October 26 at 3:00 pm. Voting doesn't begin until Monday, October 13th. Plan to build for strong winds and rain! Scarecrow clothing and accessories must be picked up by November 2nd. **After November 2nd clothing, etc. will be donated to a local charity.**
- Scarecrows **must be left on display** through the month of October.
- So call and reserve your place today at (925) 447-0280 and we'll hold a frame and straw for you!

Saturday October 11th Only

☆ **11:00 a.m. – Special Guest Speaker**, Bart O'Brien, will speak on *Reimagining your Lawn with California Natives and Mediterranean Plants*. Bart is the East Bay Regional Parks Botanic Garden Director at Tilden Park. He is a 5th generation Californian and an authority on native flora having co-authored two books that will be available for sale and signing. He holds a Bachelor's degree in Environmental Planning and Management from U.C. Davis, and a Master's in Landscape Architecture from Harvard.

☆ **1:00 - 2:00 p.m. – Fall Veggie Gardening with Dee**. Come to our vegetable department and join Brian for a talk on the best veggies to plant in Fall, how to prepare the ground, and plant. Learn the timing for onions, artichokes, asparagus and more. There is no fee for this class, please call ahead to reserve your space.

Saturday, October 18th Only

☆ **11:00 a.m. – Lettuce Basket Workshop with Dee**: You'll go home from this workshop with a hanging lettuce garden that will keep you in salad all fall, winter and spring. The cost is \$40.00.

☆ **1:30 p.m. – Join Gerry** and learn how to make her delicious Apple Crisp.

Sunday, October 19th Only

☆ **1:30 p.m. – Pam** will demonstrate how to make her **Pumpkin Crunch Fall Treat**.

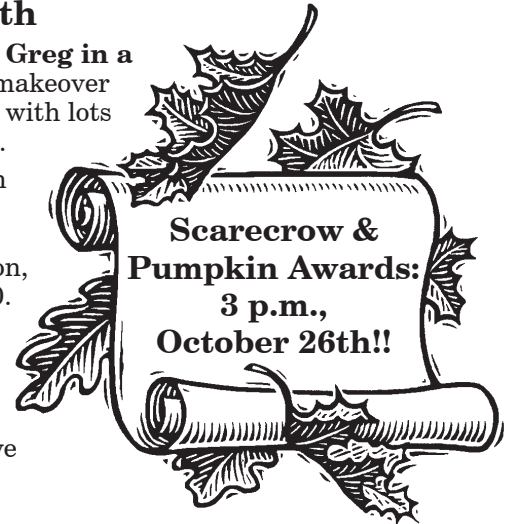


☆ **2:00 - 3:00 p.m. – Fairy Garden Workshop**. You'll plant your own fairy garden in a 10" terracotta pot complete with a fairy chair, plants, moss, wood, rocks and sparkles. Great for all ages. Other furniture or elements are available to purchase. The cost is \$40 plus tax.

Saturday, October 25th

☆ **10:30-11:30 a.m. – Join Greg in a "Lawn Be Gone"** front yard makeover landscape class. You'll go home with lots of good ideas to get you started.

☆ **11:00 - 12:30 p.m. – Join Japanese maple expert Barry Hoffer of Maples for All Seasons**. He will cover selection, planting and care. Cost is \$5.00.



Sunday, October 26th

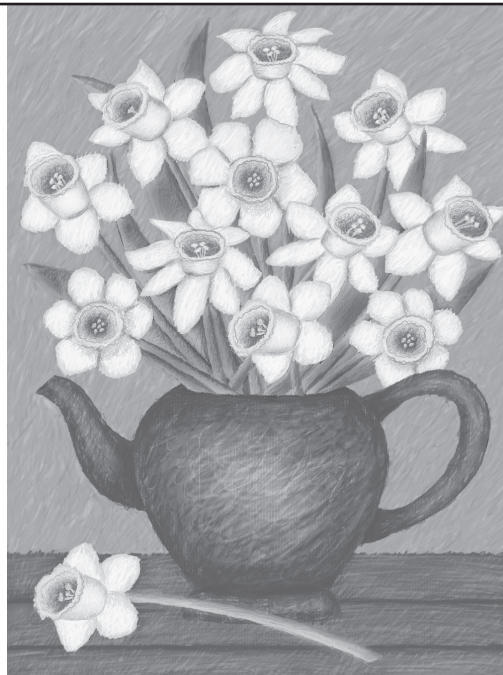
☆ **3:00 p.m. – Join Anthony** for an informative **walk and talk through our natives** section. Anthony will share with you his experiences with natives and offer suggestions for your success with this plant group. Call ahead to reserve your space for this exciting and timely topic!

Mark Your Calendar . . . We'll see you there!

The **Northern California Daffodil Society's Bulb Raffle Party** will be held on Sunday, November 2nd at Alden Lane Nursery from noon to 4 p.m.

Want to add the newest daffodil varieties in your spring garden, while at the same time enjoying an afternoon of meeting new gardening friends? Come to the Fall Raffle. If you're not a member yet – you can join at the door.

Purchase a raffle ticket for a \$1 and each time your number is called you can select a bulb. We'll see you there!



Come See Us at the Alameda County Fall Home & Garden Show

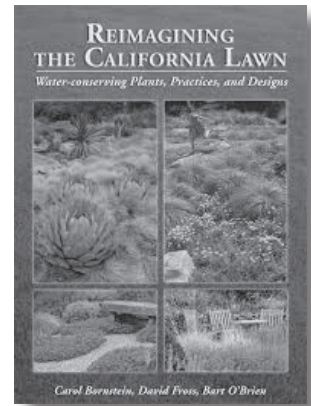
Drop by the nursery and pick up complimentary show admission tickets while they last! The show runs October 3rd, 4th and 5th. Hope to see you there!

SHOW HOURS:

Friday: Noon – 6 p.m.

Saturday: 10 a.m. – 6 p.m.

Sunday: 10 a.m. – 5 p.m.





981 Alden Lane
Livermore, CA 94550

(925) 447-0280
aldenlane.com

Nursery Hours

8:30 to 6:00 Daily

8:30 to 5:00 beginning
Sunday, November 2nd

IMPORTANT!
Time Critical
Please Deliver Promptly

1014

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Livermore, CA

SPECIAL COUPON

Present This Coupon & A Canned Food Item
TO RECEIVE

\$1.00 OFF



Any size
Soil
Moist
Granules

Cuts Your Watering in Half!!

Food Donations are Optional. All donations go to local relief agencies. One coupon per family, please!

Offer Good October 1-31, 2014.

**HOW TO FIND
ALDEN LANE
NURSERY**

