



Alden Lane Nursery Newsletter

DECEMBER 2008

Serving You Since 1955

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

Announcements

- **Watch the Valley Gardener** on CTV30 for great gardening tips with host Jacquie Williams-Courtright at 7:30 am every day, repeated on Saturday & Sunday at 11 am.
- On Sunday, Dec. 7th from 11 am to 3 p.m., the **Soroptimist Annual Holiday Home Tour** begins at Alden Lane Nursery. For tickets and more information drop by the nursery or contact Denise at 443-5897 or Charlotte at 449-4079.
- **Livermore-Amador Valley Garden Club** meets on Thursday, December 11th. The program will feature **Eric Nicholas**, program naturalist at the new Alviso Adobe Community Park in Pleasanton.
The January meeting will take place on Thursday, the 8th, at 7:00 p.m. The program will feature **Kathy Echols**, an instructor in the Horticulture Department at DVC in Pleasant Hill. She specializes in Australian plants, rare and unusual perennials, and California natives. Visitors are welcome. The location is the Alisal Elementary School multipurpose room, 1454 Santa Rita Road, Pleasanton. For more information, call Sally at 925-417-8809.
- **Mt. Diablo Rose Society** meets the second Wednesday of the month, 7:30 p.m. at the Dublin Library, 200 Civic Plaza, Dublin. Call for details 829-4929.
- **Master Composter Training Program Accepting Applications for 2009.** Stopwaste.org is offering a 4 month training and educational program to promote recycling of organic materials. If interested visit the website at www.BayFriendly.org to apply on-line or download an application.

You Are Invited!

Saturday and Sunday, December 6th & 7th

"Shopping at Alden Lane Nursery is music to your ears." We'll be offering a 20% discount on ornaments from our **Strike Up the Band and Shall We Dance Trees**.

Come by on Saturday, December 6th to enjoy peaceful holiday shopping while **Greg Pane** plays holiday piano music from 12:00 - 2:00 p.m. Drink hot cider while you wander through our Gift Shop.



*Don't miss these weekends!!
Enjoy the music...
see Santa...
and Save!*

Saturday, December 13th

"Santa Claus is coming to town and will be visiting Alden Lane Nursery." We'll be offering a 20% discount on ornaments from our **North Pole Neighbors and Candy Land Trees**.

Polaroid photos with Santa on Saturday, December 13th from 11 a.m to 1 p.m., for only \$2.00 you can take a photo home as a keepsake. Bring your camera, too!!

Sunday, November 30th, 2008 Early Bird Plant Sale ~ One Day Only!!

The Early Bird gets the plant bargain! Rise & Shine and get great discounts!!!

- ★ **From 6:30 a.m. to 7:30 a.m.** (no exceptions) receive a special **50% OFF TICKET** at the front gate that is good from 6:30 a.m. until 5:00 p.m. (no exceptions) on outdoor and indoor plants. **ALL SALES ARE FINAL.**
- ★ **From 7:30 a.m. to 8:30 a.m.** (no exceptions) receive a special **30% OFF TICKET** at the front gate that is good from 7:30 a.m. to 5:00 p.m. (no exceptions) on outdoor and indoor plants. **ALL SALES ARE FINAL.**

50% OFF tickets will only be given out from 6:30 a.m. to 7:30 a.m. and **30% OFF** tickets will only be given out from 7:30 a.m. to 8:30 a.m. (no exceptions).

Tickets may be redeemed on Sunday, November 30th only (no exceptions).

Check out our deck area for selected items from other departments with great sale prices.

No other discounts apply, including holiday dollars or store coupons. No special orders, stock on hand only. Sale does not include Carpet Roses & Drift Roses.

This offer is good on **PLANTS ONLY** and does not include Dry Goods, Gift Items, Christmas, Pots, Fountains or Statuary Items, unless otherwise marked.

Alden Lane's Holiday Hours

- ◆ Christmas Eve closing at 4 pm
- ◆ Closed Christmas Day, December 25th

◆ Open December 26th, 8:30 am - 5 pm for our **Annual Christmas 1/2 Off Sale!**

- ◆ Closed December 27th through January 1st Happy New Year!
- ◆ Open January 2nd - 8:30 to 5 pm

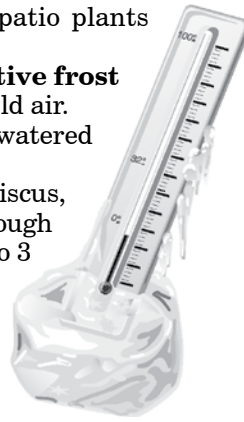
Protect Your Plants from "The Big Chill"

- If there's room indoors bring in small potted porch or patio plants choosing an area that provides bright light.
- Wrap plants with new **protective plant bags** or a **protective frost blanket** – a spun material that breathes easily but keeps out cold air.
- For outdoor plants simply remembering to keep them well watered in between rain storms is a plus.
- Spray the leaves of frost tenders like: citrus, tropical hibiscus, philodendron, bougainvillea, with **CLOUD COVER** monthly through the winter. This product coats the leaves and stems providing 2 to 3 degrees of protection.

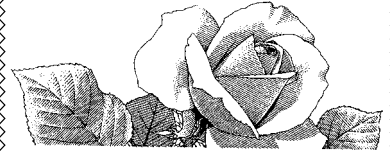


• Decorate cold sensitive plants with **outdoor Christmas tree lights**. The heat radiated moderates the cold air temperatures. You can maximize this heat source by draping or tenting your plants with translucent "plant blanket" material to create a greenhouse effect. The plant blanket alone will give you 2 to 3 degrees of protection and may be left on all winter.

• Go down to your local hardware store and pick up **pipe insulation**. It's not only great to keep water pipes from freezing but works wonders when used to protect the trunks of small trees. This pre-split foam tubing is so easy to use.



Alden Lane's
Pre-Season Rose
Special!!
Save 20%
– Order through
December 15th



Stop by the nursery
and pick up our **FREE**
2009 Alden Lane Rose
Handbook.

Enormous Amaryllis

Amaryllis bulbs were a seasonal favorite of my grandmother's and their instant results and huge flowers make them a holiday favorite still today. Simply plant the large bulbs indoors in a pot of soil, water them and watch them bloom within four weeks. They are so easy, sometimes they even bloom before they are planted! They make a nice house warming gift or select one for yourself.

Again this year we are featuring a collection of the largest amaryllis bulbs on the market. These are enormous 44 cm bulbs. You have to see them to believe how big they are – as big as coconuts. We have them in the traditional red, the elegant white and nice combination red & white. Also this year, we have included in our collection a beautiful, deep burgundy colored amaryllis (a more conservative 34 cm) the color is such a dark red I'm sure it will be a show stopper.

After your amaryllis blooms, remove the spent stem but nurture the leaves with regular care and feeding. Place the pot outdoors after danger of frost passes and keep it watered while the long, strap-like leaves replenish the bulb. At summers end, lay the pot on its side so it receives no water, allow the leaves to wither and just as winter approaches, pick the pot up, remove all the dry foliage, then begin to water it again, it will bloom for you year after year.

Add Fragrance to your holidays with Blooming Paperwhites

Paperwhites make a wonderful, simple, living gift to warm a heart and a home. Plant a bunch of bulbs in a low container filled with pebbles. Water and watch them grow indoors. They will bloom within six weeks. When finished blooming, they can be planted permanently outdoors.



Create a nice gift by filling a standard 6" terracotta pot with

soil and bulbs and inverting a clay saucer over the top for a lid. Tie it all together with a raffia bow. Once watered, this pot full of bulbs will begin to grow and if kept indoors, will bloom in about 6 weeks.

Special Notice

1/2 OFF all spring flowering bulbs (except for Amaryllis and Paperwhites)

Kids Stepping Stone Class

Sat. December 6th at 10:30 a.m.

We make the mess, your kids get to be as creative as they wish, and we clean it up. A stepping stone decorated by a child with little pieces or memorabilia and a hand print will capture a moment in stone to be enjoyed more and more with the passage of time. What a great gift! Grandparents or parents will cherish this unique gift for years to come. We will have 9x9 stones poured and ready to decorate. Bring your own decorations, or use our collection of stones, beach glass and pottery. Call ahead to register and pre-pay. Cost is \$20 per stone.

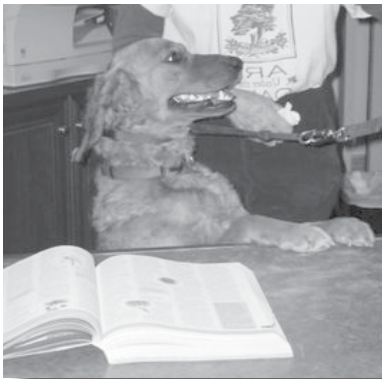
Shopping for Kids is fun at Alden Lane's Garden Store

Don't miss our brightly colored kid-sized wheelbarrows, kids hand tool, shovels, rakes and colorful kids gloves.

You will also find all kinds of bug catching kits, bird house kits, stepping stones and many more educational projects and toys.

Notes for December Gardening

- ♪ Come on by the nursery and **pick up a gift card** for your favorite gardening pal, the postal carrier or the baby-sitter. It's a gift sure to please anybody and everybody on your shopping list.
- ♪ Protect fruit trees and deciduous shade trees from overwintering diseases and pests. Use **Lily Miller Microcop Copper Dormant Spray plus Sta Stuk**.
- ♪ Protect frost tender plants when frosts are expected. Spray with **Cloud Cover**, use **Fast Start Plant Blanket Fabric** to cover. **String Christmas tree lights** on your frost tender plants when a freeze is expected. The warmth from the bulbs will provide another measure of protection.
- ♪ **General pruning workshops** will be held Sunday, December 7th and Saturday, December 13th at 1 p.m. Plan on attending one of these informative seminars and find out the pruning basics including how to shape deciduous trees and shrubs, prune fruit trees properly or get any of your own pruning questions answered. A nut tree pruning class will be held on Saturday, December 20th at 11 a.m.
- ♪ **Prune most fruit trees, roses and other leafless trees and shrubs** from December through January. **WARNING:** Do not prune spring blooming shrubs and trees such as lilac, quince, flowering cherry etc. until the blooming period is over.
- ♪ **Poinsettias and cyclamen** make wonderful hostess gifts and thank you's to work associates. And don't forget to treat yourself and decorate the home too.
- ♪ **Move your living tree outdoors.** Care for other holiday gift plants such as azaleas & camellias by placing them outside also where they'll thrive in cooler temperatures.
- ♪ Keep up your New Year's Resolution...join the Livermore-Amador Valley Garden Club (417-8809) and the Mt. Diablo Rose Society (829-4929). Call to join and check coming events.
- ♪ **Think Strawberry shortcake!** This is the month to plant perennial vegetables and fruits. Think about it – blackberry cobbler, strawberry and rhubarb pies, and fresh fruit for your cereal – yum yum! Set out strawberries, rhubarb, raspberry, blackberry and many other cane fruits this month.
- ♪ If you like **asparagus, horseradish and artichokes** we have starts for those too. Come by and let us help you choose your favorites.
- ♪ Set our **winter blooming annuals** for a garden filled with blooming color. Choose primroses, pansies, Iceland poppies, ornamental cabbage and kale. Check with the staff.



Hailey's Comments

Warm Holiday Greetings my furred friends. I am Hailey, the resident nursery dog for all seasons. Whether you wear a naturally grown coat or you must apply a faux coat of synthetic warmth let's join together to celebrate the reason for the season. Andrea and her litter of elves have designed and decorated Christmas Tree-land for creature comfort. Themed trees are laden with royal line ornaments that depict dignified qualities of your secret Santa and Hostess gifts that compliment the noble house of a pure bred whether four footed or two.

"Dear Santa, is it too late for me to make your good list?" No, it's not too late to dig up a creative gift of cinnamon roll shaped candles that carry the reality smell of 1,000 calories and move you to the top of the "nice" list. Chocolate chip cookie candles nuzzled on a metal cookie sheet which smell fresh baked are another calorie free delight.

"Dear Santa, define good". Good is when you use your heart of gold to lavish a giftee with an unexpected treat. Whether it's from the Girly Girl pink tree or the Danger Men Cooking Tree complete with Branding Irons for the Barbie, or a Can-O-Worms for your reel buddies, Alden Lane's a good stop to shorten your leash on To-Dos.

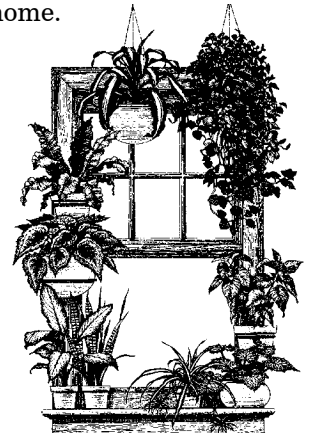
Speaking of Santa, Santa's helper Sue is burying roots of coordinating house plants and orchids in comfortable containers. These unique plantings bark, "You're a pure pedigree". As you wait for the free gift wrappings on all purchases, enjoy a piping hot cup of coffee at Valley Perks Café, located on site.

Paws for Reflection: *Remember, a rich dog is nothing but a poor dog with leather chew toys.*

W.C. Fields' dog

Go Green To Fight Fatigue & Colds With Houseplants!

According to a University of Agriculture/Norway study, indoor plants can reduce fatigue, coughs, sore throats and other cold related illnesses by more than 30 percent, partially by increasing humidity levels and decreasing dust. What a beautiful way to create a healthy environment! See Sue at Alden Lane Greenhouse and create healthy home.





From The Garden Store ANDREA'S FAVES

Benaya . . . Handcrafted Art on Tile

For centuries, hand painted porcelain and ceramics have been revered and collected by people of all walks of life and cultures. These beautiful and unique artistic tiles by Benaya are handcrafted, hand painted and fired with brilliantly colorful and complex glazes. The styles range from subtle to dramatic with quality being the unvarying element.

The artistic process is extremely labor intensive. The first step is to draw the image on the rough tile surface and then carefully apply the relief work which creates the unique three-dimensional outline. The ceramics are hand painted in several layers of glazes that enrich the textures and vibrant colors.



The tiles are fired in kilns for 24 hours at temperatures reaching 1000 degrees Celsius (1800 Fahrenheit). A full day is needed in the kilns to ensure that the artwork sets into the body of the tile creating a permanent image that will never dull or fade.

CELLAR SELECTION

Part of the indulgence collection. This collection captures the essence of wine culture. Class and antiquity is depicted here with 'prestige' colors to compliment the perfect wine drinker's setting.



GOLDEN DAYS

Sunflowers are one of the most collected artistic images. Generally associated with the warmth of the sun, the Benaya collection of Sunflower images has tried to capture this excitement. Benaya artisans have used different color backgrounds from dark green to sky blue to accentuate the vibrancy of these wonderful flowers.

Victory Garden in a Box

Buy something practical for a loved one this year. Rather than spending an arm and a leg on something that consumes time and has to be plugged in, buy something that teaches resourcefulness and produces food! Buy a vegetable garden in a box!

Easy to set up and quick to show results, a raised Victory Garden can be slipped into an unused part of your sunny landscape to produce lettuce greens, onions garlic, etc. (winter) or tomatoes, beans, herbs, squash,

etc. (summer). A productive vegetable garden will help offset food bills and nurture a healthy existence.

Alden Lane has set up a few sample victory gardens to show you the "what" and the "how" including burlap and straw raised beds, Earth Boxes and hydroponic kits.

Come to the Nursery to find this, as well as other wonderful but unusual holiday gifts.

Progressive Christmas Sale
Do you love shopping for deals?

Then we have our Progressive Christmas Sale just for you!

All regularly priced ornaments and Christmas merchandise are included. Sale is limited to stock on hand and, sorry, no holds can be placed on sale merchandise.

All sales are final on discounted merchandise.

December 22nd
20% OFF

December 23rd
30% OFF

December 24th
40% OFF

December 26th
50% OFF

Redeem Holiday Cash Thanksgiving until December 24th!!

Happy Holidays!

Welcome to Alden Lane's celebration
of the winter season.

We've decked the halls and everywhere else too!

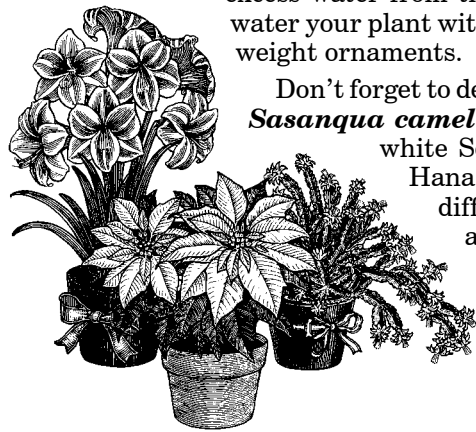
Deck the Halls, the mantles and more!

Next time you're in the nursery stop by to pick up some fresh Christmas greens to bring that fragrant scent into your home for the holidays. Alden Lane has cedar garland, mixed greens garland, fresh wreaths ranging in size from 24" to 32", cinnamon scented pine cones, mistletoe and noble fir and cedar door hangers and others. Get festive and spread holiday cheer through out your home.

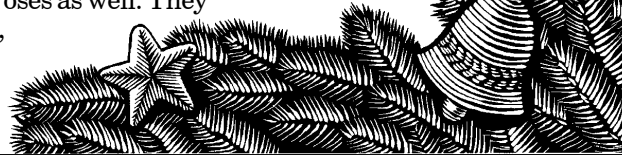
Winter Wonder Evergreens

Our classic conifer selections for winter are here, and now is a great time to plant. These rugged, cold hardy trees and shrubs have a place in every garden. There are many new selections of dwarf conifers for those looking for elegant low maintenance in a small space or container garden. The bright gold of *Golden Hinoki Cypress* are sure to bring life to a dormant winter garden. Columnar conifers such as *Emerald Green Arborvitae*, *Harrington's Plum Yew*, or *Columnar Mugo Pine* all make great anchors for perennial beds. We also have a few options or living Christmas trees including the classic *Colorado Blue Spruce* and sheared *Redwoods* for indoor holiday accent. *Dwarf Alberta Spruce* is an excellent potted living Christmas tree for the porch or patio.

Here are some helpful hints to keep your living Christmas tree healthy and happy. This is a hard one - try to minimize its indoor time. A week to ten days is a good maximum to be in the house. Choose a well lit area away from the heat of a fireplace or furnace. Protect the floor with a cork trivet topped with a large saucer to catch the watering water. In between deep waterings (use a turkey baster to relieve excess water from the saucer after the plant has had an hour or so to reabsorb it) water your plant with ice cubes that slowly melt. Decorate with small lights and light weight ornaments.



Don't forget to decorate your porch, patio or garden with colorful blooming plants. *Sasanqua camellias* are in their glory. Choose from bright red Yule Tide, clear white Setsugekka, soft pink Jean May, bright rose Kanjiro or bicolor Hana Jiman (white with a pink edge) just to name a few. Each has a different flower form and growth habit. *Cyclamen* are in full bud and bloom. These winter favorites are great bright shade/ morning sun performers. Choose from red, white, pink, rose and lavender shades. Consider English primroses as well. They come in red, white, rose, pink, yellow and blue.



Livermore Recycles Christmas Trees 3 Ways

❶ Boy Scouts of America Annual Fund-Raiser: **TREE PICKUP DAY, Saturday, January 3, 2009.**

For a nominal donation, local Boy Scouts will pick up Christmas trees on Saturday, January 3rd. Call no later than December 28 to schedule your pick up. You can visit them on line at www.scoutgreen.org or call 373-7815.

❷ **Special One-Time Tree Pickup** – Week of January 5, 2009. On your regular service day, a special truck will pass down your street and pick up Christmas trees at the curb. Trees must be at the curb no later than 6:00 a.m. Please adhere to these restrictions:

• Only clean trees are acceptable (no flocking, tinsel, or tree stands) • Trees must be cut to 6' or less • If you have any questions please contact Waste Management 447-1300.

❸ **Using Your Green Waste Cart:** Use your Green Waste cart to recycle Christmas trees anytime after the holiday with the following restrictions:

• Only clean trees are acceptable (no flocking, tinsel, or tree stands) • Trees must be cut into lengths that will allow the lid or cart to easily and completely close • If you have any questions please call 447-1300.

In Pleasanton call Pleasanton Garbage Service at 846-2042 or your local Boy Scout Troop for details.



We want to make your shopping easier!

◆ **“Free Plant-sitting”** We will take care of your plant purchase until December 24th.

◆ **“Special Orders”**: Can't find it? We can often special order it for you.

◆ **“Delivery”**: Ask about delivering that large or special item: charges are modest, with a minimum purchase.

Timeless Treasures

Choose gazing balls in festive colors

of blue, silver, red and gold to liven up the garden, Windchimes to share the melody of the breeze, and thermometers to measure time well spent in your garden!

For The Person Who Has Everything

Some great ideas for that “hard to shop for” person include: Rainchains, Bird feeders and seed for the bird lover . . . Charming Sundials tell the time and add beauty to the garden . . . A decorative hose faucet, an herb or bonsai book . . . will be a welcome gift for any friend . . . Alden Lane Gift cards for anything from tools to tulips to treasures from our gift department.

Roses Make Great Gifts

This December choose from our selection of roses for gifts for your gardening friends. We'll have all the new AARS winners, the new roses for 2009, old favorites, climbers, bush, tree and many more. We are delighted to offer the Legend rose inspired by Oprah Winfrey this year. And to make it more festive we'll add a bow and foil wrap.

Poinsettias Are Great Christmas Gifts

Not so long ago poinsettias were available only as plant with red colored bracts but thanks to decades of hybridization, poinsettias have been transformed into a holiday fashion plate. Your choices now include traditional red, white (cream to pure arctic white), pink, marble, and variegated varieties to plum and burgundy. Joel Robert Poinsett, the U.S. Ambassador to Mexico brought the first plants back to the United States. Over the years they have grown in popularity by selective hybridizing and have become the traditional Christmas plant for the holiday season Choose a nice bright and warm spot for your poinsettia to live away from drafts. Poinsettias are not good porch plants as they are not cold hardy. Alden Lane has a wonderful selection of poinsettias in a wide variety of colors.

So don't forget . . . Our greenhouse is stocked with these beautiful blooming Poinsettias, along with Norfolk Island Pines. Just ask and let us plant up a beautiful garden for your hostess gift!

Stocking Stuffers

Alden Lane is an ideal shop for stocking stuffers. We have a large selection of “How-To books, gloves, tools, seed packets, and gift ideas for your favorite gardener.

Gift Giving Treasures

Looking for a little something to perk up your home during the holiday season? Or maybe something to soothe your holiday hassled body? How about a way to say thank you to special helpers? We have lots of suggestions! Alden Lane Nursery is a great place to pick up those last minute holiday gifts. Think of it ‘a quality shopping experience’... no lines, close in parking, sales staff that has time to help and free gift wrapping. When in doubt a giftcard is always well received. Consider adding a little inspiration to the gift card with a box of fruit or a bouquet of flowers.



Alden Lane Pruning Demonstrations

Please call ahead to reserve a seat for these free and informative classes.

► **Sunday, December 7th & Saturday, December 13th at 1:00 p.m. - Pruning Basics with Jacquie**

Plan on attending one of these **FREE** informative workshops. Learn the basics to shape deciduous trees and shrubs, prune fruit trees properly, or get any of your own pruning questions answered.

► **Saturday, December 20th at 11:00 a.m.**

Join **Josh** for a class focused on nut trees and winter pruning. If you missed our earlier pruning classes, Josh will be happy to field all your pruning questions. **Fee: \$5.00.**

► **Saturday and Sunday, January 17th & 18th: 10 a.m. on Saturday and 1 p.m. on Sunday.**

Join us for our ever popular **Rose Care and Pruning Seminars** with presenters All American Rose Selections (AARS) consulting rosarians **David Lowell and Ken & Judy Jones**. David will present on Saturday, and Ken & Judy on Sunday. They will speak about proper pruning techniques, feeding, and general care as well as the best varieties for the Valley. Call (925) 447-0280 for more information.

► **January 24th from 11:00 a.m. to 12:45 p.m.**

Rose Care and Pruning repeated at Alden Lane with consulting rosarians **Ken & Judy Jones**.

► **January 24th from 1:00 to 2:30 p.m.**

Grape Care and Pruning here at Alden Lane Nursery with **Jim Ryan of Concannon Vineyards**.

Las Positas College Horticulture Classes

Call now for registration information for great horticulture classes – 373-5800. The spring semester begins January 20th. You can log on www.laspositascollege.edu. Register now! In addition to great Horticultural offerings check into the Viticulture and Winery Technology classes.

3rd Annual Orchids Under the Oaks Pathways to Paradise

January 10th & 11th
10 a.m. to 4 p.m.

If you've never experienced the Alden Lane Orchid Show you are in for an absolutely delightful experience! Our "Pathways to Paradise" theme will lead you to a wonderland of exotic orchids – right here in your own Livermore backyard! Your tropical vacation begins in our Greenhouse filled with beauty unsurpassed by any island getaway, and on to our Orchid Marketplace where vendors from throughout California entice you with a vast array of obtainable orchid treasures. Don't forget to attend one of the free lectures (they will be posted on our website this month) on various orchid topics, talk with our onsite Orchid Doctor, or enter to win a hobby greenhouse! It will be an event you will want to attend with friends and family, so mark your calendar TODAY! Orchids Under the Oaks has **FREE ADMISSION** and the venue is all our Alden Lane buildings, so you'll be warm and cozy.



Orchids 101

Get all your orchid questions answered in this ongoing 1½ hour orchid workshop. You are welcome to bring an ailing orchid or two and get advice from the expert. All the basics are covered, and then some – so, come out and find the answers to why your orchid doesn't bloom. This class happens every 2nd Saturday of the month at 11 a.m. and our class this month is December 13th. The cost is \$10 - bring a friend for **FREE!** Sign up with our Alden Lane cahiers in person or by phone.

Win A \$75 Shopping Spree At Alden Lane!!!

Fill out the entry blank and drop it in the contest box at **Alden Lane Nursery by December 12th**

Drawing to be held on Friday, December 12, 2008 so

you'll have time to come and select the perfect gift for someone on your list . . . *or just for you!!*

No purchase necessary to enter.
Need not be present to win.



SHOPPING SPREE

December 2008

Name: _____

Address: _____

City: _____

Phone: _____

Email: _____

Yes, I would like to receive the newsletter online.

SPECIAL COUPON

Present This Coupon & A Canned Food Item
TO RECEIVE FREE

A 4 inch Primrose!!



(\$2.19 Value)

Food Donations are Optional. All donations go to local relief agencies. One coupon per family, please!
Offer Good December 1-24 & 26, 2008.

HOW TO FIND ALDEN LANE NURSERY



Happy Holidays, Merry Christmas and Happy New Year to all of our customers and their families. We hope you all enjoy this special time with family and friends.



**981 Alden Lane
Livermore, CA 94550
(925) 447-0280**

Change Service Requested

**IMPORTANT!
Time Critical
Please Deliver Promptly**

PRSR STD
U.S. POSTAGE
PAID
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Livermore, CA