



# Alden Lane Nursery Newsletter

DECEMBER 2007

Serving You Since 1955

981 Alden Lane, Livermore, CA • [www.aldenlane.com](http://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.
- **Livermore-Almador Valley Garden Club** meets on Tuesday, December 4th at Alisal Elementary School multipurpose room, 1454 Santa Rita Road, Pleasanton. The speaker is **Rose Level** from **Morning Sun Farms, Sacramento**. Her topic is *"Herbs and Gifts from the Garden"*.  
On January 8th join **Bobbi Feyerabend**, of **Feyerabend and Madden**, a landscape architecture firm talking about garden structures. Visitors are welcome. The location this month is the Walnut Grove Elementary School, 1999 Harvest Road, Pleasanton. For more information call 925-417-8809.
- On Sunday, December 2nd from 11 a.m. 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.
- **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** is accepting applications for 2008. 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](http://www.BayFriendly.org) to apply on-line or download an application.
- And don't forget to add some zing to your cooking. **Garlic starts are here**. Plant garlic now through early January for the best results.

## Happy Holidays!

*Welcome to Alden Lane's celebration of the winter season. We've decked the halls and everywhere else too!*



### Bring the Fragrance of Christmas Indoors!

Decorate the house with fragrant holiday greens. Boughs of fir, cedar, pine and spruce are great garnish for tabletops and mantels. Our fresh cut supply is here. All these greens are wonderful elements to make garlands, swags and wreaths. Stop in and pick up fresh pre-made pieces that are ready for you to customize with your favorite bows, cones, berries and ornaments or leave the garnish to us.

Don't forget to decorate your porch, patio or garden with colorful blooming plants. Sasanqua camellias are in their glory. Each has a different flower form and growth habit. Bright red "Yule Tide" is a seasonal favorite.

Cyclamen are in full bud and bloom. These cool season lovers 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.

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

Stop by the nursery and pick up our **FREE 2008 Alden Lane Rose Handbook**. Over 300 varieties are featured and we provide lots of information on fragrance, size, color and bloom frequency. We also have special handouts pertaining to the following topics: Exceptional Fragrance, Cutting, Disease Resistance, and Alden Lane's Employees Favorite Varieties. You can also access these lists by going to our website: <http://www.aldenlane.com>.

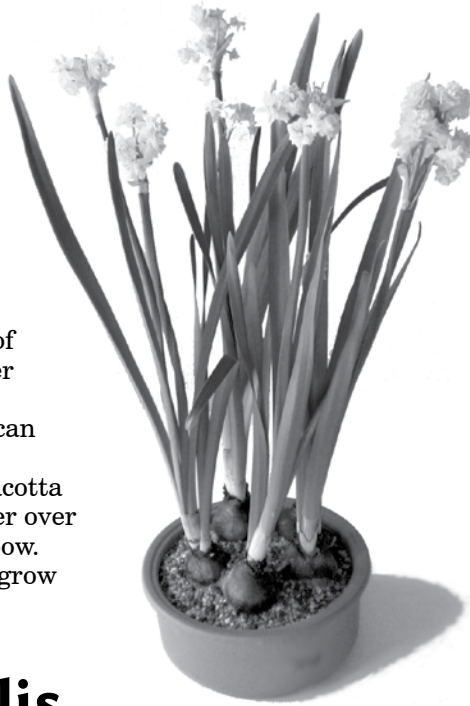
### Alden Lane's Holiday Hours

- ◆ Christmas Eve closing at 4 p.m.
- ◆ Closed Christmas Day, December 25, 2007
- ◆ 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 p.m.

# 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.



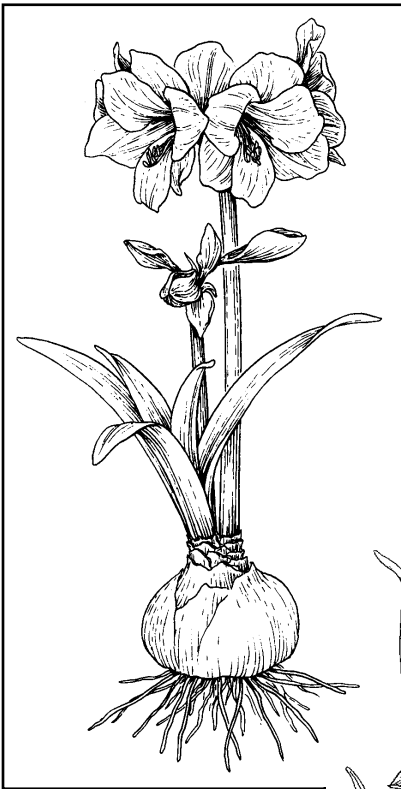
## 2nd Annual Orchids Under the Oaks

January 12th  
& 13th  
10 a.m. to  
4 p.m.



Don't miss our **Orchid Alley Marketplace** featuring orchid vendors from throughout California. Visit the informative educational exhibits, our **FREE** Orchid workshops and our must see greenhouse exhibit displaying hundreds of fantastic orchid 'Gems of the Jungle' in all their colorful splendor. All this and more . . . **held in our heated indoor spaces**. You won't want to miss the tropics here in your own Bay Area.

# 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 4 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.

This year we are featuring a collection of the largest amaryllis bulbs I have ever seen. 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 summer's 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, clean it up by removing all the foliage, then begin to water it again, it will bloom for you year after year.



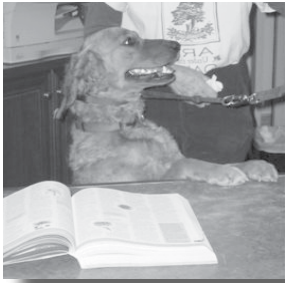
### Special Notice!!

1/2 OFF  
All Spring  
Flowering  
Bulbs

(except for Amaryllis  
and Paperwhites)

# 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 peach-leaf curl and other destructive diseases and pests. Use Copper Dormant Spray plus Master Nursery Spray Grip.
- ♪ Protect frost tender plants when frosts are expected. Spray with Cloud Cover, use Fast Start Plant Blanket Fabric or cardboard boxes to cover. Try not to let the covering material rest on the plant. Uncover the plant during the day unless using the plant blanket. 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.
- ♪ Pruning workshops will be held December 8th at 1 p.m. and December 9th 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 \$10 class fee will be returned to you in a coupon plus you'll receive a gift pack.** Call ahead to register and prepay for this very popular class.
- ♪ 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.
- ♪ Holiday greetings! Many thanks for your patronage. The staff of Alden Lane Nursery wishes you a prosperous and healthy new year.
- ♪ Take care of gift plants by placing them in a comfortable, well-lit area of the home. Punch a hole in the foil covering for drainage. Place away from drafts.
- ♪ Move your living tree outdoors right after the holiday. Care for gift plants such as azaleas & camellias by placing them outside also where they'll thrive in cooler temperatures.
- ♪ Prune 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.
- ♪ 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, rhubarb pies, and fresh fruit for your cereal – yum yum! You can set our strawberries, rhubarb, raspberry, blackberry and many other cane fruits. If you like asparagus and artichokes we have starts for those too. Come by and let us help you choose your favorites.
- ♪ Every garden needs a rose. It's the queen of the garden, noted for both its beauty and fragrance. Join us for our annual rose care clinic on Saturday and Sunday, January 19th and 20th, 2008 at 10 a.m. on Saturday and 1 p.m. on Sunday.
- ♪ Set out winter blooming annuals for a garden filled with blooming color. Choose primroses, pansies, Iceland poppies and more. Check with the staff.



## Hailey's Comments

Happy Holly Day from the canine world of Alden Lane. I am Hailey, the resident nursery dog. I'm counting down the "12 Dogs of Christmas" waiting for the **Photo Shoot with Santa**. December 1st and 2nd Santa himself, dressed

in his Red Faux Fur Coat, will be waiting for your pets and you or your tykes to ascend into the ornately decorated jolly sleigh with Santa. Dog-U-ment your precious litter for your annual newsletter with this unique photo op showing off your pedigree (benefitting Valley Humane Society). Nuzzle your way under the toy train, suspended above the specialty trees decorated for your teacher, favorite pet or tea lover. Avoid the embarrassment of the dog house by finding the perfect gift for the gardener, birder, chocolate lover, or seamstress. Fresh greens for decorating your kennel hearth or for making a wreath are sold by the yard. May this season allow you to reunite with your own pack.

Paws for Reflection: Remember as you paw around the malls: "The average dog is a nicer person than the average person." — Andy Rooney

## THANK YOU! For Making Fall Festival A HUGE Success!!!

- The Zollars for Kids Tours, Hayrides and goody bags!
- Harvey Bumble for being our Fall Festival Ambassador!
- The VanArkles and Hole Families for the wonderful antique farm equipment demonstration – Josh and Jacob were great!
- Stacey Young for her great ponies & petting zoo.
- Carol Ridings for coordinating the Girl Scouts
- A HUGE THANK YOU!!!! to all the Scout troops who came out to help with our games and activities.
- Congratulations to all of our pumpkin growers, scarecrow makers, and coloring contest entrants!



## Santa Claus is Coming to Alden Lane Nursery!

**Hey Kids!** Grab your Mom or Dad and head for Alden Lane Nursery on December 8th from 11 a.m. to 1 p.m. to get your Christmas photo taken with Santa!

We have a beautiful sleigh for you and Santa to sit in. And while we're snapping your photo you can tell Santa everything that's on your wish list! See you there! Don't forget!



## Get A Photo of Your Favorite Pet Sittin' With Santa

**December 1st & 2nd  
10 am to 2 pm**

**Sponsored by the Valley Humane Society and Alden Lane Nursery**

Bring your favorite friendly pet (dogs on leashes and cats in travel carriers) for a special photo opportunity with Santa. For a nominal fee of \$20, Valley Humane Society's professional photographer will take (2) high quality 4 x 6 photos of your furry or feathered angel for you to treasure. Alden Lane will be donating the proceeds to the Valley Humane Society.

And while you're here with Fido and Polly stop by and see our **Bones and Tuna Tree** filled with dog and cat ornaments.

# Come and Join us for a Tuscan Vineyard Christmas!

**December 1st & 2nd. Celebrating Animals weekend!**

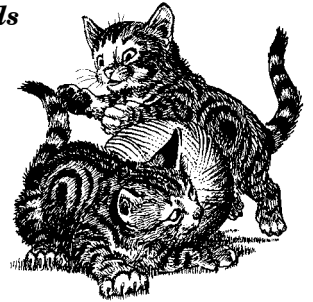
• **Pet Photos with Santa, Birds of a Feather & Lords A Leaping.** (You know those regal frogs!) Don't miss having your pets photo taken with Santa. This Valley Humane Fundraiser is from 10 a.m. to 2 p.m. both days. You will receive two 4" x 6" photos for your donation. **Enjoy a 10% discount on all Bones and Tuna tree ornaments, Birds of a Feather tree ornaments and Lords a leaping tree ornaments.**



• **Birds and Nests and Skulls** is a special program offered at 1 p.m. on Saturday, December 1st by local naturalist, John Mottashed. Bring the kids to learn about local birds and animals. **Call ahead to reserve a spot in this special FREE program.**

• **Bird class** on Saturday December 1st at 2:30 pm – **Hummingbirds & Butterflies** – Learn how to attract hummingbirds and butterflies to your backyard! What to plant and how to garden to support the fluttering beauties.

• **Saturday & Sunday Kids Club Project** – Make your own Bird Seed Feeder to feed the birds in your backyard! This is an ongoing event from 11:00 to 4:00.



**December 8th & 9th. "Dig It Weekend". Celebrate the gardeners in your life.**

*10% off of the Dig It Tree Ornaments – Gardening Tree*



• Saturday and Sunday, December 8th & 9th 11:00 – 4:00: **Learn how to create a gardeners gift** for your special gardener. Is your gardener a Bonsai or Orchid enthusiast? How about a budding gardener or a full bloom gardener? Whatever the interest, we can help to put together a fabulous gift. This is an on-going demonstration, just drop by to learn about gift possibilities.

• **Don't Forget Santa!** Visit Santa at Alden Lane on December 8th from 11 a.m. to 1 p.m. Make your plans and your wish lists for your visit with the happiest guy of the holiday season.

• **Bulb Planting Workshop**, Saturday & Sunday,

December 8th & 9th. Drop in between 11:00 and 4:00 to plant up a pot of bulbs. Bring in your own pot or select one here. We will help you pick an assortment of bulbs, layer them in a pot with potting soil and top them off with winter annual color. Price depends on quantity. **Service is free, soil is free.**

**December 15th & 16th. Iced Chocolate Weekend**

*10% off Iced Chocolate Tree Ornaments*

• Saturday & Sunday 11:00 – 4:00: Come in and enjoy the wonderful taste of chocolate by dipping some treats into our **chocolate fountain**.

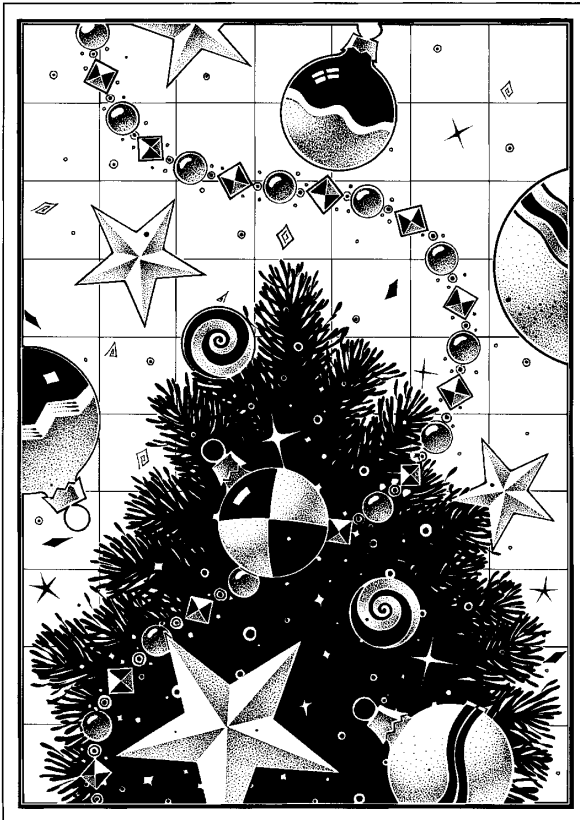
• Kim Fuller will be here selling her **fabulous Marshmallow treats**. Chocolate covered marshmallows would be a delight for anyone on your Christmas list. Don't miss her on Saturday and Sunday from 11 a.m. to 4 p.m.

• Delight in the scent of chocolate by trying the **Mint Chocolate Body Butter** from **Bonny Doon Botanicals**.

• **Enter to win** a Menus & Music "Chocolate Bliss" recipe and music collection. Winner to be announced Sunday, December 16th at 4:00.



# Classic Conifers for the Holidays and Your Garden!



*Japanese White Pine* or 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 for 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 (helpful hint-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.

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 blue-ish hue of

## Livermore Recycles Christmas Trees 3 Ways

① Boy Scouts of America Annual Fund-Raiser: **TREE PICKUP DAY**  
Saturday, January 5, 2008.

For a nominal donation, local Boy Scouts will pick up Christmas trees on Saturday, January 5th. Call no later than December 30 to schedule your pick up. You can visit them on line at [www.begreen.tv](http://www.begreen.tv) or call 373-7815.

② **Special One-Time Tree Pickup** - Week of January 7, 2008. 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.

③ **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.

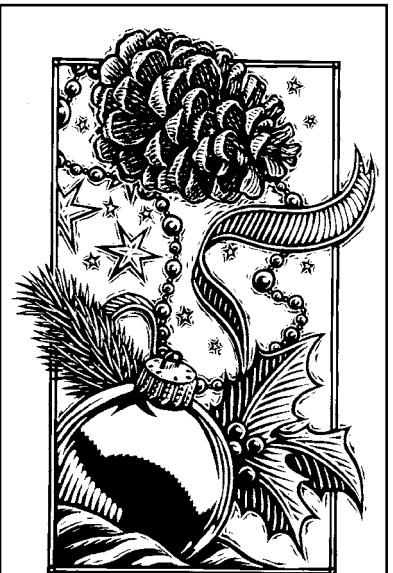
In Pleasanton call Pleasanton Garbage Service at 846-2042 or your local Boy Scout Troop for details.

## Progressive Christmas Sale

Do you love shopping for deals? Then we have our Progressive Christmas Sale this year 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 21st  
**10% OFF**  
December 22nd  
**20% OFF**  
December 23rd  
**30% OFF**  
December 24th  
**40% OFF**  
December 26th  
**50% OFF**



**Redeem  
Holiday Cash  
Thanksgiving  
til December  
24th!!**

# Gift Giving Treasures from Alden Lane

Looking for a little something to perk up your home during the holiday season? Or maybe something to soothe your holiday hassled body? 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 gift card is always well received. Consider adding a little inspiration to the gift card with a box of fruit or a bouquet of flowers.

## Poinsettias Are Great Christmas Gifts

Did you know that poinsettias are native to Mexico? They were first introduced by Joel Robert Poinsett, the U.S. Ambassador to Mexico. Over the years they have grown in popularity by selective hybridizing and have become the traditional Christmas plant for the holiday season. Come see all the new varieties for 2007! 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. Red cyclamen are a great outdoor decorating alternative.

## From the Greenhouse

Our greenhouse is stocked with beautiful blooming Poinsettias, along with Norfolk Island Pines, and beautiful Red Flowering Amaryllis. Just ask us and we'd be happy to plant up a beautiful garden for your hostess gift!

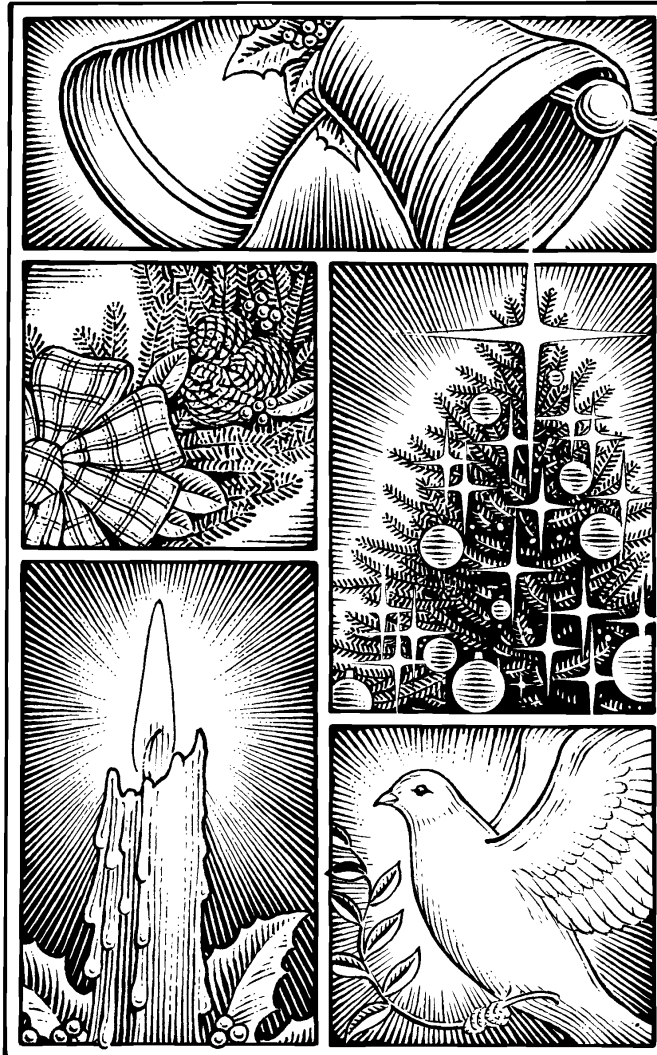
## Roses Make Great Gifts

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 2008, old favorites, climbers, bush, tree and many more. We are delighted to offer the NEW *April in Paris* rose this year. And to make it more festive, we'll add a bow and foil wrap.

## Gifts For All Seasons

We want to make your shopping easier!

- **"Free Plantsitting"**: 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.



## 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.

## For The Person Who Has Everything

Some great ideas for that "hard to shop for" person include:

- Rainchains, Rain gauges, Bird feeders and seed for the bird lover
- Charming Sundials to measure time well spent in your garden!
- A decorative hose faucet, an herb or bonsai book
- An African Violet Pot will be a welcome gift for any friend
- Alden Lane Gift Cards for anything from tools to tulips to treasures from our gift department.

## 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.

## Shopping for Kids

... is fun at Alden Lane's garden store. Don't miss the fun knee pads and gloves in ladybug or frog prints! You'll find bug catching kits, birdhouse kits, stepping stone kits and much more.

## From the Gift Shoppe

Did you know our Christmas Shoppe features a huge selection of ornaments? We feature a wide variety of styles and types. There is something for the outdoor adventurer, and animal lover. We also have ornaments for the tea drinker, quilter, Irishman and wine lovers. Wait 'til you see our collections!

# Alden Lane Pruning Demonstrations

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

► **Saturday, December 8th & Sunday, December 9th at 1:00 p.m. - Pruning Basics**

Plan on attending one of these informative workshops and learn the tricks of the trade to shape deciduous trees and shrubs, prune fruit trees properly or get any of your own pruning questions answered. **A \$10 class fee will be returned to you in a coupon, plus you'll receive a gift pack.** Call ahead to register and prepay for this very popular class.

► **Saturday and Sunday, January 19th & 20th: 10 a.m. on Saturday and 1 p.m. on Sunday.**

Join us for our ever popular **Rose Care and Pruning Seminars** led by All American Rose Selections (AARS) Consulting rosarian **David Lowell** will present on Saturday; and a **member of the Mt. Diablo Rose Society** on Sunday. They will speak about proper pruning techniques, feeding, general care as well as the best varieties for the Valley. Call (925) 447-0280 for more information.

► **January 26th: Don't Miss These Great Classes at Concannon Vineyard. Roses & Grapes**

The experts at Concannon Vineyard, 4950 Tesla Road, will host both rose and grape pruning demonstrations on Saturday, January 26th. Rose pruning and care with consulting rosarians **Ken and Judy Jones** will take place from 11 a.m. to 12:45 p.m. followed by the Grape pruning demonstration 1:00 p.m. – 3:00 p.m. with Concannon expert **Jim Ryan**.

## Las Positas College Horticulture Classes

Call now for registration information for great horticulture classes – 373-5800. The spring semester begins January 22nd. You can log on [www.laspositascollege.edu](http://www.laspositascollege.edu). Register now! In addition to great Horticultural offerings check into the Viticulture and Winery Technology classes.

## Choose Some of The Best Pruning Shears

Felco brand pruning shears are the highest quality pruning shears we are aware of, worldwide. They are imported from Switzerland and are built with such quality they have been known to last for decades. We invite you to place a pair in your hands and compare the feel and fit to other pruners. We have a hands-on display to help you explore your options. After you sample a pair you think you will want to add these to your own wish list. Or you may want to buy a pair for another gardener in your home who won't mind if you borrow the pruners from time to time for your own use.

## Don't Miss Out on the Kids Stepping Stone Class!

Saturday, December 8th at 10:30

We make the mess, your kids get to be as creative as they wish, and we clean it up. Always a popular gift you know will be treasured and enjoyed years from now.

A stepping stone decorated by a child with little pieces or memorabilia and a hand print with a date will capture a moment in stone to be enjoyed more and more with the passage of time.

We will have 9" x 9" 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.



## 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 14th**



**Drawing to be held on Friday, December 14, 2007** 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 2007

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 Porcelain Snowman or Santa Ornament!!



(\$2.99 Value)

Food Donations are Optional. All donations go to local relief agencies. One coupon per family, please!  
Offer Good December 1-24 and 26th, 2007.

# 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**  
PERMIT #274  
Livermore, CA