



What's Growing On?

Steuben Landscaping & Floral Center

64476 Route 415 Wayland, New York 14572

APRIL 2005

FLORIST shop GARDEN center GIFT shop
585-728-3500 www.steubenlandscapingandfloral.com

Dear Friends in Gardening!

Our roots run deep...and so does our commitment to you. In 2005 we plan to serve you even better by launching our colorful new website — www.steubenlandscapingandfloral.com

Special thanks to Dirk Traphagen & Kurt Sample for making our website vision come true.

Explore our extensive selection of nursery stock & gardening supplies, decorative garden & home accents & our beautiful flower & gift shop filled with fresh flowers, silk floral designs & gifts to be treasured. We'll post weekly & monthly specials available throughout our store, plus timely gardening tips. You can check store hours, as well as, dates, times & topics of seminars & workshops. Our website also provides interesting links for the info hound in us all.

Browse our florist pages filled with gorgeous close-up photos of fresh floral designs for proms, weddings, funerals & everyday celebrations — each piece lovingly created for our customers. Now you can also place flower orders with our shop via e-mail — for local delivery or long-distance TELEFLORA delivery — we're just a few clicks away.

Please give our website address to friends & family so they can share in the fun too.

Be sure to view our landscaping pages for just a few of the many projects installed by our professional crew — water gardens, plantings, retaining walls, patios & more. Thinking about landscaping? You'll certainly get a few ideas for your home or business, and we stock the supplies you need to do the job.

Or, if your prefer, contact Denny to schedule a landscape design & installation consultation.

Wishing everyone "The Perfect Spring"

Jim, Ria, Kristy, Beth, Denny, Cris, Becky, Courtney, Nick, Jackson, Joshua & Patrick

ENDLESS SUMMER HYDRANGEA ...the first large-leaf hydrangea that is reliably hardy in our region...

It blooms on both old and new wood repeatedly all season long & is hardy even in Zone 4 climates! WOW!

During its introduction in spring 2004, we sold out of this winner in just two weeks. Be sure to stop in early.

Endless Summer Hydrangea produces showy mops of clear pink blooms in alkaline soils or blue blooms in acidic soils. Stop in so we can recommend the right product to achieve these results. Allow 3'-5' mature width and height for each plant. It thrives in dappled shade or small amounts of sun, and although **Endless Summer Hydrangea** requires well-drained humusy soil, it also requires generous watering at all times. **Endless Summer Hydrangea** is an excellent choice for foundation, specimen & shrub or perennial borders. Its long, straight stems are ideal for cut flower bouquets...especially romantic when paired with garden roses.



ALSO BE ON THE LOOK OUT FOR THIS FANTASTIC NEW PLANT...Now available at our garden center: 'Tiger Eyes' Sumac—rosy pink leaf stems carry deeply-cut leaflets that emerge chartreuse green & quickly change to yellow. Magnificent golden summer color becomes a

dramatic show of yellow, orange and intense scarlet in autumn. A real winner. Grows 6' x6' and is hardy in Zone 4.



April is National Gardening Month

(www.garden.org)

This year's theme is "Add Beauty to Life"

◇ *Plant a pot of flowers & give it to someone...a great sharing idea for all ages*

◇ ENTER OUR 2005 EARTH DAY POSTER CONTEST

Please note name, address & phone number on back of 11"x14" or larger poster that shows how we can care for our earth

-- open to kids in 2 age groups: K-3rd grade & 4th-6th grade —

All entries will be displayed at our store

Prizes in each age group will be awarded on Sun. 5/8

Join us for our Spring Celebration Open House



Sat. April 30th & Sun. May 1st

◇ FREE balloons & lollipops for the kids
"Steubenland" play area is now open
for "sprouts" to enjoy while you visit our store

◇ 50% off select Statuary & Planters
Gazing Balls & Gazing Ball Stands

◇ Outdoor Flags...BUY 1, GET 1 FREE

◇ All 4" Perennials...BUY 2, GET 1 FREE

Be sure to check store coupons on page 3 for more savings!

FINDING YOUR FOUNDATION

In the late Victorian era, planting shrubs along a home's foundation was widely encouraged to provide a barrier against cold winter winds & hot summer sun, or to cover unsightly cement-block foundations. Although this "historic" foundation planting strategy is still useful for some older buildings, modern architecture & improved insulation techniques allow us to move into more creative landscape designs that enhance each home's unique character & address the needs of the family that lives there.

The outdoors can truly become an extension of your home & modern lifestyle. Landscapes intermingle with container gardens adjacent to patios perfect for family get-togethers & raised vegetable beds (great for older or handicapped gardeners). The endless parade of new perennials, annuals & tropical plants have given us a huge palate of colors, textures & fragrances to enhance every corner for a more informal & naturalistic setting.



WHEN DO I USE PEATMOSS?

- ◇ Peat moss retains up to 20x its weight in moisture, releasing water slowly to plants as needed = less watering
- ◇ Clay soils can be "loosened and aerated with peat moss, allowing proper root growth & healthier plants"
- ◇ Sandy soils amended with peat moss will have added "body" which helps retain both water & nutrients
- ◇ Peat moss stores fertilizers and assists in their slow release, dramatically reducing leaching
 - ◇ A layer of peat moss protects soil from hardening
 - ◇ Peat is free of insects, weeds, seeds, salts & chemicals
 - ◇ Work 2" of peat moss into top 6" of soil for new lawns & flower & vegetable gardens
 - ◇ Work 1" of peat moss into soil for existing gardens
 - ◇ Spread 1/2" of peat moss into lawn when "top dressing"
 - ◇ Mix one part peat moss to 2 parts soil when planting trees and shrubs...be sure to combine peat moss with soil to prevent water from pooling under the root system of the plant



Designing Now for Winter Weather

Although it is tempting to develop a landscape by focusing solely on colorful plant materials which brighten our lives during the warmer months, it is also wise to consider practical priorities such as snow removal during cold weather months.

Keep plenty of open space on either side of sidewalks for "snow melt zones" — ideally these areas should slope gently away from sidewalks to prevent melt runoff from creating slick surfaces when refreezing occurs.

In areas where deicing chemicals are used, sodium chloride (rock salt) frequently damages plants. Plant injury occurs both from salt spray "burns" to the foliage as well as salt runoff which soaks into the topsoil and corrodes roots. In these areas, consider salt-tolerant plants such as bayberry, mock orange, aronia, winterberry holly, yucca & select maple trees: Norway, amur & hedge varieties.

Is Your Home or Business Ready for a Makeover?

Stop in at our garden center

◇ Experienced staff on site 7 days a week to assist "do-it-yourselfers"

◇ Soil tests done here —@ no charge — bring soil sample in bag

◇ Professional landscape design & installation services

Call 585-728-3500 ext. 2 or e-mail denny@steubenlandscaping.com

foundation plantings	terraced gardens
patios walkways	outdoor living areas
fire pits retaining walls	water gardens
cascades & fountains	perennial gardens



20 years of customer satisfaction

2 year guarantee on all projects



◇ EVERY MONDAY is SENIOR CITIZENS' DAY (55 years & over)

Stop in & save 10% off regularly-priced merchandise throughout our store*

* offer excludes special orders, Teleflora wire orders & the purchase of gift certificates

◇ QUANTITY DISCOUNTS EVERY DAY OF THE YEAR (for all customers)

Buy 10, Get 1 (same) FREE — bagged soil, bagged mulch & bagged stone products



SPRING FEVER TIPS...

When forsythia blooms it's time to apply crab grass control to your lawn...hold off fertilizing or adding Weed 'N Feed to your lawn till Memorial Day...your lawn will be healthier & more resistant to disease, insect & drought problems if your mower blade is sharp & raised to cut at a 3" ht.

Start spinach seeds indoors now & transplant or direct seed in early or mid-April...spinach is fast-growing and short-lived, so plant more seeds every 6-10 days for about four weeks & give them plenty of nitrogen & water...**Traditionally peas should be planted outside on St. Patrick's Day - here's a way to avoid seeds rotting in cold, wet ground before they sprout.** A week before planting, soak pea seeds in a covered bowl of water overnight. Drain & rinse them in the morning. Continue to rinse & drain them once a day, keeping them wet for approximately one week till a long root sprouts & the start of a small green shoot appears. At this stage, plant them in the garden, aiming the root down into the soil, leaving the sprout just above the surface.

Create healthier soil the 100% natural, organic way by using earthworm castings. This safe, odorless secret weapon of avid gardeners enhances plant health & growth because it is teeming with beneficial microorganisms, enzymes and bio-active substances. These health-enhancing qualities are effectively applied as a watering additive, foliar spray or top-dressing for outdoor flower, vegetable or perennial gardens and especially container plantings & potted houseplants.

...SPRING FEVER TIPS

Cover newly mulched areas to a depth of 3-4". "Hills" of mulch encourage shallow root growth. Apply only 1-2" over existing mulch & lightly rake the surface at mid-season to refresh the appearance of your landscape. **Here's an extra note-worthy tip...apply Preen to the weed-free planting bed & then water lightly before adding fresh mulch to create a barrier that prevents weed seeds from germinating from below.**

A reminder...color-enriched mulches need several hours of sunshine to "bake-in the color" after being applied; an early rain may cause color to leach.

If you use recycled tires for raised beds, plant only flowers in them; chemical residue on them will leach into veggies.

To remove rust from gardening tools, rub the area with a new steel wool pad soaked in liquid soap, then dipped in turpentine. Finish by polishing with crumpled aluminum foil.

Hummingbirds facts...experts advise hanging feeders at least two weeks before they are due to return, in our area that's usually around Mother's Day. The same hummingbirds will return each year to a reliable food source. Thwart an aggressive humminbird by hanging feeders closer together, so the feeding ports can't be dominated by one fellow. Controversy continues over the need for perches on hummingbird feeders, but perching does save energy on cold days & early in the morning after a cold night. Bring feeders in on cold nights to prevent nectar from freezing; keep nectar fresh.

Valued Customer Program enters 12th YEAR ...each calendar year offers another set of discounts

*Our loyal customers are rewarded with a series of savings opportunities throughout each year ***
No matter what the season...there's always a reason to visit us!*

- ◇ **A 10% "Shopping Spree" discount** is earned after the customer's accumulated purchase totals exceed \$250. This one-time savings opportunity expires on 12/31/05.
- ◇ When purchase totals exceed \$500 the customer receives a **\$25 Holiday Thank-You Gift Certificate** redeemable during November & December 2005.
- ◇ When purchase totals exceed \$750 the customer receives **"GREEN BUCKS"** the following January **equal to 10% of the amount exceeding \$750** seed money for spring!

*****Be sure to provide us with your name & address so you can receive our newsletter & give you "credit" for every item you purchase at our garden center, flower shop or gift shop. I have asked staff to verify customer names, addresses & PO Box numbers. The implementation of 911 in our area has affected many customers & we want to be sure our newsletter reaches you. If you prefer, you can choose to receive the newsletter by e-mail, instead of postal mail. Just send your e-mail address to us at: jim@steubenlandscaping.com**

CLIP...REDEEM...SAVE.....on GARDENING GOODS plus HEARTH & HOME GIFTS

Buy 1 GET 1
(lesser value)
Bridgewater Candles
in gift shop display
Coupon valid thru 5-8-05

50% OFF
Adirondack items
in gift shop display
Coupon valid thru 5-8-05

25% off
Colorful garlands
"berried & beaded"
Coupon valid thru 5-8-05

50% off Motion
Sensor Sprinkler
Deters nuisance animals
Coupon valid thru 5-8-05

Store hours: Mon.-Sat. 9-7 Sun. 10-5....floral deliveries Mon.-Sat. 9-5



**(585)
728-3500**

MOTHER'S DAY is Sunday, May 8th

Plan to send some love today!

**We deliver locally
& worldwide via TELEFLORA**

- ◇ **FRESH CUT FLOWERS & BOUQUETS**
- ◇ **BLOOMING POTTED PLANTS**
- ◇ **DISH GARDENS**
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NOW YOU CAN ORDER FLOWERS ON-LINE

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www.steubenlandscapingandfloral.com



Check out our creative floral designs

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MEMORIALS & FUNERALS
PROMS & WEDDINGS
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64476 Route 415

Wayland, NY 14572

Store hours: *Mon-Sat 9-7 Sun 10-5*

585-728-3500

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www.steubenlandscapingandfloral.com

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Never forget another special occasion!



WHY WAIT FOR SPRING?

Fresh cut flowers are always available

BYOB or other unusual container (even an old teapot or a useless shoe) & we'll fill it with a spring bouquet of fresh flowers or quality artificial flowers to enhance your home or office.

TIME to order a spring wreath or cemetery urn.

Don't forget loved ones & pet gravesites!

PRSR/STD
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WAYLAND, NY 14572
PERMIT NO. 29

FLOWER shop GARDEN center GIFT shop

We have everything you need...open all year!

GIFT CERTIFICATES are available year-round in any denomination for any occasion—no expiration date