



What's Growing On?

Steuben Landscaping & Floral Center

64476 Route 415 Wayland, New York 14572

Summer 2005

FLORIST shop

GARDEN center

GIFT shop

585-728-3500

www.steubenlandscapingandfloral.com (be sure to check us out today)

Dear Friends in Gardening...

As usual, spring was full of "weather" surprises...mostly whether or not to plant(!), but summer is finally here & so are flowering plants of all kinds. **It's a perfect time to round out your garden with shrubs & perennials that will provide color throughout the summer & into the fall.** Remember to add seasonal interest during the long winter months; picture brilliant red berries on holly bushes, the graceful sway of silvery-pink ornamental grasses & picturesque black shadows of curly willow against a blanket of white. We can also provide you with information on how to build a habitat for wildlife.

Our customers often ask "Can I plant this now?" "When is the best time to plant this shrub?" "Is it too late to plant perennials?" **Contemporary nursery growing techniques use containers & B&B root systems making it possible to plant anytime the ground isn't frozen, with the exception of a few plants that must be installed by late fall.**

We continue to restock our shrubs & perennials throughout summer & autumn months to ensure you have the best selection of nursery stock at all times. **Good plant care practices are always necessary for plants, regardless of the season.**

We also recently restocked our water garden plants & supplies, soil products, including container mix & complete planting mix, & bulk mulch products. **As always, our cash 'n carry trees, shrubs & perennials are guaranteed for a full year from the date of purchase; installed landscape projects are guaranteed for 2 years. We are ready to help & guide you every step of the way.**

Here's a great idea for "no time to garden" people; try container gardens. Combine tried & true annuals with perennials, tropicals & indoor plants, for an unforgettable bouquet that can be moved at a moment's notice. A small (container) vegetable or herb garden requires minimal care & can be a source of enjoyment, especially for the elderly.

If your garden is "complete," add or change some "points of interest." A unique birdbath...an old chair or ladder to train ivy... a rowboat brimming with annuals...will give your home & garden a charming quality that reflects your personality.

Remember, you can redecorate your garden just like you redecorate your home!

For those who crave bouquets of flowers inside their home, consider planting a "cutting garden" for months of fresh flowers just an arm's length away. Try cosmos, delphinium, foxglove, roses, baby's breath, forget-me-nots...use your imagination!

As always, gift certificates, dish gardens & gifts are available for all those special reasons & wonderful seasons.

We look forward to seeing you again soon! Jim, Ria & staff

Be sure to check out these new products

- * **Red Plastic** - to spread between veggie rows to speed up the ripening process for tomatoes, melons, etc.
- * **8.25" Potted Beefsteak Tomato Plants** - 3+ ft. tall
- * **Tropical & Indoor Plants** - starter plants, floor plants, hanging baskets...delivered fresh weekly to our store
- * **Glass Gazing Balls** - 7" to 10" ...new, unique colors



◇ **EVERY MONDAY is SENIOR CITIZENS' DAY (customers 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 on these bagged products: soil, mulch, stone

CHRISTMAS in JULY.....BUY YOUR GIFT CERTIFICATES NOW



We'll add 10% to the value of each gift certificate purchased this month

(i.e., Buy a \$50 Gift Certificate & we'll make it worth \$55) No expiration dates...use them now or later.

GREAT FOR ANY OCCASION...weddings, anniversaries, birthdays, holidays & special events

GARDENERS' GOSSIP



◇ **Remove “sucker” growth, especially on fruit trees, throughout the growing season.**

All suckers on limbs (water sprouts), or growing from the root, need to be removed. Small suckers can be snapped off; while larger sprouts require pruning. Be sure to remove the whole sucker or it will probably grow back quickly.

◇ **Keep deer, rabbits and other “critters” out of your garden by designing a living fence.** Place posts at regular intervals and then tie two rows of from post to post. Fill the space between posts, with heavy-duty twine and other climbing plants. Deer hate to get tangled in giant sunflowers, pole beans, cukes, and other climbing plants.



◇ **Fill ice cube trays with homemade vegetable stock.** When the cubes have set, empty them into a labeled zip lock bag. What a great way to make sure leftovers aren't wasted. What a treat for you next winter!

◇ **Here's a “paper clip tip” for drying herbs.** Use a rubber band to tie up herb bunches & then insert a partially unfolded paper clip into the wrapped rubber band. Hang each bunch of herbs by the “hook” in a dry area with good ventilation until they are needed. They're easy to remove & use.

◇ **Spice up fresh strawberries.** Add a grind or two of fresh black pepper. It brings out the high notes in the strawberries the fruit's natural sweetness.



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◇ **Remove tomato plant stains that leave your hands black.** Rub the juice of a green tomato all over your fingers. Wipe hands on the grass or with a towel. Juice from a red tomato will work, but juice from a green tomato works best.

◇ **When summer heat makes radishes too peppery or woody to eat, allow the plants to go to seed.** The tall stalks will bloom with flowers, which later produce small green pods, resembling tiny sugar snap peas that taste crunchy & spicy like the root vegetable. These pods make a terrific alternative to mainstay vegetables for dip trays & salads. Take care if you're steaming radish pods...2 minutes maximum!



HOT GARDENING TRENDS

◇ **Bring architectural style into your garden** by using an obelisk, a lifeless tree or an old swing set to trellis climbing beans, clematis or roses.

◇ **Add tropical plants anywhere** to create a vacation get-away in your own backyard. Try nasturtium, canna lilies, caladium, mandevilla vine, passion vine, bromeliads or lantana for an exotic look.

◇ **Inspired alpine gardens...**in container collections or planted in & around steps & pathways transform ordinary areas into extraordinary garden features.

PRUNING



SPRING- & SUMMER-FLOWERING SHRUBS

Gardeners have a saying that the best time to prune is when you have time. The truth is, that if you want a healthy plant with a bounty of flowers, you must follow a schedule dictated by the individual flowering plant.

When to prune is determined by when the plant forms flower buds....in the fall or in the spring. Shrubs that form buds in later summer & fall, bloom on “old wood”. Plants that form buds in spring, on fresh, green shoots are said to bloom on “new wood.” Shrubs that bloom in the spring are ready to flower early in the year, because their buds “over-wintered” on last year's stems. Pruning a spring-blooming shrub in the fall would remove all its budding flowers. This situation arises commonly with plants such as hydrangea, rhododendron, azalea & forsythia which bloom on last year's growth. By autumn you will see next year's buds ready & waiting, at the base of every leaf. **The best time to prune spring-flowering shrubs is immediately after they finish blossoming. If you are unsure when to prune a shrub, use the rule of thumb “prune immediately after flowering.”**

Remember to always make your pruning cut at an angle above a cluster of previous year's growth.

Drastic pruning to rejuvenate rhododendrons, azaleas & mountain laurels, for instance, can be done in late winter, just before the spring growth spurt occurs. Flowers will be sacrificed for that year, but with the proper fertilizer, shredded mulch & good watering techniques, they will arise with improved vigor & heavenly bouquet of flowers the following year.



DID YOU KNOW?

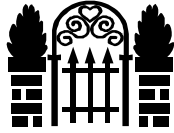
◇ We have experienced, educated staff available 7 days a week to assist “do-it-yourselfers” with all kinds of gardening projects such as landscape design & construction, water gardens & more!

◇ Soil tests are done here @ no charge. Bring in a bagged soil sample...we'll have results in 15 min.

◇ We offer free information on a wide variety of topics ranging from pest & disease problems to “How to plant a strawberry Jar.” Stop in for free information soon!

Grand Entrances & Garden Retreats

First impressions count and many homeowners realize that overgrown shrubs and paths can overshadow home. Welcoming colorful plantings that interest throughout the year can be achieved with a little research, planning & advice.



sagging concrete the beauty of any walkways & offer seasonal year can be

Unusable slopes are tamed with safe steps & landings made of decorative slabs or paving stones. A curved, natural planting area designed with low-maintenance shrubs & perennials will soften architectural lines or provide a "friendly" screen between your home & the surrounding neighborhood. Ornamental trees such as amur maple, Bradford pear, Chinese dogwood, flowering cherry, Japanese maple, magnolia, redbud and serviceberry are well-deserving of their reputation for beauty & function. Groundcovers such as ajuga, lamium, liriope, pachysandra & perennial myrtle offer an attractive blanket of flowers & foliage under trees & shrubs, while minimizing weeds.

Create your personal haven of solace to make your home a more inviting place every day of the year. Consider these three elements when beginning the creative process: color, fragrance & texture.

Throughout history color has work to calm, heal, relax, warmth. For instance, white purity, doves & peace. Light reflect the unlimited expanse of sky and opportunity. Green invokes feelings of health, growth & prosperity. Yellow exudes the sun's warmth & light.



provided a frame-sooth & spread renders images of blue & lavender

The power of fragrance is equally undeniable. No other sense calls back memories more quickly. It is no coincidence that many of us find gardening a way to reconnect with grandparents & parents that are no longer with us. Herbs enhance their usefulness with fragrances, recalling freshness & sweetness. Look for plants & flowers such as nicotiana, viburnum, jasmine & roses to perfume night-time air.

The final element, texture, blends color & fragrance into an environment filled with interesting heights, shapes, and foliage. Plantings invite you to discover a harmony of flowers & foliage, when textures blend without sharp contrasts. Moderation is the key to any natural design, whether it be for simple hanging baskets or elaborate water gardens.

A Decade of Winning Perennials

- 1995 - Perovskia atriplicifolia (Russian Sage)
- 1996 - Penstemon digitalis 'Husker's Red'
- 1997 - Salvia nemorosa 'May Night'
- 1998 - Echinacea purpurea 'Magnus'
- 1999 - Rudbeckia fulgida "Goldsturm"
- 2000 - Scabiosa 'Butterfly Blue'
- 2001 - Calamagrostis x acutifolia 'Karl Foerster'
- 2002 - Phlox paniculata 'David'
- 2003 - Leucanthemum x superbum "Becky"
- 2004 - Athyrium nipponicum 'Pictum' (Japanese Painted Fern)
- 2005 - Helleborus hybridus (formerly H. orientalis)

We continually restock our perennial selection from spring through late fall with these and other fine perennials, including vines, herbs & groundcover materials for sunny & shady areas.

Kids are natural-born gardeners & here are some great ways to pique their interest throughout the year.

- ◇ Grow a pizza-shaped patch with "slices" of real ingredients like basil & silly look-alikes such as marigolds for cheese.
- ◇ Grow some monster plants like giant sunflowers or make a teepee with pole beans. Scratch a name into a young pumpkin; as it grows, so will the name. You'll have a giant signature by Halloween!
- ◇ Create a kaleidoscope border in front of veggies & flowers with small painted rocks using acrylic paint and sealant. How about a self-portrait or a fun ladybug or an ear of corn?
- ◇ Design a butterfly playground - a place where a butterfly can find nectar for food, foliage to lay its eggs on (and for its baby caterpillars to eat.) The ideal spot will be a peaceful, sunny location, with water to drink & shelter from the wind. Choose bright-colored flowers such as lantana, verbena, salvia plus herbs and grasses.



CLIP...REDEEM...SAVE.....on these GARDENING FAVORITES

**BUY 3 GET 1
FREE** (lesser value)
Perennials

Coupon valid thru 7-31-05

**25% OFF
ALL ROSES**
(in-stock)

Coupon valid thru 7-31-05

**50% off any
Flowering
Hanging Baskets**

Coupon valid thru 7-31-05

**20% off any
Potted Tree**
(retail price \$....& up)

Coupon valid thru 7-31-05

Store hours (July & August): Mon.-Sat. 9-6 Sun. 10-3.....floral deliveries Mon.-Fri. 9-5

CALENDAR of EVENTS

- ◇ **Sat. 7-9-05 @ 10:30 am - What's "Hot" in Trees & Shrubs?**
Tour the retail yard with Jim & discover some terrific plants
- ◇ **Sat. 7-16-05 @ 10:30 am - Houseplant Clinic: informal Q & A**
- ◇ **Sat. 7-23-05 @ 10:30 am - In Love with Roses**
Hardy shrub roses, climbers or hybrid teas



Ria will help you successfully select, grow, care for & over winter your fragrant beauties. Pruning tips for maximum rose health & flowering.

- ◇ **Sat. 7-30-05 @ 1 to 4 pm - "Flowers A Bloomin!"**
Make a Wall Basket with Mary Skillings

Note: *This thin pouch-like basket will fit between two doors!*

**It features dyed reed vines
"blooming" across the front of the basket**

*\$20 cost per student: includes
all materials and use of tools*



Advance registration & 50% deposit required no later than 7/23/05

Call 585-728-3500 ext. 5 (Ria)

All skill levels accepted Maximum 10 students

Students under 12 must be accompanied & assisted by an adult

- ◇ **Sat. 8-6-05 & Sun. 8-7-05 - all day - "Mums the Word"**
Special Early Bird Prices to fill your garden with fresh color this fall

- ◇ **Sat. 8-13-05 - all day - "Fun with Magic Crystals"**
*Come see creative ideas with water-storing crystals. Demos all day.
"Bid" on your favorite designs...highest bid wins the design!*

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64476 Route 415
Wayland, NY 14572

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Summer hours: Mon-Sat 9-6 Sun 10-3

Open all year

Be sure to visit us on the web

www.steubenlandscapingandfloral.com



Tour of Outstanding Gardens

Self-guided tours

Visit each garden at your convenience

Sat. July 9th & Sun. July 10th
10 am to 3 pm each day

*\$20 free will donation per person to receive
An official program with garden directions & details*

**All proceeds from attendees will be presented
to the Vincent House & the St. Vincent DePaul Society**
(contact: Ria for more information)

NOW SCHEDULING PROJECTS for FALL

Professional landscape design & installation services

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

Check out some of our completed projects:

www.steubenlandscapingandfloral.com

Contact us by phone: 585-728-3500 ext. 3 (Denny)

or via e-mail denny@steubenlandscaping.com

20 years of customer satisfaction

2 year guarantee on all projects

PRSRT./STD
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Postmaster: please deliver by July 6, 2005

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**