

WILSHIRE GARDEN MARKET

AUGUST, 2007 Newsletter
Vol. 4, No.7
CELEBRATING TEN YEARS

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Established 1997

ATLANTA MARKET REVEALS UPCOMING TRENDS



Atlanta is a large, crowded, fast paced city that houses a huge gift and home furnishings market in three 24 story towers connected to each other by a number of glass bridges. In those towers, prominent styles, colors, and trends for the upcoming seasons are revealed.

Products for the garden are conveniently consolidated on several adjacent floors in one building, but that still leaves more than 40 floors with favorite showrooms to visit and new ones to explore.



Flight after flight of escalators makes for easy travel from floor to floor. Using the market directory and a floor by floor plan of showrooms and products to find, the trip can be very fruitful.

This year, brown was the predominant new color, paired with aqua less often than last year, followed by spring green, and white.

Sleek lines are the look shown in garden and home accessories; although showrooms with antique reproductions were busy.

Emphasis was placed on products Made in America; lately it has been difficult to find products not made in China. Following a world wide trend, there was a significant emphasis on "green" products made of recycled material, primarily plastic. The coastal theme was present in every area from candles to linens to tableware, and shells were used everywhere as decorative items.

Light weight products were also evident in planters and fountains. Manufacturers have been able to create products that look more authentic than the puffy foam pots that are available at the big box stores. The new products give the look of quality, durability, and flexibility in moving normally heavy items either from the store to the home or around the garden and patio. Overall, we are pleased to have found innovative, high quality garden accessories that we can bring to our customers.



LOOK WHAT'S COMING!

Exciting news for our outdoor pillow fans, there are newly designed polyester outdoor pillows with festive themes: Halloween, Fall, Thanksgiving, Winter,



Christmas, New Year's, weddings, and even outdoor parties. They coordinate with existing pillow colors and patterns.



2008 CALENDARS will be in stock in early August and September. We will have Susan Wallace Barnes, Linnea, Four Seasons, and Hannah in the 5" x 7" and the 11" x 15" poster size with the appropriate Lucite easel or hanging frames for each size. Calendars will be available wrapped and unwrapped. For large orders, call ahead and reserve yours gift wrapped at no charge. Hannah calendars will be a new addition. Out of town friends may order calendars easily from our website.

I CAN'T BELIEVE IT'S NOT ITALIAN POTTERY!



New outdoor/indoor melamine dinnerware that imitates traditional Italian pottery will be in stock within days. This dinnerware will make outdoor dining more fashionable and less hazardous.



The terra cotta rabbit family of all sizes and dispositions are on their way to our gardens; it will be fun to collect them and give them as gifts.



Terrazzo oil lamps will help light corners, pathways, and outdoor dinner tables. Their sturdy stone finish will stand up to outdoor conditions for years. These are just a few of the products that we ordered at market. There are many beautiful garden accessories on their way to Wilshire Garden Market, arriving this week and continuing through October for the holidays.

AUGUST 2007 TO DO LIST

- Trim back overgrown annuals.
- Water early in the morning when necessary; lawns and most plants need 1 ½" weekly.
- Allow cool season grass to grow longer to shade roots and keep moisture in the soil..
- Take advantage of cool cloudy days to do gardening tasks.
- Check plants for pests.
- Move pots into the afternoon shade if they need a break.
- Prune hybrid roses no more than 1/3 of stem length to promote fall blossoms.
- Save seeds of annuals such as larkspurs to re-plant for next year.

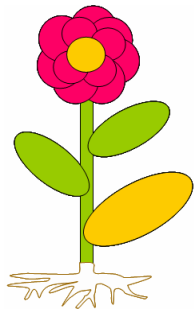
HEALTHY GARDEN TIPS

To prevent problems and have the healthiest garden possible, consider the following tips.

- Read and follow garden product label instructions.
- Use chemicals only for stated purpose.
- Use chemicals not as a preventative, but as a cure.
- Consider possible future effects of chemicals on family, pets, and neighbors' property.
- Chemical insect controls will kill the pest and any birds that feed on those pests.
- Horticultural chemicals are safer when used as directed.
- Water that we drink filters down through the soil. Eventually this water will reach your home. Use chemicals carefully. **Think before you spray.**

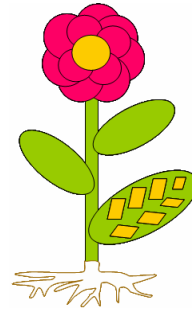
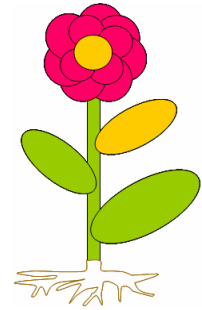
SYMPTOMS OF DEFICIENCIES

In addition to symptoms caused by plant pests, plants can exhibit puzzling symptoms that are actually caused by mineral deficiencies in the garden's soil. The following are symptoms of common mineral deficiencies.

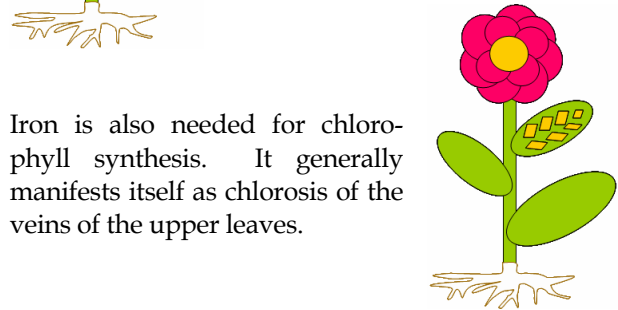


Nitrogen deficiency strikes older leaves first and leads to stunting and chlorosis (yellowing) primarily of the lower leaves.

A sulphur deficiency manifests itself as yellowing of a plant's upper leaves.



Magnesium is needed for chlorophyll synthesis. Magnesium deficiency presents itself as interveinal yellowing of the plant's lower leaves.



Iron is also needed for chlorophyll synthesis. It generally manifests itself as chlorosis of the veins of the upper leaves.

EXTERIOR DECORATING

Give yourself (or someone else) a garden retreat, or update an existing one. Wilshire Garden Market provides an exterior decorating consultation service. By appointment, for a nominal fee, we will make a consultation visit followed by written suggestions to make your garden retreat more charming, cohesive, and useful. Call the store for details or to set up an appointment.



Let us help you create your outdoor living room!

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