

# WILSHIRE GARDEN

## M A R K E T

February, 2004 Newsletter

2821 Wilshire Blvd., Oklahoma City, OK 73116  
(405)879-1121 [www.wilshiregardenmarket.com](http://www.wilshiregardenmarket.com)

### WHAT'S IN FOR SPRING 2004

Predictions for what will be "In" for spring 2004 were released recently at the Garden Writers Association's Symposium in Chicago.

Building good soil naturally, without chemicals, is "In". This is done by adding compost, earthworms, and trendy compost tea from Soil Soup, whose motto is "Healing the earth, one garden at a time." Organics is predicted to be a huge growth niche in garden centers this coming season. Flooding the marketplace are books and magazines touting the benefits of using no chemical pesticides and fertilizers. This spring, Wilshire Garden Market will stock several books on organic gardening.

"Simplicity is In." Steve Hutton of Conard-Pyle, a plant wholesaler since 1897, says "There is a riot in everything we do. The riot does not have to be in our backyard." Elwin McDonald, garden editor of Better Homes and Gardens, believes that monochromatic plantings will take the place of the riot of color that has been the trend for the past few years. His interpretation of simplicity is the calming effect achieved by using one type of plant per pot, or plant materials all in one color family (all pinks, all blues...).

"Plain pots are Out. Exciting containers are In" says Joseph Cilio, Marketing VP for Campania International. This spring Campania International will introduce a new line of Italian reproductions from Longwood Gardens. Wilshire Garden Market has an extensive collection of Campania pots, all of which are exciting and "In". Josh Schneider of Proven Winners, agrees that plants should be displayed in beautiful containers, not the black plastic "trash cans" in which they are sold.

"Anonymous plants are Out. Branded plants are In." The brand "Wave" petunia and the line of "Proven Winner" plants are incredible performers. Gardeners are buying branded plants and are willing to pay up to 40% more for the guarantee of quality.

### VALENTINE GIFT IDEAS



Just "In" at Wilshire Garden Market are colorful oil cloth pillows, spring garden flags, funky flip flop stepping stones, and oodles of bunnies.

Tell your honey you want a bunny for Valentine's Day!



### FEBRUARY TO DO LIST

- Loosen mulch that has been packed down from freezing, thawing, and water run-off. This will allow water to get through to the soil easier.
- Water if the soil is dry; moist soil insulates roots, nothing damages plants more than a dry freeze.
- Now is a great time to plan your spring garden. When the weather permits, do some of the prep work such as digging beds and even planting trees and shrubs. They are dormant (and outside at the nursery anyway), and being in the ground in the early spring will allow them to develop a strong root system.
- Do the chores that there is no time for in the height of the growing season: repair garden furniture; faucet spigots, and gate latches; in-

flate wheelbarrow tires; or organize your potting shed or garden area.

- Do not regularly water or fertilize houseplants in winter. They are basically dormant, not using much water. By watering them as you do during their growth season, they could develop root rot.

## SPECIALS OF THE MONTH



Our entire selection of gloves will be discounted 25% for the entire month of February! You can find the colorful Tool Grip Gloves, the popular waterproof Wonder Gloves, and the lightweight Weeder Gloves. A landscaper customer claims that the Weeder Gloves have increased his weeding productivity by 25%!

Sturdy Dutch hand tools also will be on sale. We want our customers to experience the luxury of professional grade hand tools. See what a difference hand forged tools make in gardening. Watch our website for more SPECIALS OF THE MONTH!

## DID YOU KNOW?

Wilshire Garden Market provides free delivery for large planters and fountains! In most cases, we can provide free delivery throughout the state of Oklahoma on a weekly basis for orders placed at our retail store or through our website.

## LINDA VATER SEMINAR SERIES 2004

Linda's seminars are always interesting and informative, and we are excited about this year's topics. The seminars begin at 10:30 and usually run for about an hour, depending on the amount of questions and answers. The fee is \$10 per person and seating is limited, so call now to reserve your spot.

The 2004 series is as follows:

<b>Feb. 21</b>	<b>Seeds</b>
<b>March 26</b>	<b>Basic Garden Design</b>
<b>April 16</b>	<b>Creating an Ornamental Kitchen Garden</b>
<b>May 7</b>	<b>Vertical Gardening</b>
<b>June 5</b>	<b>Shade Gardening</b>
<b>July 16</b>	<b>Flower Arranging</b>
<b>Sept. 25</b>	<b>Container Gardening</b>

Very nice door prizes are given at each seminar!!

## OKLAHOMA GARDEN FESTIVAL

### *The Awards*

The results are in for the 2004 Garden Festival; it's the Academy Awards of Oklahoma City Landscapers!



Western Lawns received the People's Choice Award, Best Great Garden, and Best Excellence Award for their landscape "Serenity".



Calvert's "Reservations for Two" took Best of Show and Best Landscape Lighting awards.

TLC's "Castaway" received the Landscape Education Award, Best Use of Forced Plant Materials, and the American Horticulture Society Award for Forced Material and Imagination.

Decorative Water Garden & Landscapes' "Woodland Walk" took Best Water Feature Award.

## The Seminars

Internationally renowned gardener, author, and photographer Derek Fell spoke about Impressionists' and Monet's gardens. He quoted Monet as saying "my garden is my greatest work of art."



Monet gardened to have subject matter for his paintings. He chose plants and colors that would play with light. Monet especially liked the shimmering effect achieved by light coming through single flower hollyhocks and poppies at sundown, how the white flower of dame's rocket brought out colors surrounding it, and how smoke plants filter light through their blooms.

Linda Horn of Total Environment spoke about shade gardening. Some of her favorite plants are: 'Ice Angels' Camellia, 'Kaylen' Begonia, 'Amber Waves' Huchera, 'Invincible' Hosta, 'Annabelle' and 'Sun Goddess' Hydrangea, variegated English Boxwood, 'Butterfly' Magnolia, 'Vanderwolf' Pine, 'Full Moon' Japanese Maple, Harry Lauder's Walking Stick, and Parrotia persica.

Steve Dobbs spoke about unique garden color. He suggested plants and how to create containers with a color theme. Among his favorites are varieties of sun coleus for their brilliance and hardiness. A planter with an orange theme incorporated 'Rustic Orange' Coleus, Profusion Orange Zinnia, and 'Terra Cotta' Million Bells. A purple foliage planting contained Persian Shield *Strobilanthus dyerianus*, and Silver Leaf Tropical Mint 'Quick Silver' *Plectranthus argentatus*.

Marjorie Miller's presentation, "Flowers That Add Color From Spring to Fall" included numerous slides. Miller says that she likes to introduce people to both annuals and perennials that may not be well known but that will thrive in our climate.

## WEBSITES TO LOOK INTO

As always, for the latest updates on new arrivals, events, seminars, and monthly specials, keep an eye on: [www.wilshiregardenmarket.com](http://www.wilshiregardenmarket.com)

Howard Garrett, the dirt doctor, is based out of Dallas and has a great site [www.dirtdoctor.com](http://www.dirtdoctor.com).

[www.gardengatemagazine.com](http://www.gardengatemagazine.com) has a great archive.

Go to [www.provenwinners.com](http://www.provenwinners.com) to find plants that you might be interested in for this spring.

To find out more about compost tea, go to [www.soilsoup.com](http://www.soilsoup.com).

See a complete selection of cast stone pots available through Wilshire Garden Market at [www.campaniainternational.com](http://www.campaniainternational.com).

## EXTERIOR DECORATING SERVICE AVAILABLE

In response to repeated requests, Wilshire Garden Market now provides an exterior decorating consultation service.

By appointment and for a nominal fee, we will make a one hour consultation followed by written suggestions to make your garden re-



treat more charming, cohesive, useful, and harmonious. We can also plant pots or window boxes. Call the store for more details or to set up an appointment.

Let us help you create your outdoor living room!

## OUR THANKS . . .



Our thanks to the hundreds of people who dropped by our booth at the Garden Festival. We hope to see you in our store soon. If you didn't make it to the show come by and pick up our special Wilshire Garden Market bookmark.

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Our new interactive website is here. It has the latest news about garden furnishings, seminars, and our February Specials.

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