

Love Letter from . . .

Tree Loving Care

Fall 2007 • Serving All The South Plains Tree Needs Since 1978 • (806) 785-8733

Dear Friends and Fellow Tree Lovers

We are delighted to announce that we have purchased the Christmas Décor franchise from Mike Redeker and Lighting Specialties. Tree Loving Care has been the leading lover of trees on the South Plains for many years and we are now teamed with the national leader in holiday lighting. Christmas Décor began right here in Lubbock and is now a national franchised company with almost 400 franchises around the country. Blake Smith started a lawn service business in the mid-80's and started putting up Christmas lights to augment the slow season. That effort went national 14 years ago.

The tree care business, as is all parts of the green industry, is certainly seasonal and fall and early winter has traditionally been our slow season, so we are delighted to be able to bring such quality to your Christmas Season. Tree Loving Care has been



Live Oak Tree in front of Anderson Brothers Jewelers - Christmas 2006

placed before October 6, 2007. We will install Christmas decorations and lighting, periodically inspect and maintain them, after Christmas, take them down, package and store them for next year. All this is for one very reasonable price and no hassles for you. All products are the highest quality available.

The time for fall fertilization is also upon us. Much of the root growth that a plant puts on for the year occurs in the fall. Our fertilization program is designed to take advantage of this. Call 785-8733 to set up an appointment with one of our Certified Arborists to discuss the needs of your landscape.

Remember, a few years ago, that mighty oak was just a nut that held it's ground.

James Tuttle, Certified Arborist Tx0117A



Home 'Lighted Up for the Holidays'

lighting landscapes for the holidays for many years, but we intend to now do it in a much bigger way. If we can help light up your holidays, please call 785-8733 to set up an appointment.

To avoid the Thanksgiving rush, we are offering a 10% discount on all orders

Listen to
'Tree Talk for Texas'
9:00 a.m. Fridays
on KRFE AM 580

Tree Of The Quarter

Western Soapberry (*Sapindus drummondii*) is native in over half of Texas, including all around Lubbock and even on the Caprock. It is a small tree, up to 50', but usually no more than 35' tall in 50 years. It is very drought tolerant and virtually pest free in our area.

Soapberry is head of the Sapindaceae family, which includes the Goldenrain Tree and Mexican Buckeye. It grows in thickets, as it does have a tendency to root sprout in its youth. It holds its pale yellow flowers in erect racemes on the outer part of the canopy in early summer. The seed husks were used by Indians and some of the early settlers to make a soap, hence the common name, Soapberry.



Western Soapberry

Visit our
website at

www.tree-loving-care.com



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Give Your Trees TLC

Other than the occasional back wash off of a hurricane coming across from Baja California and even more occasional remnants of a hurricane in the Gulf of Mexico, our fall and early winters are usually quite dry. The little rain the first part of September was very welcome. Despite the rains early in the year and the fact that we are well above average for rainfall for the year, there are still cracks in our sandy loam soils of west Texas.

Lawns still need to be watered thoroughly once every 7-12 days (yes-even fescue). Remember, thoroughly means at least an inch every time you water.

Tree Loving Care just began out fall fertilization program. We inject our own blend of humic acid, macro and micro nutrients along with soil activators to maximize plant health. If you normally water regularly (weekly or more often) or any of your plants are yellow, your landscape would also benefit from gypsum. With severe yellowing, we would add additional iron. And, don't forget

our compost tea. It is one of our best organic products.

We can begin fall-early winter applications of pre-emergent herbicide with a granular product now to get the early winter weeds and as soon as the Bermuda goes dormant, probably around mid-November, spray both a pre-emergent and post-emergent herbicide. If you are going to convert any Bermuda areas to beds or different grasses or ground covers, it is now time to kill the Bermuda.

TLC Update . . .

Observing anniversaries at Tree Loving Care this last quarter are David Rios (9 years) and Colby Hurd (4 years). Thanks guys.

James Tuttle just celebrated his first anniversary on the radio show, Tree Talk for Texas on AM 580. Be sure to listen in at 9:00 o'clock Friday mornings. You should even call in. It would be great to hear from you.

Critters and Cruds

Generally, there are few insect or disease situations to be greatly concerned about in the fall and early winter. Just like us, many insects are going dormant unless they are getting ready for Thanksgiving and Christmas, in which case they are quite busy.

The four legged critters are also getting ready for winter and they are the ones that you need to watch out for. In particular, squirrels and rabbits can do a lot of damage to vegetation in the fall and winter. We have been getting quite a few calls lately about twig ends that squirrels nip for nest building and litter the ground under the tree. Cedar Elm seems to be the hardest hit. We are also seeing a lot of bark eaten dead branches on Pecans. I think they are just mad at the pecans for being frozen. Rabbits can do a lot of damage in the winter to young trees, also by eating the bark. You can generally tell the difference simply by how far the damage is from the ground. Those pesky wabbits just can't climb trees very well. With all the rain we've had, you can also count on a few more mice than normal.

