

# NATIONAL CHRISTMAS TREE GROWERS' ASSOCIATION, INC.

225 East Michigan Street, Milwaukee, Wisconsin 53202 • Tel. 276-6445 • Area Code 414

## Officers

**James D. Rogers**, President  
15 Loring Road  
Hopkins, Minn. 55343

**Gene Bailey**, Vice President  
102 Sutton  
Princeton, West Virginia 24740

**Alexander T. Davison**, Secretary  
Box 674, Hillsborough, N. C. 27278

**Edgar J. Lott**, Treasurer  
Dept. of Forestry, Purdue University  
West Lafayette, Ind. 47907

**Garth Bowen**  
Trustee at Large  
Executive Committee Member  
235 E. Capitol Drive  
Hartland, Wisconsin 53029

**Paul N. Goodmonson**  
Executive Committee Member  
1355 Alta Vista Drive  
Corvallis, Oregon 97330

## Trustees

**Walter Bagley**  
Prairie Pines, Route 3  
Lincoln, Nebraska 68507

**Cleland C. Cook**  
148½ Homer Avenue  
Cortland, N. Y. 13045

**F. D. Custer**  
Oakland, Maryland 21550

**Leo Dunbar**  
Box 246  
Cadillac, Mich. 49001

**H. Stanley Floyd**  
Boyd Lake  
Milo, Maine 04463

**Howard W. Fox**  
Sinnissippi Forest  
Oregon, Ill. 61061

**C. W. Hall**  
Box 287  
Columbia, S. C. 29202

**Willard D. Hamill**  
2942 Vinyard Ave., N.E.  
Roanoke, Virginia 24012

**Paul Hedrick**  
Wautoma, Wisconsin 54982

**Ronald D. Johnston**  
Route 2, Box 158  
Orofino, Idaho 83544

**Philip H. Jones, Jr.**  
Christmas Tree Farm  
Shelton, Conn. 06484

**Peter Klinka, Jr.**  
Eureka, Mont. 59917

**Robert H. Lawton**  
77 Highland Avenue  
Athol, Mass. 01331

**J. A. McKinzie**  
50 Forest Drive  
Fairfield, Ia. 52556

**James W. Pender**  
330 N. Jefferson Street  
Lisbon, Ohio 44432

**John P. Slusher**  
Forestry Bldg., K.S.U.  
2610 Claflin Road  
Manhattan, Kans. 66504

**Robert J. Sullivan**  
Route 1, Reading, Pa. 19607

**Henry A. Tisch**  
Route 1  
Sussex, N. J. 07461

**Joseph L. Trombley**  
Congress Street  
Morrisville, Vt. 05661

**Louis M. Weber**  
340 Crest Drive  
Sherman, Mo. 63078

**Terry J. Williams**  
12 E. Olliff Street  
Statesboro, Georgia 30458

September 22, 1969

## "EV'RETT" is here!

*... the first major*

*Christmas Tree promotion aid  
since tinsel*

## IMMEDIATE ACTION REQUIRED

Dear Christmas Tree Grower:

We introduce you to "EV'RETT," (the friendly Evergreen) an original new Christmas novelty song. And we want you to introduce little "EV'RETT" to your Christmas tree outlets... and to America! He's a profit-maker for you and your outlets...and can be an image-builder for the natural, traditional Christmas tree for years to come.

EV'RETT, written and published by Nashville songwriters, is the first new and original Christmas song in a decade (the first since "Rudolph" and "frosty"). Listen to him on the enclosed 33 1/3 rpm demonstration record...you will see and hear why he will sell to America as a new "standard" song. We ask you to ORDER large quantities of 45 rpm commercial single records of EV'RETT for distribution by you to your tree outlets and for sale to the public this Christmas season.

EV'RETT pokes fun at our arch rival, the artificial Christmas tree (Sample lyric from enclosed record: "...we can't stand trees with rubbery knees, and we don't like aluminum, too..."). EV'RETT is being recorded by the original members of the Anita Kerr Singers on our own special label...AND this record is being distributed and sold EXCLUSIVELY through the National Christmas Tree Growers' Association, Inc. and its members.

Plus this important fact: We are going all out to publicize EV'RETT:

(continued other side of this page...)



(This art sketch will be the basis for point-of-sale posters that will help your outlets sell "EV'RETT" records on their Christmas tree lots.)



serving the Christmas tree industry since 1955

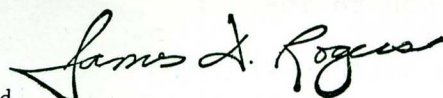
NEWS RELEASES, feature items will go to all major newspapers, wire services in nation; to all news weeklies, Time, Newsweek; to entertainment people; Variety and Billboard magazine record reviews; radio network shows, such as "Monitor." Disk Jockies on several thousand radio stations will get advance copies of records for air play (we tested the demonstration record at Milwaukee and St. Louis radio stations; objective radio people say we have a "winner.") We'll also provide point-of-sale posters to you for use by Christmas tree lots.


EV'RETT is both an image-builder and a traffic-builder to move real-live Christmas trees off the lots! And he's fun. We don't think many parents will be able to resist EV'RETT for their children, especially when he is played at tree lots. (Please note: Enclosed "thin-plastic" record is a demonstration record only and not for sale.) The "sale" record will use more singers and instruments in full sound and be pressed as a commercial 45 rpm single on the EV Records label. The flip side to EV'RETT will be an instrumental variation that appeals to teenagers. Also, note that enclosed "demo" record plays again in succession so you can hear it twice.

TIME IS SHORT! We MUST receive your ORDERS before we can record final master tape and press records! It's important that you ORDER an ample supply of EV'RETT records NOW! There won't be time to re-order in November and December. (If orders for EV'RETT did not total 25,000 records, production would stop and all checks would be returned.) See below on how to order; use the enclosed ORDER BLANK. Attach your CHECK and AIR MAIL to us in enclosed pre-addressed envelope...all ORDERS MUST be in our hands NO LATER than OCTOBER 10, 1969!! However, orders received by us on or before OCTOBER 7, 1969 will receive an extra 5 records FREE for each 100 records ordered. So, ORDER now! And be ready for the most unique and biggest Christmas tree promotion in the history of our industry! Wishing You A Great Christmas Season With EV'RETT!

Enclosures:

EV'RETT "demo" Record  
Order Blank  
Reply Envelope

  
NCTGA President

  
NCTGA Vice President  
Chairman, Public Relations  
Committee

\*\*\*\*\*

HOW TO ORDER EV'RETT Records and EV'RETT Point-of-Sale Posters AND  
HOW TO USE Them:

- 1) Please fill out order blank...attach your check, payable to National Christmas Tree Growers' Association, Inc....and AIR MAIL to us in pre addressed envelope. ORDERS must be in no later than October 10, 1969! However, please try for OCTOBER 7, 1969.
- 2) Growers, acting as record distributors, buy EV'RETT records from the Association at 45 cents each (see order blank for discount prices in quantities.)
- 3) Growers may determine manner of distributing records to their outlets; such as giveaways in price of trees, or cost per record (Recommended Grower prices to outlets, 55 to 60 cents per record.)
- 4) Christmas tree lots can sell EV'RETT records (or mark up trees accordingly) at a recommended price range of between 75 cents and 98 cents (98 cents is the standard retail price of a 45 rpm single record.)

NOTE:....Because of expected heavy radio station airing of EV'RETT in November and December, the national office strongly recommends Growers ORDER at least 10 records for every 100 trees they sell to tree outlets. Please note that point-of-sale posters will be in green and black colors and will carry display headline: "EV'RETT Is Here!"

FILL OUT ENCLOSED ORDER BLANK...ORDER BIG...ORDER "EV'RETT" RECORDS NOW!!