



Here's proof that anything can be sold through the mail – even Christmas Trees. This campaign, which included a do-it-yourself package for growing Gourmet Christmas Trees, sold out Silver Mountain's supply. In fact, it generated a response rate of 22%, with orders of Christmas trees that exceeded supply by nearly \$800,000. ■ The free seedling, which was part of the offer, was planted in a 3-quart sauce pan and sent to those who responded to the mailing. The seedling was accompanied by an owners manual and order form. This campaign won both an Echo Award and the coveted Henry Hoke Award.

## Cream of Silver Mountain Christmas Tree Seeds

