



JACK E. LARSON
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September 27, 1960

Mr. Al Westlake
Shell Station
12th & H Sts.
Sacramento, California

Dear Al:

I am truly sorry I will be out of town on the night of your meeting. We send you herewith some information concerning the Christmas tree business in an attempt to interest the La Salle Club in the program.

On lands under our ownership and under long term lease, we raise mostly true red fir commonly known as silvertips for the market. We do our own cutting and sell wholesale at roadside near Emmigrant Gap some 10,000 trees each year. Prices vary according to grade. The Sierra Cascade Christmas Tree Growers Association and the United States Department of Agriculture recognize four grades; namely Premium, Choice, Standard and Utility. Prices vary also according to tree sizes. This year's prices FOB roadside will be approximately as follows:

<u>SIZE</u>	<u>PREMIUM</u>	<u>CHOICE</u>	<u>STANDARD</u>	<u>ECONOMY</u>
To 18 inches	\$.50 each	\$.35 each	\$.25 each	\$.10 each
18 to 24 inches	1.00 each	.75 each	.50 each	.20 each
24 to 36 inches	1.50 each	1.00 each	.75 each	.30 each
3 to 8 feet	1.00 per foot	.80 per foot	.60 per foot	.40 each

Retail prices are usually double the wholesale rates. Losses due to unsold trees normally run about 15% or the same as any perishable product. If only good trees are on the lot, the operator needn't worry about a loss, if his prices are not too high.

I would be willing to cut prices ten percent for the Club; Further adjustments could also be made if volunteers from

the Club would be willing to help in the cutting and hauling.

With kindest personal regards,

Sincerely yours,

Jack E. Larson

JL/sjb