





# Increase Profitability with “Paper Street” Greeting Cards.

Put this time-tested product line to work for you!



As you look to increase the profitability and overall appearance of your store, look to Shade Tree Greetings. Put our 30 years of experience in publishing greeting cards to work for you. Not only do our products provide exceptional visual impact, they also sell extremely well. That’s not just a statement; it’s a promise.

Shade Tree Greetings’ customers know:

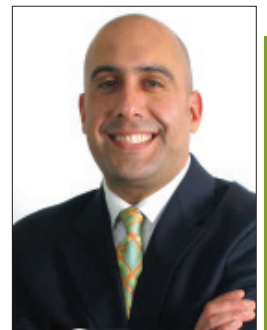
The CUSTOMER is Number ONE – ALWAYS. We strongly emphasize customer service, and it shows. Our loyal customers regularly comment on how our staff is helpful, knowledgeable, and friendly. You deserve nothing less.

It’s no secret that retail success comes from making every square inch profitable. Let Shade Tree Greetings’ products add to the success in your store.

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President,  
Shade Tree Greetings





“Paper Street” features contemporary photography with verses that run the range from sentimental to encouragement, inspiration, and humor. Categories include birthday, friendship, wedding, sympathy, thinking of you, and get well.

Contemporary photography and bookmark cards make this line unique. All at a \$3.99 retail price.



Detachable bookmark

Cost: \$2.00 / Pre-printed retail: \$3.99  
Minimum order per style: 6 pieces  
Each card has a unique UPC code







# New Customer Program

## Sell *What* Sells!

### We Guarantee It!

Shade Tree Greetings' 90 Day "ADVANTAGE" Program gives you a risk-free opportunity to sell our products. Simply select the FREE display appropriate for your store, and we will package the display with our best-selling cards. Not satisfied with sell-through? You may return the program at the end of the 90 day period.

#### Cost:

- The cost of the program varies with the product you choose. Our easy-to-use order form details the cost for each product line.

#### What you get:

- Best-Selling product shipped in 1/2 dozens.
- Corresponding display. (FREE)

#### Convenient Payment Options:

- Option 1: Payment in advance - you will receive free freight on the entire order (product and display).
- Option 2: Half in advance - balance at the end of the 90 day period. With this option, you will receive free freight on product only.
- Option 3: You have the option to make the total payment at the end of the 90 day period.

We accept Visa, Mastercard, American Express, Discover, and company checks.

#### Frequently Asked Questions:

Q: What if I am already carrying Shade Tree Greetings' products? Can I still get a FREE fixture?

A: Yes! Please ask your Shade Tree Greetings' sales representative how you can get a free fixture, or simply call Customer Service at 1-800-836-4206 x221.

Q: What if I'm satisfied with overall sales, but have a few slow sellers? Can I exchange them?

A: Yes! Your Shade Tree Greetings' sales representative can exchange these styles, or you can contact Customer Service at 1-800-836-4206 x221 for instructions on how to do it yourself.

Q: What if I am unhappy with this program? Can I return it? Will I get a full refund?

A: Customer satisfaction is our NUMBER ONE priority. You are entitled to a refund on unsold products. See order form for details.

For further information on our 90 Day "ADVANTAGE" Program, contact

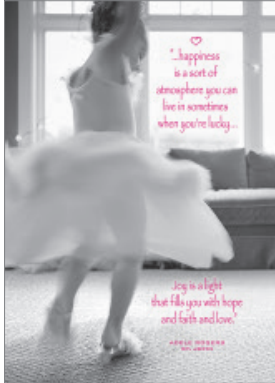
Customer Service at **1-800-836-4206 x221** or download a detailed information sheet at [www.shadetreegreetings.com/forms/90DayADVPProg-Display.pdf](http://www.shadetreegreetings.com/forms/90DayADVPProg-Display.pdf)



Dimensions:  
(10 columns x 8 rows)  
72" (h) x 20"  
(turning diameter)



# New for 2024



PS 01028 BD

**Cover:** "...happiness is a sort of atmosphere you can live in sometimes when you're lucky... Joy is a light that fills you with hope and faith and Adele Rogers St. John  
**Inside:** Happy Birthday



PS 01032 BL

**Cover:** "...Happiness often sneaks in through a door you didn't know you left open." John Barrymore  
**Inside:** Blank



PS 01038 BD

**Cover:** "The secret of staying young is to live honestly, eat slowly, and lie about your age." —Lucille Ball  
**Inside:** At the rate we're going, we'll be young forever! Happy Birthday



PS 01081 BD

**Cover:** "Like many women my age, I am 28 years old." Mary Schmich  
**Inside:** You're as young as you let yourself be. Happy Birthday



PS 01099 BD

**Cover:** Blow out the candles, wish away...  
**Inside:** You are the superstar of the day. Happy Birthday



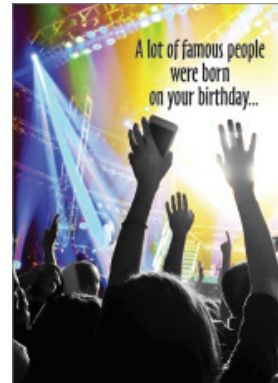
PS 01119 BD

**Cover:** "Good shoes take you good places." —Seo Min Hyun  
**Inside:** Put on your favorite pair and have a happy birthday!



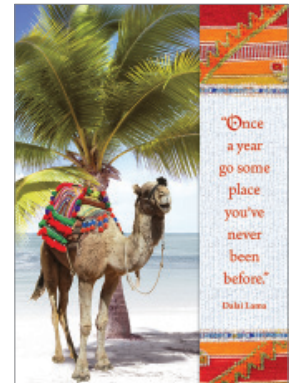
PS 01125 BD bookmark

**Cover:** ONE TEQUILA TWO TEQUILA THREE TEQUILA FLOOR Jeff Knight  
**Inside:** TAKE EVERY BIRTHDAY WITH A GRAIN OF SALT. HAPPY BIRTHDAY!



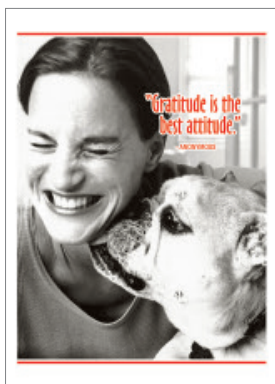
PS 01167 BD

**Cover:** A lot of famous people were born on your birthday...  
**Inside:** too bad you're not one of them! Happy Birthday



PS 01176 BD bookmark

**Cover:** "Once a year go some place you've never been before." Dalai Lama  
**Inside:** Wishing you an amazing year! Happy Birthday



PS 04006 TH

**Cover:** "Gratitude is the best attitude." —ANONYMOUS  
**Inside:** And you deserve the best! THANKS



PS 06001 AN

**Cover:** "What greater thing is there for two human souls than to feel that they are joined... to be at one with each other in silent unspeakable memories." —George Eliot  
**Inside:** Happy Anniversary



PS 09011 BD

**Cover:** "TO GET THE FULL VALUE OF JOY... YOU MUST HAVE SOMEONE TO DIVIDE IT WITH." —Mark Twain  
**Inside:** HAPPY BIRTHDAY TO SOMEONE WHO MAKES EVERYTHING TWICE AS MUCH FUN!



PS 13006 BD

**Cover:** "Age is whatever you think it is. You are as old as you think you are." —Muhammad Ali  
**Inside:** Here's to another ageless birthday!



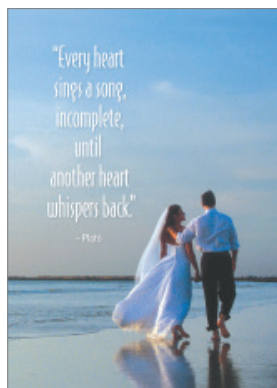
# New for 2024



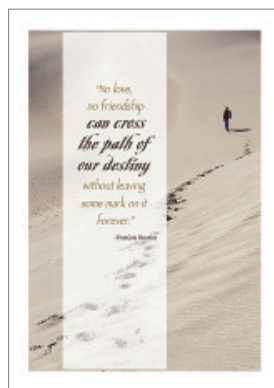
**PS 13025 BD bookmark**  
**Cover:** "We turn not older with years, but newer every day." Emily Dickinson  
**Inside:** Happy Birthday



**PS 13035 BD**  
**Cover:** Blank  
**Inside:** I'm here for the party!



**PS 14002 WD**  
**Cover:** "Every heart sings a song, incomplete, until another heart whispers back."—Plato  
**Inside:** To a very special couple as you begin your beautiful new life together... Congratulations



**PS 16083 SY**  
**Cover:** "No love, no friendship can cross the path of our destiny without leaving some mark on it forever."—FranCois Mauriac  
**Inside:** May memories warm your heart and comfort your soul. With Deepest Sympathy



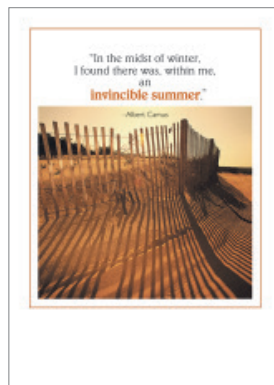
**PS 16084 BL**  
**Cover:** "Earth laughs in flowers."—Ralph Waldo Emerson  
**Inside:** Blank



**PS 16085 BD**  
**Cover:** "TO ME, EVERY HOUR OF THE DAY AND NIGHT IS AN UNSPEAKABLE PERFECT MIRACLE."—Walt Whitman  
**Inside:** WISHING YOU A PERFECT DAY. HAPPY BIRTHDAY



**PS 16086 BD**  
**Cover:** "TODAY is the best day the world has ever seen. TOMORROW will be better."—R. A. Campbell  
**Inside:** HAPPY BIRTHDAY

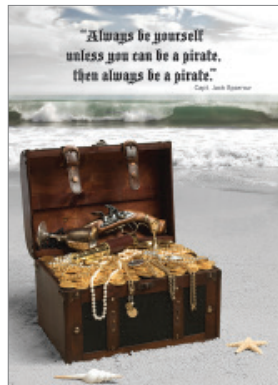


**PS 16087 SY**  
**Cover:** "In the midst of winter, I found there was, within me, an invincible summer."—Albert Camus  
**Inside:** May the warmth of treasured memories comfort you and bring you peace. With Sympathy

## Birthday



**PS 01003 BD**  
**Cover:** "Trust me- you can Dance!" Vodka  
**Inside:** Have a great time on your birthday!



**PS 01004 BD**  
**Cover:** "Always be yourself unless you can be a pirate, then always be a pirate." Capt. Jack Sparrow  
**Inside:** Happy Birthday to a real treasure.



**PS 01007 BD**  
**Cover:** "WISDOM DOESN'T NECESSARILY COME WITH AGE."—Tom Wilson  
**Inside:** "Sometimes age just shows up all by itself." Tom Wilson  
 Age, Schmage! Happy Birthday



**PS 01036 BD bookmark**  
**Cover:** "Seize the moment. Remember all those women on the Titanic who waved off the dessert cart." Erma Bombeck  
**Inside:** Happy Birthday!



**PS 01039 BD bookmark**  
**Cover:** "Do Anything but let it Produce Joy." Walt Whitman  
**Inside:** Make Today Ridiculously Amazing. Happy Birthday





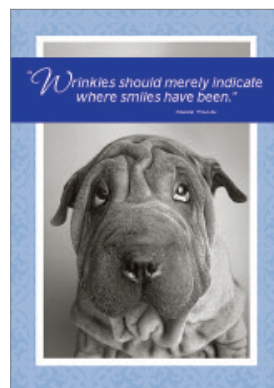
**PS 01040 BD**  
**Cover:** Life is too short to have boring hair.  
**Inside:** Or boring birthdays! Happy Birthday



**PS 01043 BD bookmark**  
**Cover:** "Dance and Sing to your music." Steve Maraboli  
**Inside:** Make today worth remembering Happy Birthday!



**PS 01052 BD**  
**Cover:** "I'll try anything once, twice if I like it, three times to make sure." Mae West  
**Inside:** Keep celebrating those birthdays! Make sure this one is great.



**PS 01054 BD**  
**Cover:** "Wrinkles should merely indicate where smiles have been." Mark Twain  
**Inside:** So keep smiling, you handsome dog! HAPPY BIRTHDAY



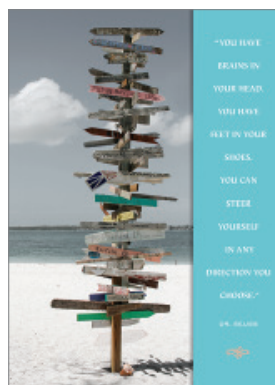
**PS 01055 BD**  
**Cover:** "I generally avoid temptation, unless I can't resist it." Mae West  
**Inside:** Who can resist birthday cake? Happy Birthday!



**PS 01056 BD bookmark**  
**Cover:** "In every woman there is a Queen." Norwegian Proverb  
**Inside:** May you be treated like Royalty on your Birthday



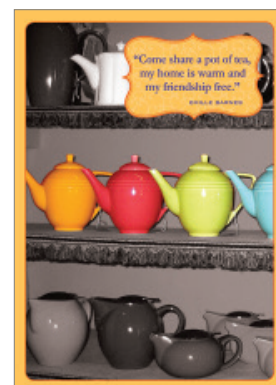
**PS 01058 BD**  
**Cover:** "A Day without Sunshine is like, you know, Night." Steve Martin  
**Inside:** Happy Birthday, Sunshine!



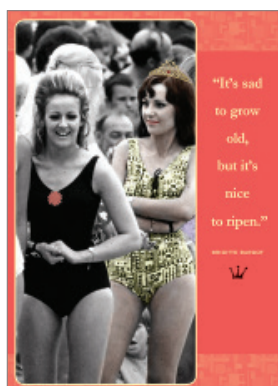
**PS 01059 BD bookmark**  
**Cover:** "You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose." Dr Seuss  
**Inside:** Enjoy the good life on your birthday.



**PS 01063 BD**  
**Cover:** Few women admit their age. Few men act theirs.  
**Inside:** You're great at Any age! Happy Birthday



**PS 01065 BD**  
**Cover:** "Come share a pot of tea, my home is warm and my friendship free." Emilie Barnes  
**Inside:** Wishing you the cozy comforts of friends, home and a cup of tea. Happy Birthday



**PS 01069 BD**  
**Cover:** "It's sad to grow old, but it's nice to ripen." Brigitte Bardot  
**Inside:** Enjoy your day of ripening. Happy Birthday



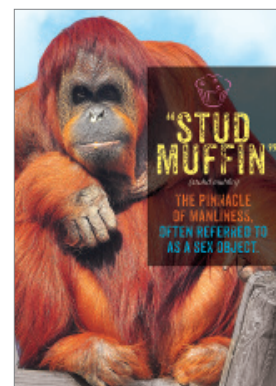
**PS 01071 BD**  
**Cover:** "Ever notice that 'What the Hell!' is always the right decision?" Marilyn Monroe  
**Inside:** So, what the Hell, make this Birthday one to remember!



**PS 01073 BD bookmark**  
**Cover:** Peace Love Coffee  
**Inside:** Happy Birthday to a Java Junkie



**PS 01074 BD**  
**Cover:** May you live to be so old that your driving terrifies everyone  
**Inside:** Happy Birthday



**PS 01084 BD**  
**Cover:** "Stud Muffin" (stuhd muhfyn) The pinnacle of manliness, often referred to as a sex object.  
**Inside:** Hope your birthday's happy even if your wild oats have turned to oat bran.



## Birthday

Cost: \$2.00 / Pre-printed retail: \$3.99

Minimum order per style: 6 pieces

Each card has a unique UPC code



PS 01088 BD bookmark

**Cover:** "We turn not older with years but newer every day." Emily Dickinson  
**Inside:** Wishing you peace, poetry, and all life's possibilities. Happy Birthday



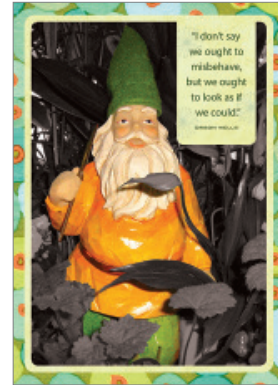
PS 01089 BD

**Cover:** "People say that you're going the wrong way when you're simply going your own way." Angelina Jolie  
**Inside:** Celebrate your day in your own unique way! Happy Birthday



PS 01102 BD

**Cover:** "If everything seems under control, You're just not going fast enough." Mario Andretti  
**Inside:** ENJOY THE RIDE ON YOUR BIRTHDAY.



PS 01120 BD

**Cover:** "I don't say we ought to misbehave, but we ought to look as if we could." Orson Wells  
**Inside:** Let's be a little Naughty! Happy Birthday



PS 01121 BD bookmark

**Cover:** Cupcakes are just muffins that went to fashion school.  
**Inside:** Wishing you the Sweetest Birthday ever!



PS 01124 BD

**Cover:** Don't Be Jealous But I Can Still Fit Into The Earrings I Wore In High School.  
**Inside:** It doesn't seem fair that you still look so good. Happy Birthday



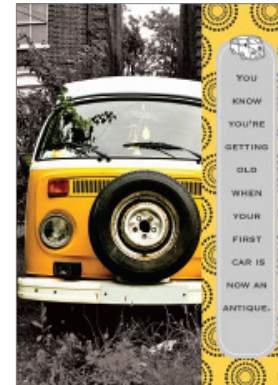
PS 01126 BD bookmark

**Cover:** BE THE KIND OF WOMAN WHO WHEN YOUR FEET HIT THE FLOOR IN THE MORNING, THE DEVIL SAYS "OH NO, SHE'S UP!"  
**Inside:** NEVER STOP BEING YOUR WONDERFUL SELF! HAPPY BIRTHDAY



PS 01127 BD

**Cover:** Time HAS A SUBTLE WAY OF SHOWING US WHAT REALLY MATTERS  
**Inside:** ...and you really matter to me. Happy Birthday



PS 01129 BD bookmark

**Cover:** You Know You're Getting Old When Your First Car Is Now An Antique.  
**Inside:** Life is a Journey. Enjoy Every Mile! Happy Birthday



PS 01130 BD

**Cover:** "Wisdom doesn't always come with age. Sometimes age just shows up all by itself." Tom Wilson  
**Inside:** Age Schmage. Happy Birthday



PS 01131 BD

**Cover:** Always be yourself unless you can be a unicorn. Then always be a Unicorn!  
**Inside:** Have a Magical Birthday



PS 01132 BD

**Cover:** "A Thing of beauty is a joy forever." John Keats  
**Inside:** You are beautiful just the way you are. Happy Birthday



PS 01133 BD

**Cover:** I Can't Believe I Wanted to Grow Up What Were We Thinking?"  
**Inside:** Happy Birthday To Your Inner Child



PS 01134 BD

**Cover:** You can't buy Happiness but you can buy cupcakes  
**Inside:** and that's kind of the same thing. Happy Birthday!



PS 01135 BD

**Cover:** "Life is a great big canvas, and you should throw all the paint on that you can." Danny Kaye  
**Inside:** It's your birthday, color outside the lines! Happy Birthday





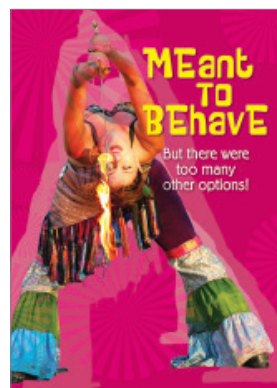
**PS 01137 BD**  
**Cover:** "We all have the power to make Wishes come true..."  
**Inside:** "as long as we keep believing."  
 Louisa May Alcott  
 Happy Birthday



**PS 01138 BD**  
**Cover:** "The best way to execute French cooking is to get good and loaded and whack the hell out of a chicken."  
 Julia Child  
**Inside:** Bon Appétit! Happy Birthday



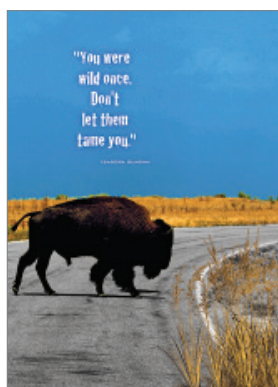
**PS 01139 BD bookmark**  
**Cover:** I would rather be someone's shot of whiskey than everyone's cup of tea.  
**Inside:** Have the kind of birthday that only comes along once a year!  
 Happy Birthday



**PS 01140 BD**  
**Cover:** Meant to behave but there were too many other options!  
**Inside:** Celebrate your birthday in your own style!



**PS 01141 BD bookmark**  
**Cover:** "THE ONLY THING THAT MAKES US DIFFERENT FROM THE ANIMALS IS OUR ABILITY TO ACCESSORIZE."  
 Robert Harling  
**Inside:** HAPPY BIRTHDAY, Gorgeous!



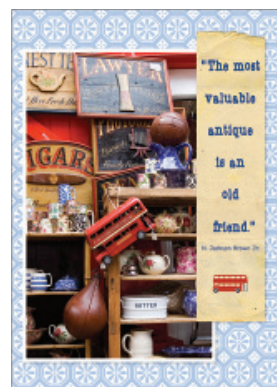
**PS 01146 BD**  
**Cover:** "You were wild once. Don't let them tame you."  
 Isadora Duncan  
**Inside:** Have a wild and wooly Birthday!



**PS 01147 BD**  
**Cover:** Sometimes I open my mouth and my mother comes out.  
**Inside:** See what growing older does? Happy Birthday



**PS 01152 BD bookmark**  
**Cover:** "On a day when the wind is perfect, the sail just needs to open and the world is full of beauty."  
 Rumi  
**Inside:** Today is such a day. Enjoy it to the fullest! Happy Birthday



**PS 01154 BD**  
**Cover:** "The most valuable antique is an old friend."  
 H. Jackson Brown, Jr.  
**Inside:** Happy Birthday to someone who is top shelf!



**PS 01155 BD**  
**Cover:** "The reluctance to put away childish things may be a requirement of genius."  
 Rebecca Pepper Sinkler  
**Inside:** Celebrate! and live each day like it's your birthday!



**PS 01158 BD**  
**Cover:** BAD GIRL 230573 POLICE DEPT.  
**Inside:** Don't do anything I wouldn't do! Happy Birthday



**PS 01160 BD bookmark**  
**Cover:** "We do not remember days, we remember moments."  
 Cesare Pavese  
**Inside:** Here's to making this Birthday one to remember! Happy Birthday



**PS 01161 BD**  
**Cover:** You're not OLD! You're vintage  
**Inside:** Happy Birthday to a classic original!



**PS 01166 BD**  
**Cover:** Forget the rules, if you like it, wear it!  
**Inside:** And the good news is — You look amazing!!! Happy Birthday!



**PS 01168 BD**  
**Cover:** Betty White's tip for Long & Happy Life  
**Inside:** "Try not to die."  
 Happy Birthday!



Cost: \$2.00 / Pre-printed retail: \$3.99  
 Minimum order per style: 6 pieces  
 Each card has a unique UPC code

## Birthday



PS 01172 BD

**Cover:** They say you can count your true friends on one hand, but not the candles on your birthday cake!  
**Inside:** May you find the strength and courage needed to blow them all out! Happy Birthday



PS 01173 BD

**Cover:** Do you know why old men wear black socks with sandals?  
**Inside:** You are one year closer to finding out! Happy Birthday



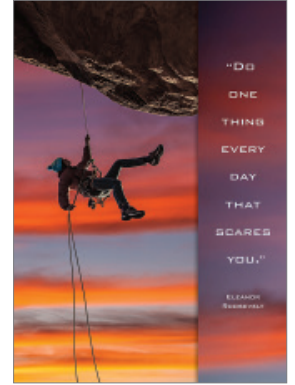
PS 01175 BD

**Cover:** Smile, it could be worse...  
**Inside:** Think about what you'll look like in ten years. Happy Birthday



PS 01177 BD

**Cover:** You may not be "Over the Hill" yet, but you have a great view!  
**Inside:** Looking Good! Have a Happy Birthday



PS 01178 BD bookmark

**Cover:** "DO ONE THING EVERY DAY THAT SCARES YOU."  
 Eleanor Roosevelt  
**Inside:** HAVING ANOTHER BIRTHDAY COUNTS! MAKE IT GREAT!



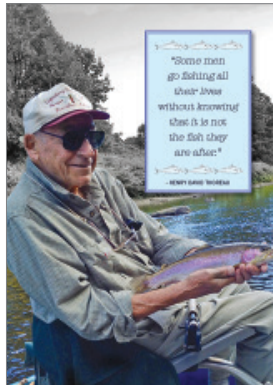
PS 01179 BD

**Cover:** Looks like this isn't your first Rodeo.  
**Inside:** Live free Ride Hard. Happy Birthday



PS 01180 BD

**Inside:** So glad we were young and crazy before cell phones and evidence. Happy Birthday!



PS 01181 BD

**Cover:** "Some men go fishing all their lives without knowing that it is not the fish they are after." Henry David Thoreau  
**Inside:** Just dropping you a line to say Happy Birthday



PS 01183 BD

**Cover:** Happy Birthday  
**Inside:** "You should live every day like it's your Birthday."  
 -Paris Hilton



PS 01184 BD

**Cover:** Party till the cows come home!  
**Inside:** Happy Birthday



PS 01185 BD

**Cover:** "I think every woman should have a blow torch."  
 Julia Childs  
**Inside:** It will come in handy to light all those candles! Happy Birthday



PS 01187 BD bookmark

**Cover:** "If everything seems under control, you're not going fast enough."  
 Mario Andretti  
**Inside:** Buckle up for an Amazing Birthday!



PS 01188 BD bookmark

**Cover:** Collect beautiful moments.  
**Inside:** Make today so awesome yesterday gets jealous! Happy Birthday



PS 01190 BD

**Inside:** Life should not be a journey to the grave with the intention of arriving safely in an attractive and well-preserved body...  
**Inside:** We'll skid in sideways, chocolate in one hand, wine in the other, totally worn out and screaming, "WooHoo! What a ride!" Happy Birthday



PS 01193 BD

**Cover:** "Life is a helluva lot more fun if you say 'yes' rather than 'no'."  
 Richard Branson  
**Inside:** So say 'yes' to an awesome birthday!





**PS 01194 BD**  
**Cover:** "A party without cake is just a meeting." Julia Child  
**Inside:** Have a great Birthday!



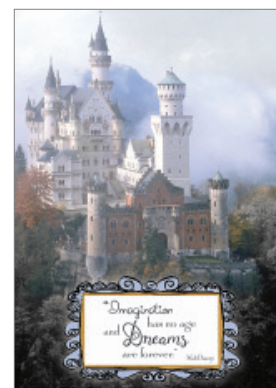
**PS 01195 BD**  
**Cover:** "We don't stop playing because we grow old; we grow old because we stop playing." Oliver Wendell Holmes  
**Inside:** So have fun, and Enjoy your Birthday!



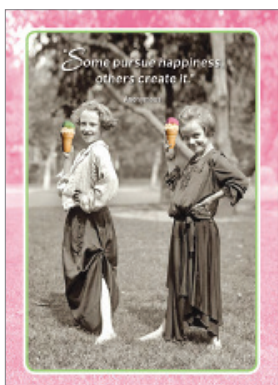
**PS 01197 BD**  
**Cover:** "It's not the years, Honey... it's the mileage." Indiana Jones  
**Inside:** Enjoy the Ride! Happy Birthday



**PS 01198 BD**  
**Cover:** Age and glasses of wine should never be counted.  
**Inside:** But count me in to say... "Happy Birthday!"



**PS 01199 BD**  
**Cover:** "Imagination has no age and Dreams are forever." Walt Disney  
**Inside:** May your wishes come true. Happy Birthday



**PS 16006 BD**  
**Cover:** "Some pursue happiness, others create it." Anonymous  
**Inside:** Wishing you happiness on your birthday.



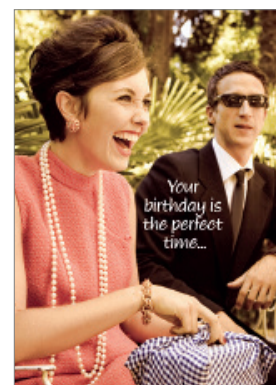
**PS 16007 BD**  
**Cover:** Guys Like You are pretty rare  
**Inside:** ...but everything you do is Well Done! Happy Birthday



**PS 16014 BD**  
**Cover:** "Beer is Proof that God loves us and wants us happy." Ben Franklin  
**Inside:** Happy Birthday



**PS 16015 BD**  
**Cover:** "ALL I REALLY NEED IS LOVE, BUT A LITTLE CANDY NOW AND THEN DOESN'T HURT." Charles Schulz  
**Inside:** Happy Birthday



**PS 16017 BD**  
**Cover:** Your birthday is the perfect time...  
**Inside:** to tell you how your laughter, your sparkle, and your kindness are such a gift to us. Celebrating YOU today and always! Happy Birthday.



**PS 16018 BD**  
**Cover:** YOU ARE NEVER SO HANDSOME AND APPEALING...  
**Inside:** AS WHEN YOU MAKE ME SMILE. HAPPY BIRTHDAY



**PS 16019 BD**  
**Cover:** Funny how we call 'em the "good old days".  
**Inside:** We weren't that "GOOD" or that "OLD". Happy Birthday.



**PS 16020 BD**  
**Cover:** Lady Baa Baa?  
**Inside:** Glad ewe were born this way! Happy Birthday



**PS 16021 BD**  
**Cover:** "THE BEST WAY TO EXECUTE FRENCH COOKING IS TO GET GOOD AND LOADED AND WACK THE HELL OUT OF A CHICKEN." Julia Child  
**Inside:** Bon Appétit! Happy Birthday



**PS 16023 BD**  
**Cover:** Remember when you were so sweet and innocent?  
**Inside:** We don't either! Happy Birthday.



Cost: \$2.00 / Pre-printed retail: \$3.99  
 Minimum order per style: 6 pieces  
 Each card has a unique UPC code

## Birthday



**PS 16024 BD**  
**Cover:** Born to be Wild...  
**Inside:** a Long time ago!  
 Happy Birthday.



**PS 16026 BD**  
**Cover:** YOU HAVE TO GROW OLDER...  
**Inside:** BUT YOU DON'T HAVE TO  
 GROW UP! HAPPY BIRTHDAY.



**PS 16027 BD**  
**Cover:** My life story would have been  
 much less fun without you as a friend.  
**Inside:** Not as freakin' crazy, but less  
 fun. Happy Birthday.



**PS 16030 BD**  
**Cover:** It's Your Birthday...  
**Inside:** and it's 5 o'clock somewhere!



**PS 16032 BD**  
**Cover:** Having your friends around  
 for your birthday is all you need.  
**Inside:** THAT. And a DESIGNATED  
 DRIVER. Happy Birthday.



**PS 16034 BD**  
**Cover:** MY BIRTHSTONE IS...  
**Inside:** Wine Cork! Happy Birthday



**PS 16035 BD**  
**Cover:** It's not the size of the pool...  
**Inside:** It's the friends you "swim"  
 with. Happy Birthday



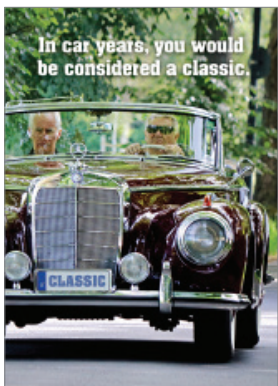
**PS 16037 BD**  
**Cover:** Those were the days, cars  
 were made in the USA...  
**Inside:** and an "AIRBAG" was  
 somebody who talked too much!  
 Happy Birthday.



**PS 16039 BD**  
**Inside:** Yoga Class? I thought you said  
 "Pour a Glass"! Happy Birthday!



**PS 16040 BD**  
**Inside:** "Golden Years" my ass!  
 Happy Birthday



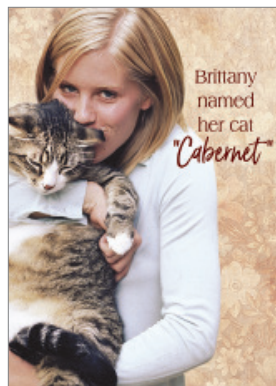
**PS 16041 BD**  
**Cover:** In car years, you would be  
 considered a classic. **Inside:** In wine  
 years, you would be considered  
 smooth. And in dog years... well, you  
 would be dead. Happy Birthday.



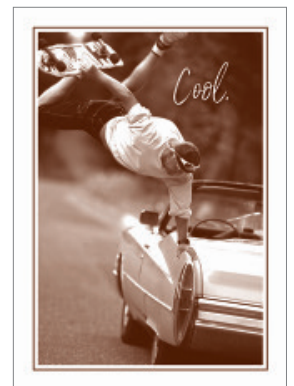
**PS 16051 BD**  
**Cover:** "If you obey all the rules, you  
 miss all the FUN" —Katherine Hepburn  
**Inside:** It's your Birthday! Go ahead,  
 break some rules.



**PS 16052 BD**  
**Cover:** "Birthdays are nature's way  
 of telling us to eat more cake!"  
 —anonymous  
**Inside:** It's your special day, so go  
 ahead and have seconds!  
 Happy Birthday



**PS 16053 BD**  
**Cover:** Brittany named her cat  
 "Cabernet"  
**Inside:** It was one less thing to  
 remember Happy Birthday



**PS 16054 BD**  
**Cover:** Cool!  
**Inside:** You can't buy it.  
 You can't learn it. You can't fake it.  
 Happy Birthday to a cool guy!





**PS 16055 BD**  
**Cover:** You make Fabulous...  
**Inside:** Look Easy! Happy Birthday.



**PS 16058 BD**  
**Cover:** Being awesome...  
**Inside:** has no age! Happy Birthday.



**PS 16062 BD**  
**Cover:** Don't fear getting older...  
**Inside:** Fear getting stuck in traffic after 2 cups of coffee and a bran muffin. Happy Birthday.



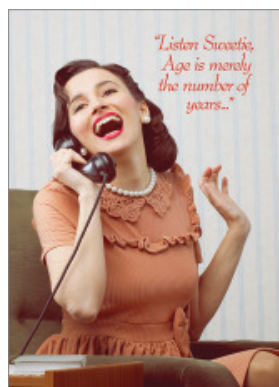
**PS 16063 BD**  
**Cover:** It's not the kind of car that matters.  
**Inside:** It's the friends that you take along for the "ride". Happy Birthday.



**PS 16064 BD**  
**Cover:** Best Friends are the ones who know all about you...  
**Inside:** but like you anyway. Happy Birthday.



**PS 16065 BD**  
**Cover:** Skinny jeans make you look skinny...  
**Inside:** the same way Thin Mints make you look thin. Happy Birthday.



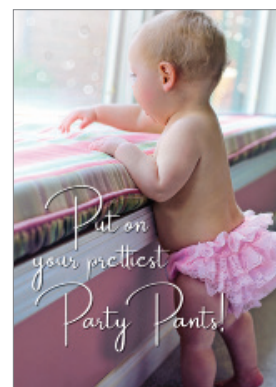
**PS 16066 BD**  
**Cover:** "Listen Sweetie, Age is merely the number of years..."  
**Inside:** "the world has been enjoying YOU!" Happy Birthday.



**PS 16068 BD**  
**Cover:** You make Fabulous...  
**Inside:** look easy. Happy Birthday.

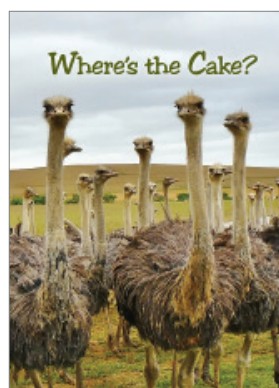


**PS 16069 BD**  
**Cover:** Remember when you were so sweet and innocent?  
**Inside:** We don't either! Happy Birthday.



**PS 16076 BD**  
**Cover:** Put on your prettiest Party Pants!  
**Inside:** It's your Birthday... as you celebrate be Classy and be Sassy!

## Belated Birthday



**PS 16077 BD**  
**Cover:** Where's the cake?  
**Inside:** That piece of cake you are about to eat is full of sugar and fat, loaded with calories, and theoretically could take years off your life... If you don't want it, can I have it? Happy Birthday!



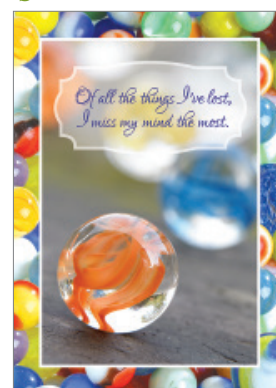
**PS 16081 BD**  
**Cover:** In car years, you would be considered a classic. In wine years, you would be considered smooth.  
**Inside:** And in dog years... well, you would be dead. Happy Birthday.



**PS 16082 BD**  
**Cover:** "You're only given a little spark of madness. You mustn't lose it."  
 -Robin Williams  
**Inside:** Have a Mad, Mad Birthday!



**PS 02006 BB bookmark**  
**Cover:** "THERE ARE LOTS OF PEOPLE WHO MISTAKE THEIR IMAGINATION FOR THEIR MEMORY." Josh Billings  
**Inside:** LIKE ME! SORRY I FORGOT YOUR BIRTHDAY. HOPE IT WAS HAPPY.



**PS 02008 BB**  
**Cover:** Of all the things I've lost, I miss my mind the most.  
**Inside:** Why else would I forget your Birthday? Hope it was happy!



Cost: \$2.00 / Pre-printed retail: \$3.99  
Minimum order per style: 6 pieces  
Each card has a unique UPC code

## Encouragement



PS 01156 EN

**Cover:** Sometimes you have to put on your big girl panties.  
**Inside:** ... and admit it's just another Adventure!



PS 03025 EN

**Cover:** Grow Hope  
**Inside:** Let your faith be bigger than your fears. Please know you're not alone.



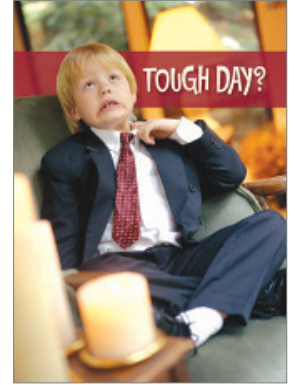
PS 03026 EN

**Cover:** You never know how strong you are until being strong is all you have.  
**Inside:** Let's kick cancer out of Your Life!



PS 09012 EN

**Cover:** "A pessimist sees the difficulty in every opportunity; an optimist sees opportunity in every difficulty."  
Winston Churchill **Inside:** A realist sees the need for another drink!



PS 16029 EN

**Cover:** TOUGH DAY?  
**Inside:** HANG IN THERE.

## Friendship



PS 16049 EN

**Inside:** "Reach for the Sky!"  
— Tom Hanks  
voicing the character of Woody in "Toy Story"



PS 16061 EN

**Cover:** YOU GOT THIS  
**Inside:** JUST BECAUSE IT'S HARD, DOESN'T MEAN IT'S IMPOSSIBLE.



PS 16067 EN

**Cover:** YES YOU CAN  
**Inside:** Blank



PS 07008 FS bookmark

**Cover:** "If I had a flower for every time you made me Smile, I'd have a garden to walk in forever."  
Anonymous  
**Inside:** Happiness is me with You.



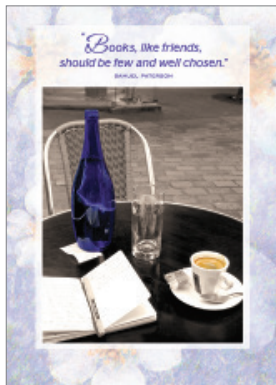
PS 09002 FS

**Cover:** "When it comes to life's adventures... never pull back on the reins."  
Anonymous  
**Inside:** Thanks for being the friend that makes my life exciting.



PS 12005 FS bookmark

**Cover:** Do more of what makes You happy.  
**Inside:** blank



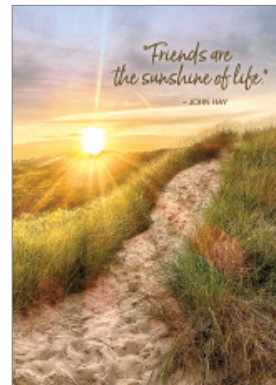
PS 13000 FS

**Cover:** "Books, like friends, should be few and well chosen."  
Samuel Paterson  
**Inside:** Feeling lucky to be one of the chosen few!



PS 16033 FS

**Inside:** OH, SHIT!



PS 16043 FS

**Cover:** "Friends are the sunshine of life." — JOHN HAY  
**Inside:** Thank you for being You.



PS 16056 FS

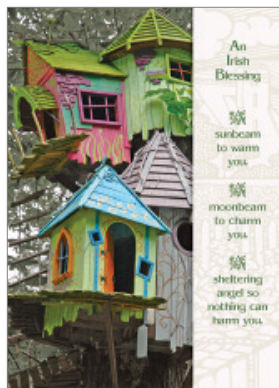
**Cover:** Friends...  
**Inside:** like no udder!



## Thinking of You



**PS 16079 FS**  
**Cover:** Girlfriends...  
**Inside:** Thank God for Girlfriends!



**PS 15002 TY bookmark**  
**Cover:** An Irish Blessing. A sunbeam to warm you. A moonbeam to charm you. A sheltering angel so nothing can harm you.  
**Inside:** Thinking of you and hoping your days are filled with sunshine.



**PS 15003 TY bookmark**  
**Cover:** If you want to know where your heart is, look to where your mind goes when it wanders. **Inside:** I often wander to thoughts of you!



**PS 16004 TY**  
**Cover:** The most important thing in listening is hearing what isn't said.  
**Inside:** I miss you. Remember, I'm just a call away.



**PS 16010 TY**  
**Cover:** I was just wondering...  
**Inside:** How's one of my favorite humans?

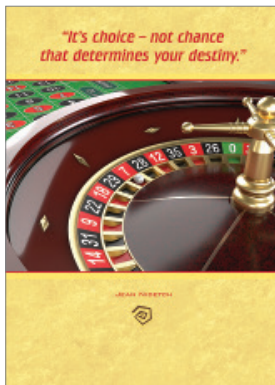
## Congratulations



**PS 16013 TY**  
**Cover:** just a cheerful note  
**Inside:** ...because I was thinking of you and it made me smile.



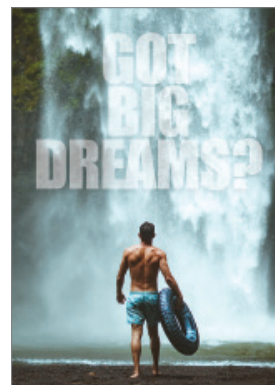
**PS 16078 TY**  
**Cover:** Missing You!  
**Inside:** I am here. You are there. One of us is in the wrong place!



**PS 13011 CG**  
**Cover:** "It's choice - not chance that determines your destiny." Jean Nidetch  
**Inside:** Congratulations!



**PS 16072 CG**  
**Cover:** Success!  
**Inside:** Well done, now take it and run! Congratulations!



**PS 16073 CG**  
**Cover:** GOT BIG DREAMS?  
**Inside:** The future is ahead of you, where many dreams come true, wishing you all the best, with luck in all you do. Congratulations!

## Thank You



**PS 04010 TH**  
**Cover:** "How beautiful a day can be When kindness touches it!" George Elliston  
**Inside:** Thank you, you're wonderful!



**PS 04011 TH bookmark**  
**Cover:** "No act of kindness is ever wasted." Aesops Fable  
**Inside:** Thank you for making everything better.



**PS 04012 TH**  
**Cover:** THANK YOU  
**Inside:** COULDN'T FORGET YOUR KINDNESS. THANK YOU



**PS 16022 TH**  
**Cover:** Just When I THOUGHT I WAS LOSING it...  
**Inside:** YOU SHOWED UP! Thank you. You are the Best.

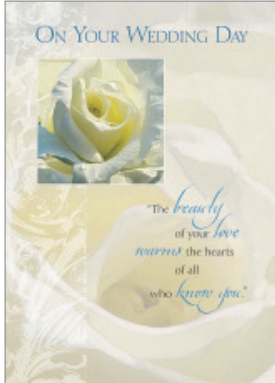


**PS 16038 TH**  
**Cover:** Kindness is the language which the deaf can hear and the blind can see." —Mark Twain  
**Inside:** Thank You so very much.

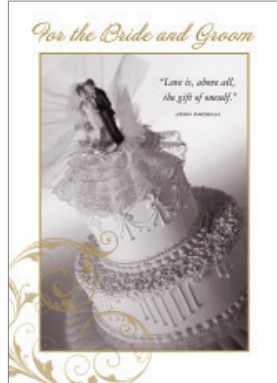


Cost: \$2.00 / Pre-printed retail: \$3.99  
 Minimum order per style: 6 pieces  
 Each card has a unique UPC code

## Wedding



**PS 16011 WD**  
**Cover:** ON YOUR WEDDING DAY "The beauty of your love warms the hearts of all who know you."  
**Inside:** Congratulations and Best Wishes to a Wonderful Couple



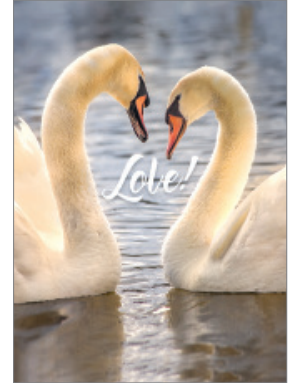
**PS 16012 WD**  
**Cover:** For the Bride and Groom "Love is, above all, the gift of oneself."  
 Jean Anduilh **Inside:** Wishing you both a lifetime of happiness, a lifetime of love. Congratulations



**PS 16028 WD**  
**Cover:** "You know you're In Love when you can't fall asleep"  
**Inside:** "...because Reality is better than your Dreams."  
 —Dr. Seuss Congratulations.



**PS 16036 WD**  
**Cover:** Just Married  
**Inside:** Congratulations!



**PS 16047 WD**  
**Cover:** Love!  
**Inside:** Congratulations!

## Anniversary



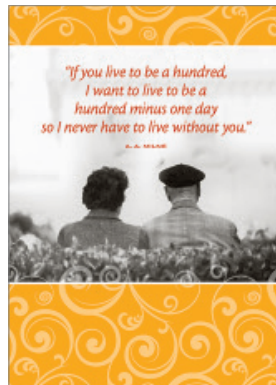
**PS 06004 AN**  
**Cover:** "Marriage is not counting the years; it's making the years count."  
 Anonymous  
**Inside:** Happy Anniversary



**PS 06010 AN bookmark**  
**Cover:** "There are many things in life that will catch your eye, but only a few will catch your heart..." Anonymous  
**Inside:** ...And you caught mine.  
 Happy Anniversary



**PS 07001 AN**  
**Cover:** "There isn't a particle of you that I don't know, remember, and want."  
 Noel Coward  
**Inside:** Whenever you're near, all's right with the world. Happy Anniversary.



**PS 07002 AN**  
**Cover:** "If you live to be a hundred, I want to live to be a hundred minus one day so I never have to live without you."  
 A.A. Milne  
**Inside:** You make it all worthwhile.  
 I LOVE YOU



**PS 13010 AN**  
**Cover:** "Happiness is being married to your best friend." Anonymous  
**Inside:** I love you! Happy Anniversary



**PS 16025 AN**  
**Cover:** IS THERE ANYTHING BETTER THAN YOUNG LOVE?  
**Inside:** HOW ABOUT OLD LOVE?  
 HAPPY ANNIVERSARY



**PS 16059 AN**  
**Cover:** Loving You...  
**Inside:** brings joy to each day!  
 Happy Anniversary



**PS 16070 AN**  
**Cover:** If you have the right partner...  
**Inside:** the music never stops.  
 Happy Anniversary to a great couple.



**PS 05011 CG**  
**Cover:** A baby is a Blessing, a gift from Heaven above...  
**Inside:** A precious little angel to cherish and to love.

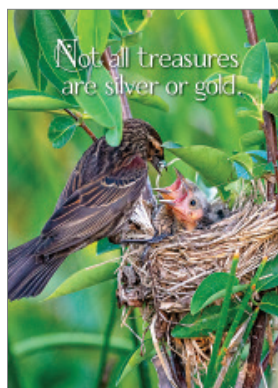


**PS 05013 CB**  
**Cover:** No joy on Earth brings greater pleasure than a little girl to love and treasure.  
**Inside:** Congratulations on your new Baby Girl!

## Baby



## Get Well



**PS 16044 CB**  
**Cover:** Not all treasures are silver or gold.  
**Inside:** Congratulations



**PS 16050 CB**  
**Cover:** Parenthood  
**Inside:** One of the greatest journeys in life. Congratulations.



**PS 03013 GW bookmark**  
**Cover:** "If I had my way, I'd make health catching, instead of disease."  
 Robert Ingersoll **Inside:** Sending sunshine and good cheer. Take care.



**PS 03016 GW bookmark**  
**Cover:** "With the new day comes new strength and thoughts"  
 Eleanor Roosevelt  
**Inside:** May you feel better than expected with each new day.



**PS 03018 GW bookmark**  
**Cover:** "A joyful heart is good medicine." Proverbs 17:22  
**Inside:** Sending Cheerful Get Well Wishes Just for You!



**PS 03019 GW**  
**Cover:** "Keep your face always toward the sunshine" Helen Keller  
**Inside:** Sending warm and caring thoughts to brighten your day.



**PS 03023 GW bookmark**  
**Cover:** Find a favorite little Joy in every day.  
**Inside:** May your days be brighter as you feel stronger.



**PS 03117 GW**  
**Cover:** IF YOU'RE FEELING BLUE, TRY PAINTING YOURSELF ANOTHER COLOR.  
**Inside:** Then hold your head up high and Get Well Soon!



**PS 03118 GW**  
**Cover:** Isn't it nice to think that tomorrow is a new day?  
 L.M. Montgomery  
**Inside:** Hope you'll be feeling better soon!



**PS 16060 GW**  
**Cover:** BLACK WALNUTS  
 HOT COFFEE HARNESS BELLS  
 CONVERSATION LAYING HENS  
 ANTIQUES HOT SOUP  
**Inside:** WISHING YOU EVERYTHING YOU NEED TO GET WELL SOON!

## Sympathy



**PS 16075 GW**  
**Cover:** Wishing You Bright & Sunny Days  
**Inside:** Let there be sunshine to chase the pains away, kind thoughts to cheer you and brighten every day. Get Well Soon.



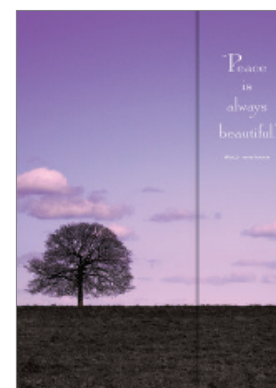
**PS 10005 SY**  
**Cover:** "What the heart has once owned and had... it shall never lose."  
 Henry Ward Beecher  
**Inside:** With Deepest Sympathy In The Loss Of Your Loved One



**PS 10008 SY bookmark**  
**Cover:** "Earth has no sorrow that heaven cannot heal."  
 John Muir  
**Inside:** Although none of us can know your sorrow, know that we are here for you.



**PS 10010 SY bookmark**  
**Cover:** "Love leaves a memory no one can steal"  
 Anonymous  
**Inside:** My heart goes out to you at this difficult time.



**PS 10014 SY bookmark**  
**Cover:** "Peace is always beautiful."  
 Walt Whitman  
**Inside:** Thinking of you with Sympathy and Love



Cost: \$2.00 / Pre-printed retail: \$3.99  
Minimum order per style: 6 pieces  
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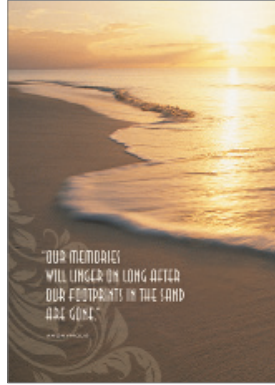
## Sympathy



**PS 10015 SY**  
**Cover:** "For some moments in life, there are no words." Robert Dahl  
**Inside:** Thinking of you with Love and Sympathy.



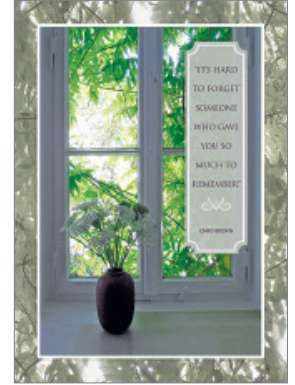
**PS 10018 SY bookmark**  
**Cover:** "There is always music amongst the trees and the garden, but our hearts must be quiet to hear it." M. Aumonier  
**Inside:** Wishing you quiet moments and peaceful days. With Sympathy.



**PS 10020 SY**  
**Cover:** "OUR MEMORIES WILL LINGER ON LONG AFTER OUR FOOTPRINTS IN THE SAND ARE GONE." Anonymous  
**Inside:** MAY PASSING DAYS AND LOVING FRIENDS COMFORT YOU.



**PS 10023 SY**  
**Cover:** "Let grateful memories survive in time of sorrow." Robert Louis Stevenson  
**Inside:** With sincere and heartfelt sympathy for your loss.



**PS 10025 SY**  
**Cover:** "IT'S HARD TO FORGET SOMEONE WHO GAVE YOU SO MUCH TO REMEMBER." Chris Brown  
**Inside:** WISHING YOU COMFORT AND SYMPATHY.



**PS 10026 SY**  
**Cover:** "What we have once enjoyed we can never lose. All that we love deeply becomes a part of us." Helen Keller  
**Inside:** With heartfelt Sympathy



**PS 10028 SY**  
**Cover:** "Grief is like the ocean: it comes in waves, ebbing and flowing." Vicki Harrison  
**Inside:** With Deepest Sympathy



**PS 10029 SY**  
**Cover:** "To everything there is a Season and a time to every purpose under Heaven." Ecclesiastes 3:1  
**Inside:** Thinking of you with thoughts and prayers.



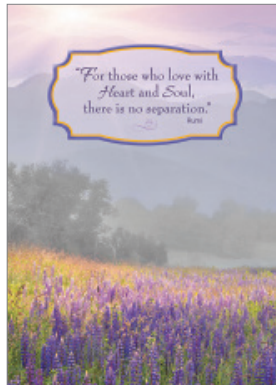
**PS 10031 SY**  
**Cover:** "Like a bird singing in the rain, let grateful memories survive in time of sorrow." Robert Louis Stevenson  
**Inside:** Thinking of you with deepest Sympathy



**PS 10033 SY**  
**Cover:** At the end of this life is an open door, and beyond that threshold, there is only Joy.  
**Inside:** Thinking of you and sharing in your loss. With Deepest Sympathy



**PS 10034 SY**  
**Cover:** So long as we live, they too shall live. For they are now a part of us As we remember them.  
**Inside:** With Sympathy



**PS 10035 SY**  
**Cover:** "For those who love with Heart and Soul, there is no separation." Rumi  
**Inside:** May precious memories be a comfort to you. With Sympathy



**PS 16074 SY**  
**Cover:** "Every natural object is a conductor of divinity and only by coming into contact with them... may we be filled with the Holy Ghost." -John Muir  
**Inside:** With much Love and Sympathy for your Loss



**PS 16080 SY**  
**Cover:** May the memories shine as bright as your love  
**Inside:** With Deepest Sympathy



**PS 10024 SYP**  
**Cover:** "Until One Has Loved An Animal, A Part of One's Soul Remains Asleep." Anatole France  
**Inside:** With Sympathy On The Loss Of Your Companion.

## Pet Sympathy



## Retirement



PS 16002 RT bookmark

**Cover:** Relax Escape Travel Indulge Read Enjoy

**Inside:** Wishing you a life full of good times and happiness!  
Congratulations on your Retirement.

## Blank Note



PS 16048 BL

**Cover:** "When you can't find the sunshine, be the sunshine."

—Anonymous

**Inside:** Blank



PS 16045 BL

**Cover:** "Nothing can dim the light that shines from within." -Maya Angelou

**Inside:** Blank

# Information

## Customer Service:

We are an "old-fashioned" company, and we take pride in putting our customers FIRST!

Your satisfaction is our NUMBER ONE PRIORITY.

Should you have an issue, please contact our Customer Service Department

at 1-800-836-4206 x221,  
or email [info@shadetreegreetings.com](mailto:info@shadetreegreetings.com).

## Ordering Our Products:

There are five easy and convenient ways to order our products:

1. ONLINE: Visit our NEW website at [www.shadetreegreetings.com](http://www.shadetreegreetings.com).
2. SALES REPRESENTATIVE: Contact your local sales representative. (You can contact Customer Service at 1-800-836-4206 x221 if you need your representative's name and phone number)
3. PHONE: Our Customer Service representatives are on hand daily to help you with your order. Call us at 1-800-836-4206 x221.
4. EMAIL: email your order to [orders@shadetreegreetings.com](mailto:orders@shadetreegreetings.com).  
Be sure to include a phone number should we need to contact you.
5. FAX: Send a fax to 1-888-700-8306.

## Pricing:

All of our greeting cards are pre-printed with a retail price.

"Paper Street" Cost: \$2.00 Retail: \$3.99

## Minimums and Quantities:

We do not have a monetary order minimum. However, if your order totals less than \$100.00, you will be charged a \$3.50 handling fee.

We do have product quantity minimums which are noted on the order form.

## Payment Options:

We accept MasterCard, VISA, American Express, and Discover. We will ship COD, or you may prepay by check. Terms (Net-30) are available upon approval of credit.

## Freight:

All orders are shipped F.O.B. Rochester, NY.

## Returns and Exchanges:

All product returns must be authorized.

Return credit will be issued on stock received in re-saleable condition, as determined by Shade Tree Greetings.

Please note:

- We do not issue refunds unless specifically stated in a promotion.
- You must contact Customer Service for a Return Authorization number.
- Customers are responsible for freight on returned products.
- Restocking charges may apply.

If you have further questions, please contact Customer Service at 1-800-836-4206 x221.

## New Accounts:

New accounts requesting COD or paying by credit card will have their orders shipped immediately.

New accounts requesting terms will have their orders shipped upon approval of credit. The credit approval process normally takes fewer than two business days.

## Contact information:

Phone: 585-442-4580

Toll-free: 1-800-836-4206

Toll-free fax: 1-888-700-8306

Customer Service hours: M-F 8:30 a.m.-4:00 p.m. EST.

e-mail: [info@shadetreegreetings.com](mailto:info@shadetreegreetings.com)

## Mailing and Shipping Address:

Shade Tree Greetings, Inc.

704 South Clinton Avenue, Suite 400

Rochester, NY 14620

## Website:

[www.shadetreegreetings.com](http://www.shadetreegreetings.com)

## To our Customers in Canada:

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[www.jannex.com](http://www.jannex.com)





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