

**Keywords**

**Publishing Business**

**Fair**

**Alpine Village**

Was born in 1919. By 1960 he was a widower with a son and a failed business in the Upper Peninsula of Michigan. He decided to give himself a fresh start by moving to Gaylord, Mi and setting up a business printing a Shopping Guide.

He also remarried on Dec. 17, 1960. Her name was Marlene Johnson and she had three young children.

The business was set up in the basement of his house. His typist and office receptionist was Theresa Slivinski. It took a lot of work and time to get his business running well and to be accepted in the community.

As he became acquainted with Gaylord he realized that the town needed a marketing tool. McLouth who owned what is now the Otsego Ski Club had an idea of turning the area into a Bavarian theme. He did the facades at the ski club in this theme.

Everret along with some influential people started to sell the idea of an Alpine Theme. Gradually some stores built this façade on their store fronts. Harold Elgas was one of these people who supported the idea of the Alpine Village. When the idea caught on he developed a slide show called the Gaylord Story and was asked to present the slide show to various communities across the country.

File 2 Empty

The Otsego County Fair had been called the Agricultural and Mechanical Society. It went bankrupt in the Depression. The three large buildings in the front were built by the CCC during the Depression.

The property called the fairgrounds in 1950 was owned by different entities, including the Chamber of Commerce, The Gaylord State Bank and the Fair Association. Everett became president of the Fair Board and began to work on getting all the property under the ownership of the fair. He did not accomplish this but started to work towards this goal.

The grounds became a center of activities apart from the annual fair. The Michigan Beef Breeders Association held their sales there. Later the sales were moved to the Livestock Yards on US27 across from Kmart. Still later, the group built new facilities on N. Townline Rd.

File 5 empty

File 6 basically a repeat of earlier information

File 7 nothing of value

File 8 repeat of Alpine Village theme effort.