

Wisconsin Historical Museum: Aluminum Christmas trees regain their shine at the Wisconsin Historical Museum

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Madison, Wis. – The Wisconsin Historical Museum once again presents, “Ever Gleaming: The Enduring Love Affair with the Aluminum Christmas Tree” on Friday, November 24.

“These aluminum trees appealed to a space-age notion of modern living,” notes Mike Hollander, interim director of the Wisconsin Historical Museum. “No need to travel out to the tree lot or worry about needles falling onto the carpet; these shiny trees were an expression of the new age of modern living where life was clean, automated and easy.”

Aluminum trees were extremely popular in the 1960s, and this exhibit gives guests the opportunity to experience the nostalgia of a bygone era. The exhibit includes over two dozen different aluminum trees in various colors, from the standard silver tree to the rare pink tree that Lucy referenced in the popular “A Charlie Brown Christmas” television special that premiered in 1965. Visitors to the museum can relive holiday memories, pose for pictures in a vintage 1960s living room, and see a wide array of all types, sizes and colors in this display of shiny aluminum trees. The exhibit is open until January 13, 2018.

All of the aluminum trees on display were made at The Aluminum Specialty

Company in Manitowoc, Wisconsin, and the company became the largest manufacturer of aluminum trees. At its peak, it employed 750 people to make Christmas trees that evolved over time from a straight needle tree to added pompom tips and frosted needles. Their tree, the Evergleam, became a remarkable success, with more than one million making their way into American homes.

The museum will also host a Holiday Sale Event on Thursday, December 7 from 5:00 - 7:30pm. The sale event will include discounts on store products, sweet treats, a tour of the Ever Gleaming exhibit, a unique photo booth, and much more.

The Wisconsin Historical Museum is open Tuesday through Saturday from 9:00 am to 4:00 pm. Between Thanksgiving and Christmas the Museum will be open Tuesday through Saturday, 9:00 am to 5:00 pm and Sunday 11:00 am to 4:00 pm (closed Thanksgiving Day, Christmas Eve, Christmas Day.) Suggested donation of \$5 per adult and \$3 per child. For more information, visit WisconsinHistoricalMuseum.org.

About the Wisconsin Historical MuseumThe Wisconsin Historical Museum, one of 12 Wisconsin Historical Society sites, is located at 30 N. Carroll St. on Madison's Capitol Square. The Museum features four floors of exhibition space and a unique museum store. Call 608-264-6555 for more information, or visit us online at www.WisconsinHistoricalMuseum.org.

About Wisconsin Historical Society

The Wisconsin Historical Society, founded in 1846, ranks as one of the largest, most active, and most diversified state historical societies in the nation. As both a state agency and a private membership organization, its mission is to help people connect to the past by collecting, preserving, and sharing stories. The Wisconsin Historical Society serves millions of people every year through a wide range of sites, programs, and services. For more information, visit wisconsinhistory.org.