

'Evergleams On Eighth' * November 19-January 3, 2016 * Downtown Manitowoc

In 1959, Aluminum Specialty Company, in Manitowoc, WI introduced a 'space-aged' Christmas tree design that took over the country.

Not only did this company manufacture more than 1 million trees, but another 40 aluminum companies, including Mirro, also located in Manitowoc, produced their own version of the tree, ranging from the fairly common 2' size to 4', 6' and the more rare 7' and even 8' tree in a variety of colors!

The most common color is silver, but occasionally gold, green, blue, and pink trees can be found on resale sites such as eBay. Prices vary according to rarity and condition, but a quick check will reveal few prices as low as the \$100 range and some trees selling in the \$1000's.

In addition to the trees, complimentary products, such as the Color Wheel and Rotating Tree Stand were available, as well as smaller wall trees and wall decorations resembling a starburst.

Although a few of the businesses will display their own trees, most of the items in this display are from the private collection of a Manitowoc native who has always had an interest in the Aluminum Trees and the value of a solid downtown district.

With these two goals in mind, the Manitowoc City Center Association proudly teamed with his enthusiastic goal to 'make the downtown shine' and presents to you, "Evergleams on Eighth" in your favorite storefronts, throughout the downtown!

The display is open for viewing daily and will be in place until January 3.

There is no charge, but pick up a map at any participating member location listed on the Poster or go to www.downtownmanitowoc.org to print out a copy!

These trees are NOT for sale!

BE ADVISED: Due to the vintage nature of the trees, some of the displays are NOT lighted, so it is best to enjoy some during the daylight hours. Others, especially those with color wheels, are quite beautiful when lighted!

Hospitality and Holiday Cheer will be available at any and all of the downtown merchants, so stop in to warm up and take a peek!