



THE *Evergleam* BOOK®

60TH ANNIVERSARY
DELUXE EDITION

Media Kit



BY THERON GEORGES

FOR ADDED BEAUTY: USE WITH *Evergleam*® COLOR PROJECTOR AND REVOLVING STAND



THE *Evergleam* BOOK

PRESS RELEASE

The Evergleam Book 60th Anniversary Deluxe Edition

The Evergleam Book tells the story of the 1959 debut of the aluminum Christmas tree by the Aluminum Specialty Company of Manitowoc, Wisconsin. By the mid-1960s, the Evergleam had sky-rocketed to meteoric heights of popularity, before suddenly plummeting into the annals of Christmases past. When the Aluminum Specialty Company shut its doors forever, all company records were lost, including the fascinating story of this truly American Space Age Christmas tree. . . until now.

With Theron Georges as your guide, you'll explore Evergleam's hometown, you'll meet and reminisce with the people who made Evergleams famous, and you'll discover the entire sparkling line of Evergleam aluminum Christmas trees.

The 60th Anniversary Deluxe Edition is packed with extremely rare and never before seen ephemera including: original instruction sheets, heirloom family photographs, period newspaper clippings, vintage magazine advertisements, official marketing materials, and an assortment of packaging inserts. *The Evergleam Book* is the encyclopedia of Evergleam you've been waiting for!





THE *Evergleam* BOOK

ALL NEW & IMPROVED!

What's New for the 60th Anniversary Deluxe Edition?

- Entirely new layout and design, more closely aligned with original Evergleam branding and color scheme.
- The 60th Anniversary Deluxe Edition is virtually twice as large as the First Edition.
- 4 New Chapters: Aluminum Specialty Yearbook, Hijinks in the Heartland, Additional Resources, and Evergleams on Eighth Reunion.
- 5 New Sidebar Stories: including National Tinsel Company, Algoma Dowel Company, Ri-Del Manufacturing, The Hideaway Cabin, and GE Safety String Set.
- 6 Cameos of Former Aluminum Specialty Employees: including short bios and heirloom photographs contributed by their families in the Aluminum Specialty Yearbook.
- Newspaper clippings highlight significant milestones and events for Aluminum Specialty's Evergleam.
- Vintage photographs throughout this edition attest that the aluminum Christmas tree became a truly American Space Age design icon — transcending regional holiday traditions and norms, socio-economic class, and race in 1960s America.
- So, You Want to Buy an Evergleam chapter is now illustrated.
- Catalog: brand new to this edition is the entire line of Evergreen trees, with a highlight on the super-rare Sno-Tip Balsam. Many of the other Evergleam subchapters and tables have been updated.
- Archives and Ephemera: is packed with instruction sheets, advertisements, official marketing materials, and packaging inserts.
- Footnotes, Endnotes, and Bibliography and pagination reworked using academic form and typographical notation.
- Upgraded paper stock: high quality coated art paper with gloss varnish makes the graphics and photography pop off the pages.



THE *Evergleam* BOOK

AUTHOR BIOGRAPHY

Aviation & Aluminum Christmas Trees

Theron Georges is a native of San Antonio, TX. He graduated from Embry-Riddle Aeronautical University with a degree in Aeronautical Science. Theron pioneered an internship at Mexicana Airlines in Mexico City, where he published his first written work *Guide to United States Aviation Weather Services*. Theron further advanced his aviation career as an airline pilot for Northwest AirlinK. Currently he serves as a captain in domestic and international flight operations for a corporate flight department based in Houston.

In his spare time he curates one of the largest collections of vintage Evergleam aluminum Christmas trees extant anywhere in the world. The collection appeared in a pop-up show Evergleams at Hobby Airport, which aired on Houston's KPRC Channel 2 News. Most recently, the collection was showcased at the Wisconsin Historical Museum Ever Gleaming exhibit in Madison.

This year, for the 60th anniversary of the aluminum Christmas tree, the collection will appear in an exclusive exhibit at the 1940 Air Terminal Museum in Houston.

So, what exactly does aviation have to do with aluminum Christmas trees? Actually, everything! Discover the you-can't-make-that-up story in his newest book *The Evergleam Book*.



Click here to download high resolution image.





THE *Evergleam* BOOK

INTERVIEW QUESTIONS & TIP SHEET

How is *The Evergleam Book* different from *Season's Gleamings* or other books about vintage Christmas? (00:01:29)

I like to say that “*The Evergleam Book* picks up where *Season's Gleamings* left off.” The two books could not be more different from one another. Think of Evergleam as a complement to *Season's Gleamings*.

Since it came out in 2004, *Season's Gleamings* has remained one of my very favorite books. In fact, it is a personal Christmas tradition to display my copy with my own aluminum Christmas trees.

Season's Gleamings is essentially an art photography book filled with gorgeous portraits of aluminum Christmas trees from different manufacturers. It does include minimal written word in the form of two essays about aluminum Christmas trees.

The Evergleam Book is rapidly becoming the complete reference about Evergleam aluminum Christmas trees. The primary premise of the book is the reconstruction of a complete catalog of nearly every product ever produced by Aluminum Specialty under the Evergleam trademark.

For historical background, and set within the context of the late 1950s and 1960s, it includes the true story of the debut of the aluminum Christmas tree in 1959. It includes comprehensive advice to the buyer on what to look for when appraising and purchasing an Evergleam. There is an archive of ephemera including many very rarely seen instruction sheets, advertisements, marketing materials, and packaging inserts.

The work is historically significant because the Aluminum Specialty Company is no longer in business and until now a comprehensive reference and archive of the magnificent production and works of Evergleam did not exist.

It is an enduring record and homage to a fascinating success story for a Wisconsin business and to the American Dream.

 **CONTINUED ON NEXT PAGE...**



THE *Evergleam* BOOK

INTERVIEW QUESTIONS & TIP SHEET

**Which was the very first company to manufacture an aluminum Christmas tree?
(00:00:41)**

The very first company to produce an aluminum Christmas tree was Modern Coatings out of Chicago, IL. We know that they did this as early as 1958, as they applied for and were granted a patent: #2,893,149. The patent lists Clarence D. Reece and Nathan Paul as the inventors.

This first aluminum Christmas tree was never intended to be mass-marketed to the public at large, rather it was intended for other customers, such as department stores, to be used as a merchandising prop during the holiday season.

The pre-assembled handmade tree was too large, too heavy, and too expensive to have mass appeal for the average American family.

If the Aluminum Specialty Company did not invent it, how did they come to manufacture aluminum Christmas trees? (00:00:53)

While on a trip to Chicago for a holiday party, Tom Gannon, then vice-president for Aluminum Specialty was shown one of the Modern Coatings trees by a buyer for Ben Franklin stores named Harold Kamp. Tom Gannon was smitten with the tree, but after he learned of the \$50 to \$75 price tag, he knew that it was not affordable for the average American household. The pre-assembled tree was also too large and too heavy.

But the idea was born! Tom Gannon knew that if he and his talented team of engineers back at Aluminum Specialty could reverse-engineer the tree, thereby reducing its size, weight, and cost, he might be able to mass-market it for the American public. As with the Ford Motor Company, the story of Aluminum Specialty and aluminum Christmas trees is a story about taking a good idea and making it great.

**Why do you think aluminum Christmas trees were popular in the early 1960s?
(00:00:46)**

In order to understand the American aluminum Christmas tree craze, you have to frame them within the context of the times. In the late 1950s and early 1960s, post-war American nationalism ran feverishly high. These were times of relative economic prosperity and unabashed consumerism. Aluminum was an inexpensive and versatile raw material. Americans were obsessed with all things shiny, streamlined, and modern. And all of us were dreaming about space. We were ready for something new. Aluminum Christmas trees were definitely something new for the Space Age.



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INTERVIEW QUESTIONS & TIP SHEET

Why did aluminum Christmas trees fall out of favor? (00:00:28)

Urban legend tells us that the premiere of *A Charlie Brown Christmas* in December of 1965 sounded the death knell for the aluminum Christmas tree. In the special, Lucy charges Charlie Brown with getting the biggest aluminum tree he can find, maybe painted pink. Instead, Charlie Brown returns with a small, live, green tree. The aluminum Christmas tree represents the over-commercialization of Christmas, whereas the live tree represents the true spirit of Christmas.

Why are aluminum Christmas trees relevant? (00:01:35)

Aluminum Christmas trees, especially those in fantastic condition, can stand solidly on their own as Mid-Century Modern objects of art. Johnie Shimon refers to them as “manufactured modernism.” They’re futuristic and Space Age. They’re perfectly symmetrical. They sparkle and they shimmer. Some of them spin.

And, they’re green — they don’t shed needles, don’t ooze sap, don’t require watering, and they can be re-used year after year.

But, I especially love to appreciate them in the context of the times during which they were produced: the late 1950s and early 1960s. They speak to us from another point in time and conjure up images of Eisenhower, Kennedy, Khrushchev, Gagarin, Van Cliburn’s victory at the first quadrennial Tchaikovsky Competition in Moscow, the Space Race, the Cold War, Sputnik, Mid-Century Modern, Mad Men. Aluminum Christmas trees are pure nostalgia.

We are now bearing witness to the renaissance of the aluminum Christmas tree, and now, a generation not yet living in the 60s, 70s, and 80s is fascinated with them. It is amazing that an item which originally cost ten to twenty dollars now regularly sells for hundreds, and in some cases, thousands of dollars.





THE *Evergleam* BOOK

INFORMATION & MEDIA

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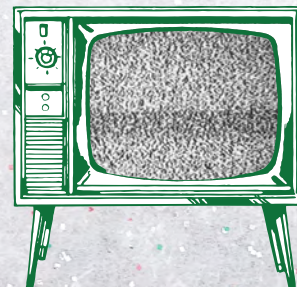
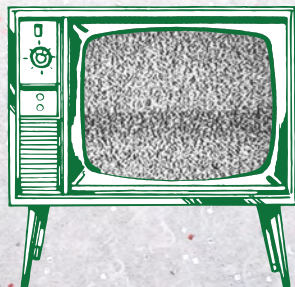
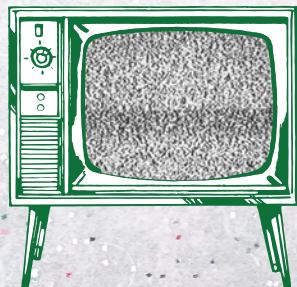
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THE *Evergleam* BOOK

INFORMATION & MEDIA

Exhibit Announcement:



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Space Age Christmas Trees - The Exhibit
November 29th - January 3rd
1940 Air Terminal Museum
William P. Hobby Airport
8325 Travelair Street
Houston, Texas

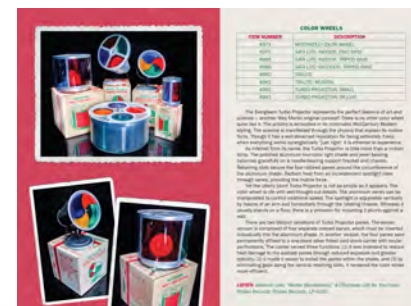
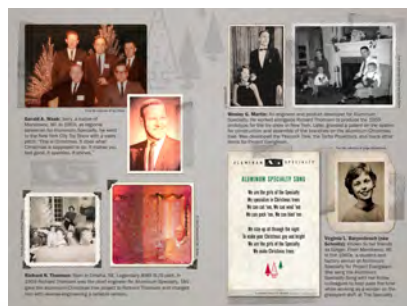
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