

**Milwaukee County Historical Society**

**Title:** Gimbel Brothers, 1840-1986

**Call Number:** Mss-0430

**Bulk:** 42 cubic feet

**Abstract:** Records consist of legal documents, employee publications, photographs, newspaper clippings, slides, and videotapes of the national department store chain. Of special interest is the extensive collection of employee publications. For scrapbooks see MV F7

**Historical Note:** Adam Gimbel established his family in the retail business when he opened a store in Vincennes, Indiana in 1842. His sons started the Gimbel Brothers firm. Gimbel Brothers began in Milwaukee in 1887 and later expanded to Philadelphia, Pittsburgh and New York. Horace Saks sold Saks Fifth Avenue and Saks Thirty-fourth Street stores to Bernard Gimbel in 1923 for Gimbel stock. Gimbels Southgate was the first suburban Gimbels store in 1954. Gimbels merged with Schuster's Department Stores in 1962 and Marshall Field's bought the firm in 1986.

**Scope and Content:** This collection is divided into five series:

**Series I: Gimbels Collection.** Material relating to the Gimbels Store, including: Historical Data, Correspondence, Clippings and Informational Material, Programs, Individual Store Information, Newsletters, Legal and Property Papers, and Miscellaneous Materials.

**Series II: Schuster's Collection.** Material relating to Shuster's Store including: Historical Data, Billie the Brownie, Newsletters and Clippings, and Legal Papers.

**Series III: Gimbels Photos, Slides, Audio/Visual and Negatives.** Photographs include images of stores, employees, events, publications. Slides include promotional images, and other miscellaneous images.

**Series IV: Schuster's Photos.** Material includes images of stores, employees and events.

**Series V: Albums.** Materials include albums of Gimbels store construction from start to finish, and Schuster's Three Stores.

**Administrative Note:**

The collection was donated by Gimbels in 1986. It was reprocessed in 2000 by Steve Daily.

<b>Series I: Gimbels Collection</b>	<b>Box</b>	<b>File</b>
<b>Historical Data</b>		

Historical Booklets	1	1
Business Summary	1	1a
"Life at Gimbels" Reminiscences, etc., of Gimbels Employees	1	2
Historical Letters	1	3
"It All Began With Adam"	1	4
"It All Began With Adam" Vol. 1-5	1	4a
"It All Began With Adam" Vol.6-12	1	4b
General Gimbels Histories	1	5
Gimbels Family Genealogy	1	6
Corporate Expansion	1	7
Old Milwaukee Historical Data	1	8
Gimbels Milwaukee Historical Data	1	9
Store Opening Dates	1	10
Gimbels Centenary, Vincennes 1942 Clippings (2 folders)	1	11
Gimbels in Vincennes-1842-1887	1	12
Gimbels Centennial Information	1	13
Binder: Clippings, Gimbels Management, Correspondence, etc	1	Loose
Binder: Tobacco Companies-Loews, British American Tobacco, B&W/BAT History, etc.	1	Loose
B.A.T and Batus Corp. Booklets	1	15
Gimbels Pittsburgh Historical Data correspondence	1	16
Gimbels Pittsburgh Historical Data	1	16a
Gimbels-New York Historical Data-Clippings and Newsletters	1	17
Gimbels-New York-Historical Data-Correspondence	1	18
Gimbels Philadelphia-Historical Data-Clippings, etc.	1	19
Gimbels Catalogue, 1892-93	1	20
Gimbel Brothers Misc. Drawings of store exteriors	1	21
<b>Correspondence</b>	<b>Box</b>	<b>File</b>
Bernard Gimbel Correspondence	2	1
Ellis A. Gimbel Sr. Correspondence	2	2
Information to Associates, General	2	3
Gimbels Memos 1956-1976	2	4
Visual Managers memos & misc. 1984	2	5
<b>Clippings</b>	<b>Box</b>	<b>File</b>
Clippings Milwaukee Journal Gimbels Ads 7/20/1923 and 1937	2	6
Clippings 1935-1978	2	7
Clippings 25-50 Year Club-Milwaukee Journal 1952-1975	2	8
Gimbels Clippings 1968-1970's	2	9

Clippings 1982-1985	2	10
Extracts from Old Gimbels Ads	2	11
Originals of Old Gimbels Ads	2	12
Gimbels Newspaper Clippings and Articles	2	13
Photocopies of Gimbels Articles and Abstracts of Articles	2	14
Catalogues, Advertising, and Promotional Materials	2	15
Bernard Gimbel clippings	2	16
Bernard Gimbel Journal/Sentinel Articles and Clippings	2	17
Bruce Gimbel (Photocopied) Clippings and Articles	2	18
Ellis A. Gimbel Sr. Articles and Clippings	2	19
Oscar Greenwald Clippings and Postcard	2	20
Charles Zadok Clippings	2	21
Clippings Gimbels Wisconsin Art Collections 1959	2	22
Misc. Old Advertisements, Receipts, Memorabilia	2	23
Gimbels Magazine Clippings 1947-1955	2	24
Women's Wear Daily Clippings-Fashion Period Dress	2	25
<b>Programs</b>	<b>Box</b>	<b>File</b>
25 year Club Banquet Programs 1947-1972	2	26
25 year Club Banquet Programs 1973-1985	2	27
25 year Club Banquet-receipts, Menus, and Letters 1950-1985	2	28
25 year Club Banquet-Rosters (Booklets)	2	29
<b>Individual Store Information</b>	<b>Box</b>	<b>File</b>
Appleton Mall Plans and Articles	2	30
Appleton Promotion Folder and clippings	2	31
Appleton Newspapers About Opening of Fox Cities Gimbels	2	32
Appleton Opening Day-Appleton Publications	2	33
Appleton Gimbels Opening Day-Correspondence	2	34
Appleton Newspapers About Gimbels Fox Cities	2	35
East Town Articles Wisconsin State Journal	2	36
East Towne (Madison) Documents and Promotion Folders	2	37
Hilldale Renovation 1983- Clippings	2	38
Hilldale Renovation 1983-Store Plans and Maps	2	39
Hilldale Reopening 1983-Promotional Folder and Itinerary	2	40
Hilldale Reopening 1983-Clippings-Wisconsin State Journal	2	41
Hilldale Fact Sheets	2	42
Hilldale Articles- Madison Newspapers	2	43
<b>Grand Avenue, Mayfair, Northridge, Southridge, Southgate, and Third Street Store and Saks</b>	<b>Box</b>	<b>File</b>
Downtown Building and Development-Clippings-Journal/Sentinel	3	1

Downtown Building and Development-Clippings-Other Papers	3	2
The Marketplace At Gimbels-Clippings	3	3
The Marketplace At Gimbels-Correspondence and Pamphlets	3	4
Food Service	3	5
Food Service-Clippings	3	6
Grand Avenue-Miscellaneous	3	7
Grand Avenue Grand Opening Clippings	3	8
Bridal/Valentine event plans & Fall plans 1984	3	9
Journal and Sentinel Specials on Grand Avenue 8/26/1982 & 8/25/1982	3	10
Mayfair Renovation plans 1977	3	11
Mayfair Clippings 1953-1958	3	12
Mayfair-Milwaukee Journal Special Oct., 1958	3	13
Mayfair Clippings 1960-1978, Undated	3	14
Mayfair-Miscellaneous	3	15
Northridge Clippings 1969-1972	3	16
Journal Special-Northridge-August 2, 1972	3	17
Northridge Plans and Literature	3	18
Northridge Lakes Maps	3	19
Southgate and Westgate Clippings	3	20
Southgate and Westgate Correspondence	3	21
Southgate Pre-Opening and Construction brochure	3	22
Southgate Clippings 1953-1976	3	23
Southridge Store-Plans and Literature	3	24
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Third Street Store Clippings 1970, 1985	3	26
Third Street Store Closing-Correspondence to Employees 1970	3	27
Christmas display evaluations - all stores 1984	3	28
Mannequin information	3	29
"Sak's News" and Publications	3	30
Sak's Clippings	3	31
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<b>Capitol Court, Mitchell Street, Window Displays and Ads</b>	<b>Box</b>	<b>File</b>
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Capitol Court Correspondence	4	2
Capitol Court Store Promo Folder, etc	4	3
Information to Gimbels Associates-Capitol Court Closing 1984	4	4
Mitchell Street Store-Clippings	4	5
Mitchell Street Store -Mitchell Center-Clippings and Booklet	4	6
Mitchell Street Store-Correspondence	4	7
Christmas Windows Plans 1956	4	8
Christmas Windows Plans 1958	4	9
Plans for Displays 1960	4	10
Displays 1961, Papers	4	11

Plans for Displays 1963	4	12
Windows 1966 Plans	4	13
Christmas Windows 1968	4	14
Display World Awards 1964-66	4	15
Christmas plans 1983	4	16
Christmas plans 1984	4	16a
<b>Gimbel's Midwest Executives and Executive Development</b>	<b>Box</b>	<b>File</b>
Executives, Alan C. Sunshine	4	17
Executives, Lenard C. Hobert	4	18
Executives, Maurice W. Berger	4	19
Executives, Thomas Grimes	4	20
Executives, Midwest Gimbel Clippings	4	21
Executives, Robert J. Suslow	4	22
Executives, Letter from Ben Glassman of Rembrandt Lamp Corp. to Benno Kaimann concerning bet on Milwaukee Braves 1957	4	Framed Loose
<b>Newsletters: Gimbel "Broadcaster" 1943-1948: "Gimbelite" 1949-1966</b>	<b>Box</b>	<b>File</b>
Gimbel Broadcaster 1943 March-December	5	1
Gimbel Broadcaster 1944 Jan.-Dec	5	2
Gimbel Broadcaster 1945 Jan.-Dec	5	3
Gimbel Broadcaster 1946 Jan.-Dec	5	4
Gimbel Broadcaster 1947 Jan.-Dec	5	5
Gimbel Broadcaster 1948 Jan.-Aug.;Gimbelite Sept-Dec	5	6
Gimbelite 1949 Jan.-Dec	5	7
Gimbelite 1950 Jan.-Nov	5	8
Gimbelite 1951 Jan.-Nov	5	9
Gimbelite 1952 Feb.-Dec	5	10
Gimbelite 1953 Feb.-Dec	5	11
Gimbelite 1954 Feb.-Dec	5	12
Gimbelite 1955 Jan.-Dec	5	13
Gimbelite 1956 Feb.-Dec	5	14
Gimbelite 1957 Feb.-Dec	5	15
Gimbelite 1958 Feb.-Dec	5	16
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Gimbelite 1960 Feb.-Dec	5	18
Let's See Feb. 1960	5	19
Gimbelite 1961 Mar.-Dec	5	20
Gimbelite 1962 Feb.-Dec	5	21
Gimbelite 1963 Jan.-Aug	5	22
Gimbelite 1963 Oct.-Dec	5	23
Gimbelite 1964 Feb.-June/July	5	24

Gimbelite 1964 Aug.-Dec	5	25
Gimbelite 1965 Feb.-Dec	5	26
Gimbelite 1966 Feb.-June	5	27
Gimbelite 1966 July-Dec.	5	28
<b>“Gimbelite” 1967-1981: “Front and Forward” 1981-1986</b>	<b>Box</b>	<b>File</b>
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Gimbelite 1967 Feb.-July	6	1
Gimbelite 1967 Aug.-Dec	6	2
Gimbelite 1968 Feb.-June	6	3
Gimbelite 1968 Aug.-Dec	6	4
Gimbelite 1969 Feb.-June	6	5
Gimbelite 1969 Aug.-Dec	6	6
Gimbelite 1970 Feb.-Aug	6	7
Gimbelite 1970 Sept.-Dec	6	8
Gimbelite 1971 Feb.-Sept	6	9
Gimbelite 1971 Oct.-Dec	6	10
Gimbelite 1972 Feb.-June	6	11
Gimbelite 1972 Aug/Sept-Dec	6	12
Gimbelite 1973 Feb.-June	6	13
Gimbelite 1973 Aug.-Dec	6	14
Gimbelite 1974 Feb.-June	6	15
Gimbelite 1974 Aug.-Oct	6	16
Gimbelite 1974/75 Dec.-July	6	17
Gimbelite 1976 vol.1-2	6	18
Gimbelite 1977 Autumn	6	19
Gimbelite 1978 Winter	6	20
Gimbelite 1979 vol.1-vol 3	6	21
Gimbelite 1980 vol.1	6	22
Gimbelite 1981 vol.1	6	23
Front and Forward 1981 vol.#1-#7	6	24
Front and Forward 1982 vol.1-vol.5	6	25
Front and Forward 1982 vol. 6-vol.9	6	26
Front and Forward 1983 vol.1-vol.7	6	27
Front and Forward 1984 vol. 1-vol.6	6	28
Front and Forward 1984-1985	6	29
Front and Forward 1985 vol. 1-vol.4	6	30
Front and Forward 1986 vol.1-vol.5/6	6	31
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<b>“Gimbeletter”, “Take Five”, and Misc. Clippings</b>	<b>Box</b>	<b>File</b>
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Gimbeletter 1959	7	1
Gimbeletter 1960	7	2
Gimbeletter 1961	7	3
Gimbeletter 1962	7	4

Gimbeletter 1963	7	5
Gimbeletter 1964	7	6
Gimbeletter 1965	7	7
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Gimbeletter 1976	7	18
Gimbeletter 1977	7	19
Gimbeletter 1978	7	20
Gimbeletter 1979	7	21
Gimbeletter 1980	7	22
Gimbeletter 1981	7	23
Take Five 1981	7	24
Take Five 1982	7	25
Take Five 1983	7	26
Take Five 1984	7	27
Take Five 1985	7	28
Take Five 1985	7	29
Take Five 1986	7	30
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<b>Legal and Property Papers</b>	<b>Box</b>	<b>File</b>
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Henry Wehr Affair, Henry Wehr Biographical File	8	1
Henry Wehr Affair, Jacob Gimbel Correspondence, Wehr Affair 1 of 2, 1911-1917	8	2
Henry Wehr Affair, Jacob Gimbel Correspondence, Wehr Affair 2 of 2, 1911-1917	8	3
Henry Wehr Affair, Papers-Property of Oscar Greenwald	8	4
Henry Wehr Affair, Lease-Henry Wehr to The Wehr Building Company, Inc. May 1, 1915 to April 30, 2014	8	5
Henry Wehr Affair, Correspondence, Addition on the River Ordinance 1916	8	6
Henry Wehr Affair, Case in Appeal: Addition on the River Injunction Papers 1907-1908	8	7
Henry Wehr Affair, Advertisements To Rent No.1 Grand Avenue	8	8
Henry Wehr Affair, Blueprints	8	9
Henry Wehr Affair, Wehr vs. Gimbels; Gimbels vs. Wehr	8	10
Henry Wehr Affair, Correspondence 1917, Concerning Building on the	8	11

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Henry Wehr Affair, Legal Documents	8	12
Henry Wehr Affair, Legal Documents	8	12a
Henry Wehr Affair, Kearny-Glicksman Correspondence 1914-1916	8	13
Henry Wehr Affair, Wehr Matters, Property Papers 1900-1901	8	14
Henry Wehr Affair, Correspondence 1917-1919	8	15
Henry Wehr Affair, Legal Documents 1917-1919	8	16
Henry Wehr Affair, Henry Wehr 99 year lease 1919	8	17
Henry Wehr Affair, Henry Wehr Arbitration I	8	18
Henry Wehr Affair, Henry Wehr Arbitration II	8	19
Henry Wehr Affair, Henry Wehr Arbitration III	8	20
Henry Wehr Affair, Henry Wehr Arbitration IV	8	21
Henry Wehr Affair, Henry Wehr Arbitration V	8	22
Henry Wehr Affair, Wehr vs. Gimbel testimony pgs.258-561	8	23
Henry Wehr Affair, Wehr vs. Gimbel testimony pgs 562-871	8	24
Henry Wehr Affair, Wehr vs. Gimbel testimony pgs 872-1035	8	25
Henry Wehr Affair, Index of Henry Wehr Papers, Misc., Clippings	8	26
Henry Wehr, miscellaneous	8	27
<b>Ledgers and Journals 1887-1922</b>	<b>Box</b>	
Blank Contract Sheets 1922	9	
Contracts Oscar Greenwald 1924-1930	9	
Contracts Oscar Greenwald-Blank	9	
Louis Gimbel-Employee Contracts 1904-1908	9	
Nathan Hamburger-Employee Contracts 1904-1907	9	
Record of Important Papers-Gimbel Brothers, Milwaukee Wisconsin, 1919	9	
Journal-1887-1894	9	
Journal-1922 Accounts Receivable	9	
Journal-Blank	9	
Ledger-Blank Credit/Debit Slips	9	
Ledger-1889-1918 Loss/Gain	9	
Ledger-1919	9	
Ledger-Petty Cash 1887	9	
<b>Legal and Property Papers 1870s-1910s (Box 1 of 6)</b>	<b>Box</b>	<b>File</b>
Legal Documents 1870-1900	10	1
Partnership Papers, Gimbels Brothers 1889	10	2
Canceled Checks 1890-1920	10	3



\$10 Bill 1891*	10	4
99 Year Lease, Tesch Et Al, Copies 1891	10	5
Lease, Tesch Et Al, Copy 1892	10	6
Adler Case 1893	10	7
Fire Insurance 1895-1898	10	8
Labor Disputes, Legal; Thievery 1896-1926	10	9
99 Year Lease Tesch Et Al. 1893-1902	10	10
Lease, Julius Andre and Sons 1898; Affidavits of Herman Andre, Nathan Hamburger 1898	10	11
Original Building, Burham Letters 1900-1901	10	12
Legal Documents 1900-1910	10	13
Deutscher Club Stock Co. Agreement 1901-1906	10	14
Clippings, General 1901-1937	10	15
Letters of Transmittal, Gimbels Bros. 1903	10	16
Winkler Letters 1903	10	17
Annual Reports by Foreign Corporations 1903-1923	10	18
Plankinton Legal Papers 1903-1923	10	19
Charters, Gimbel Bros., Wisconsin and Pennsylvania 1904-1911	10	20
Jacob Gimbel Papers 1904-1920	10	21
Power of Attorney, Louis and Julia Gimbel 1905	10	22
Northwestern Mutual Life Insurance Co. Papers 1905-1914	10	23
Legal Documents 1910-1920	10	24
Legal Documents 1910-1920	10	25
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<b>Gimbel's Legal and Property Papers (Box 2 of 6)</b>	<b>Box</b>	<b>File</b>
.		
Bridging Boston Store Alley	11	1
Wisconsin Trust Co., Loan Papers 1912	11	2
Stocks, Assorted-Oscar Greenwald 1913-1933	11	3
Gimbels Insurance 1914	11	4
Boston Store vs. Gimbels affair 1914-1918	11	5
Atlantic Mercantile Co. Inc., Certificate of Incorporation and By-laws ca. 1915	11	6
Uihlein Loan Papers 1915	11	7
Glicksman, Gold, Corrigan, Law Firm Correspondence to Gimbel Bros. 1915-1926	11	8
Plankinton Lease, Plankinton Option 1915-1928	11	9
Knoerschild Property Papers 1915-1930	11	10
Riverwalk File 1916-1937	11	11
Riverwalk involvement 1984	11	11a
Loan Papers 1918	11	12
Income Tax, Milwaukee Store 1918-1935	11	13
Bonds-Gold 1919	11	14
Elks Club Bonds 1919	11	15
Jacob Gimbel Correspondence 1919-1921	11	16

Kresge Affair Papers 1919-1921	11	17
Elevator Contracts 1919-1924	11	18
Third (3rd) Street Property Papers 1920-1928	11	19
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First Wisconsin Trust Co. Mortgage 1920-1933	11	21
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<b>Gimbel's Legal and Property Papers 1921 (Box 3 of 6)</b>	<b>Box</b>	<b>File</b>
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Browne Windows File 1921	12	1
Tax Returns 1921	12	2
Briggs and Stratton Stock 1921-1924	12	3
Gimbel, Richard Letters 1921-1926	12	4
Mortgage Trust \$1,200,000 1922	12	5
Blank Contract Sheets 1922	12	6
Tax Returns Cohen Bros 1922	12	7
Construction, New Building 1922-1923	12	8
Pile Driving Contract 1922-24	12	9
Appraisals 1922-1925	12	10
War Dept. Pictures and Building Permits 1922-1930	12	11
First (1st) Wisconsin Trust Co., First Mortgage 1923	12	12
Kalman Floor 1923	12	13
Maneville Warehouse Papers (Asbestos) 1923	12	14
Mason Work and Contracts 1923	12	15
Mortgage, \$1,315,000 1923	12	16
New Building, Contract, Original 1923	12	17
Sheet Metal Contracts 1923	12	18
Taussing and Swanson 1923-1935	12	19
Bonds, Gold 1924	12	20
Fire Insurance 1924-1926	12	21
Construction Correspondence, Kresge, Broido, Carl Mayer 1924, 1936-1937	12	22
Abel and Bach Property Papers 1924-1938	12	23
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<b>Gimbel's Legal and Property Papers 1921 (Box 4 of 6)</b>	<b>Box</b>	<b>File</b>
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Basement (New) 1925	13	1
Gimbel Bros. Inc. and Subsidiary Companies Report on Accounts, March 1925	13	2
Schulz Plan 1925	13	3
Stock Promissory Certificates \$1,000/5,000/10,000 1925	13	4
Wheeler Plans 1925	13	5
Auer Inc. Correspondence-Pertaining To Sale Of Lots 1&4 Block 84 Milwaukee 1925-1926	13	6
Sage Fixtures 1925-1928	13	7
"Shopping News" Correspondence 1925-1929	13	8

Oeflein vs. Gimbel Bros. Lawsuit 1926-1927	13	9
Goodrich Dock, Correspondence 1926-1937	13	10
Dever Bros. Paper Co. Lease 1927	13	11
Espenhain's Store 1927	13	12
Milwaukee Theater and Office Building Project 1927	13	13
Parking Garage Plans,etc. 1927	13	14
S.S. Kresge Co.; Extension of Lease 1927	13	15
Tennants,Third Street 1927-1929	13	16
Kresge, Correspondence 1927-1933	13	17
Hairdressing Dept. 1927-1933	13	18
I.O.U.'s 1928	13	19
Carl Geilfus correspondence 1928-1935	13	20
Tolman Property 560 Mtg. 1936 Woolworth, 356 Mtg. 1928	13	21
Margaret Murphy Case 1929	13	22
"Safeguarding Vital Records of Business" Booklet	13	23
Endorsements, Rate Changes in Insurance 1929	13	24
Bernard Gimbel Correspondence 1929-1932	13	25
Legal Documents, Miscellaneous 1930-1940	13	26
Plans, Blueprints 1930's	13	27
Report to the Secretary of State 1929-1930	13	28
Stock Certificates 1931	13	29
Parking Area for Gimbels 1931-1932	13	30
Liquor Affairs, Permits 1931-1933	13	31
Seligman and Latz, Johns Letter Service 1931-1934	13	32
Elks Club, Milwaukee, Papers From 1931-1937	13	33
Bernard Gimbel, Correspondence 1932	13	34
Mollie Silver and Cecil M. Bader Lease 1932	13	35
Philobosian lease of rug dept.	13	36
Record of Marketable Securities, Notes Receivable 1932-1933	13	37
Mortgage, Satisfaction of \$356,000 1932-1936	13	38
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<b>Gimbel's Legal and Property Papers 1921 (Box 5 of 6)</b>	<b>Box</b>	<b>File</b>
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Bernard Gimbel Correspondence 1933	14	1a
Milwaukee Electric Railway and Light Co., Wisconsin, Michigan Power Correspondence 1933	14	2
Mortgage, John Maneville \$310,000 1933	14	3
Butterick Co. Agreement with Emporium World Co. Papers 1933-1934	14	4
Warehouse, 10th and Clybourn; Letters 1933-1937	14	5
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Labor 1935 April	14	8
Labor 1935 May	14	9
Labor 1935 June	14	10

Labor 1935 July	14	11
Labor 1935 August	14	12
Labor 1935 September	14	13
Labor 1935 October	14	14
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Lease, Northwestern Mutual Life Insurance Co. \$2,000,000 1935	14	17
Miscellaneous Papers	14	18
Abel and Bach Lease; Correspondence 1936	14	19
Board Meeting Minutes 1936	14	20
Gimbel Realty Co. 1936	14	21
Mortgage, Additional \$600,000 1936	14	22
Northwestern Mutual Life Insurance Co. Loan \$2,000,000.00 1936	14	23
Northwestern Mutual Life Insurance Co. Papers 1936	14	24
Woolworth Affairs 1936	14	25
Treasury Papers, Correspondence, Miscellaneous 1936-1937	14	26
Western Book and Stationary Co., Correspondence 1936-1937	14	27
Architecture, Esser, Herman J. 1937	14	28
First Wisconsin National Bank Loan \$1,100,000 Oct.27, 1939	14	29
Mortgage, New Rate Gimbel's realty Co. and Northwestern Mutual Life Insurance Company 1940	14	30
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<b>Gimbel's Legal and Property Papers 1921 (Box 6 of 6)</b>	<b>Box</b>	<b>File</b>
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<b>Series II: Schuster's Collection</b>	<b>Box</b>	<b>File</b>
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Schuster's <i>Welcomes You to Milwaukee</i> Booklet	17	17
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.		
Wooden Time Clock (transferred to Museum Div)		
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1942 Centennial Papers (2 rolls)	25	Loose
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Male & Female Last name "I"	30	166
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"Roses" Aug 1970	34	377
"Dog Breeder" Ed Klein May 1970	34	378
"Meet Your Neighbors" Irene Leszkiewicz, Fern Zweifel, Maybelle Otterson 1969	34	379
"More Blessed to Give" Dec 1968	34	380
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<b>Celebrity Appearances</b>	<b>Box</b>	<b>File</b>
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Leo Durocher "Nice Guys Finish Last"	34	381
Liberace April 1975	34	382
Gregory Peck Sept 1974	34	383
"Gimbels Loved Gabor" Spring 1978	34	384
"Oh Those Fabulous Flicks" 1978	34	385
George McGovern at Marine Plaza Oct 1972	34	386
Misc. celebrity appearances	34	387
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<b>Publications – Front and Forward</b>	<b>Box</b>	<b>File</b>
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Circus Milwaukee	34	388
F&F issue #1 1986 Ice Sculpture	34	389
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F&F issue #3 1985 (includ. MACC Fund, Run 1985, Riverwalk)	34	393

F&F issue #4 1985	34	394
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F&F issue #7 1983	34	407
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F&F issue #3 1982	34	410
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F&F issue #8 1982 (includ. Grand Ave.)	34	413
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Index for Proofs and Negatives	35	Binder
Proofs and Negatives 1986 not indexed	35	421
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Proofs and Negatives 1985 #85061 thru 850725; 850808 thru 850923; 39404 & 39405	35	423
Proofs and Negatives 1984 #840217-840925	35	424
Proofs and Negatives 1985 #841203 thru 841211; 850113 thru 850530	35	425
Proofs and Negatives 1984 #841003 thru 841202	35	426
F&F 1984 #33663 & 33698	35	427
F&F 1983 #33000s	35	428
F&F 1983 #32000s	35	429
F&F 1983 #31000s	35	430
F&F 1983 #29901 thru 30000s	35	431
F&F 1982 #29000s	35	432
F&F 1982 #28000s	35	433
F&F #26000s-27000s	35	434
F&F #25000s	35	435

F&F #24000s	35	436
F&F 1978 #23000s	35	437
F&F #22000s	35	438
F&F #21000s	35	439
F&F 1981 #20000s	35	440
F&F Miscellaneous - all types/categories	35	441
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<b>Slides/Negatives</b>	<b>Box</b>	<b>Loose</b>
.		
Promotional Slides, 1975-1978	36	Binder
Promotional Slides, 1975-1981	36	Binder
Promotional Slides, 1979	36	Binder
Promotional Slides, 1979-1980	36	Binder
Promotional Slides, Feb-June 1980	36	Binder
Promotional Slides, Mar-July 1981	36	Binder
Promotional Slides, Aug-Sep 1981	37	Binder
Promotional Slides, Sep 1981	37	Binder
Promotional Slides, Special events 1981	37	Binder
Promotional Slides, Special events 1982	37	Binder
Promotional Slides, Nov 1983	37	Binder
Promotional Slides, Nov 1983	37	Binder
Promotional Slides, Jun-July 1983 MACC Fund	37	Binder
Promotional Slides, Feb-Mar 1984	37	Binder
Promotional Slides, May 1984	38	Binder
Promotional Slides, June 1984	38	Binder
Promotional Slides, Jan-Mar 1985	38	Binder
Promotional Slides, April-May 1985	38	Binder
Promotional Slides, Apr-Jun 1985	38	Binder
Promotional Slides, Oct-Dec 1985	38	Binder
1974-1976 "The Way We Were", The Company We Keep", "Thanks For the Memories"	39	Slide Box
1977-1981 Slide program	39	Slide Box
1984 25 Year Club presentation (2)	39	Slide Tray
1977 "New Faces of 1952"	39	Slide Tray
1982 25 Year Club Slide Program script	39	Folder
"All Our Life's a Circle" script	39	Folder
1977 "New Faces of 1952" (dup)	40	Slide Tray
1959 subject?	40	Slide

		Tray
"A" tray "movies"	40	Slide Tray
Master tape reels "Billie the Brownie" (3)	40	Loose
"Billie the Brownie" cassette tapes (18)	40	Loose
25 Year Club cassette tapes (11)	40	Loose
25 Year Club Slide program 1975-1980	40	Folder
Audiotape w/interviews with Larry Teich and Billie the Brownie programs from 1954-1955	40	Loose
"Billie the Brownie" TV coverage Ch. 4, 6, 12 VHS	41	Loose
"Billie the Brownie" TV coverage Ch. 4, 6, 12 Beta	41	Loose
Gimbels history 80 min. 1978-1986 VHS	41	Loose
TV tape "Liberace appearance Gimbels Midwest" 7/82 30 min.	41	Loose
TV tape "Grand Plan" 5 part series WITI TV6	41	Loose
TV tape "Parade of Festivals" Ch. 6	41	Loose
TV tape "Parade Floats" WISN Ch. 12	41	Loose
TV tape "Charlotte Rae Story" Ch. 4	41	Loose
TV tape "The Grand Ave." Sales presentation Jan 1985	41	Loose
TV tape Gimbels History 1978-1986 Master #1, #2	41	Loose
TV tape "Downtown Redevelopment" Downtown Assoc. presentation	41	Loose
Gimbels History Summary Tapes #1, #2	41	Folder
"Gimbels Grand Opening Appleton 3/11/71	42	Reel
Latern slide show on Gimbels	42	Loose
Negatives of Gimbels stores	42	Loose
Negatives in envelopes on different topics	42	Loose
Slides of Capital Court Store	42	Loose
Billie the Brownie phonograph records	Box	On Shelf
.		
<b>Oversized Photographs</b>	43	Loose in box
<b>Series IV: Schuster's Photos</b>	<b>Box</b>	<b>File</b>
.		
<b>Schuster's Exteriors</b>		
Early Schuster Store	44	1
12th Street Store exteriors	44	2
3rd Street Store exteriors	44	3
Schuster Store ads - exteriors	44	4
Packard Plaza Store exteriors	44	5
Mitchell Street Store exteriors	44	6

Capitol Court Store exteriors	44	7
Crowds - exterior	44	8
Service Building	44	9
Window displays 1936-1944	44	10
Window displays misc.	44	11
Christmas displays 1923-31	44	11a
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<b>Schuster's Interiors</b>	<b>Box</b>	<b>File</b>
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3rd Street Store interiors	44	13
Mitchell Street Store interior	44	14
Capitol Court interiors 1956 Preview	44	15
Auto accessories 1939 - Mitchell Street Store	44	16
Appliances and Housewares	44	17
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Fountain Dinette -3rd, 12th, and Mitchell Street Stores	44	19
Workrooms	44	20
Shoes and shoe repair - 3rd Street Store	44	21
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Jewelry and Leather Goods	44	23
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Misc. Interiors	44	25a
Pet shop and Toyland	44	26
Beauty Salon, Art and Frame Dept.	44	27
Children's apparel	44	28
Home Furnishings and Draperies	44	29
China, Crystal, Silverware, and Aluminumware	44	30
Crowds - interior	44	31
Telephone booth and Mothers' Room	44	32
Men's Clothing	44	33
Women's Clothing	44	34
Fabrics	44	35
Drugs and Cosmetics	44	36
Floral Shop	44	37
Optical and Dental Depts.	44	38
Home Show 1939	44	39
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Escalator opening 1954	44	41
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<b>Schuster's Employee Activities and Events</b>	<b>Box</b>	<b>File</b>
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Schuster's employees - misc.	44	46
War bond sales	44	47
Athletic teams male	44	48
Athletic teams female	44	49
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Schuster's Athletic Assoc. Boards 1922-1935	44	51
Theatrical groups	44	52
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Hobbies misc.	44	63
Display Dept. 1949	44	64
Schuster's Memory Chest opening 1959	44	65
Misc.	44	66
<b>Albums</b>	<b>Location</b>	
Two photo albums showing construction of Gimbels store from start to finish, 1914-15	MV F7	
Album of Schuster's Three Stores	MV F7	
.		
<b>Oversize Items</b>	<b>Location</b>	
.		
Gimbels Centennial poster "Six Great Challenges"	OS XLG	
Unidentified Gimbels Store Front drawing, undated	OS XLG	