

**Title:** Milwaukee Journal Collection

**Call Number:** Mss-2240

**Inclusive Dates:** 1850 – 1994

**Bulk:** 1.0 cu. ft. total

**Location:** HH, Sh. 021 (1.0 cu. ft.)  
MV, F22 (3 items)  
OS SM “M” (1 item)

**Historical Note:** The Daily Journal was founded by Peter V. Deuster on November 16, 1882. Lucius W. Nieman became the editor and half owner on December 11, 1882. The location of the first Milwaukee Journal was at the Seebote building at 96 Mason Street. The newspaper changed its name to the Milwaukee Journal in 1885.

**Administrative Note:** The collection was revised February 2, 1995 by Steve Daily. Material was added to the collection on September 1990; Jan. 23, 2001, October and December 2003 and was processed by Kevin Abing. The collection was reprocessed on October 3, 2011 by Jenny Stevenson.

Contents	Box #	Folder #
Annual reports, 1891; 1952; 1961	1	1
Booklets, published re <i>Milwaukee Journal</i> <ul style="list-style-type: none"><li>- <i>Behind the Scenes at the Milwaukee Journal</i> (3 separate booklets)</li><li>- <i>Fly Me to The Moon</i> collection of articles by Harry S. Pease</li><li>- <i>Wisconsin on Parade 1882-1982</i></li><li>- <i>The Milwaukee Journal...a bit of its history and a glimpse into the making of Wisconsin's foremost newspaper</i>, 1948</li><li>- <i>The Milwaukee-Wisconsin Market: Population, Homes, Income, Employment, Retail Sales and Outlets</i>, 1955</li><li>- <i>Intercom</i>, Christmas 1976</li><li>- <i>The Journal's Radio City</i>, n.d</li><li>- <i>On the Way where and to whom</i>, 1934</li><li>- <i>Journalism as a Profession</i>, 1953</li><li>- <i>Six Decades: The News in Pictures</i>, 1976</li><li>- <i>The Milwaukee Journal Radio Log</i>, ca. 1922, 1929, ca. 1938</li></ul>	1	2
Booklets, published – Miscellaneous <ul style="list-style-type: none"><li>- <i>Are We Going Places</i>, 1952</li><li>- A Collection of Notable Quotations About Newspapers and Freedom of the Press,” ca. 1970</li><li>- <i>The Milwaukee Newspaper Circulation Controversy</i>. Official Stenographer's Report., 1899</li><li>- <i>Production Methods for Better ROP Color in Newspapers</i>, 1955</li><li>- <i>That Body of Yours</i> by Dr. James W. Barton, published by <i>Journal</i></li></ul>	1	3

<p>Public Service Bureau, 1930</p> <ul style="list-style-type: none"> <li>- <i>A Good Paper Pays Off</i>, ca 1950</li> <li>- <i>List of Grocers in Greater Milwaukee Routed by Wards and Suburbs</i>, 1939</li> <li>- <i>The Truth About Taxes in Wisconsin</i>, 1926</li> <li>- <i>The Facts About Wisconsin Institutions</i> (3 copies)</li> <li>- <i>How to Make Milwaukee a Better Community in Which to Live</i> (3 copies), 1942</li> <li>- <i>Glimpses of an Earlier Milwaukee</i> by Bill Hooker, 1929</li> <li>- <i>The Crucible</i> by George Nuesse, ca. 1912</li> <li>- <i>The Best of Davis: Selections from the Writings of Richard S. Davis</i>, 1961</li> </ul>		
<p>Booklets, published re Sports, Tourism, Nature</p> <ul style="list-style-type: none"> <li>- <i>Al's Run Kit</i>, Milwaukee County Journal, 1990</li> <li>- <i>Golfax</i> by Billy Sixty</li> <li>- <i>Boys' and Girls' Camps in Wisconsin</i>, 1950</li> <li>- <i>Official Paved Road Map of the United States and Canada</i></li> <li>- <i>Interesting One-Day and Week-End Trips Around Wisconsin</i>, 1950</li> <li>- <i>Wisconsin Wild Flowers</i>, 1927 (2 copies)</li> <li>- <i>Wisconsin Birds</i>, 1927 (2 copies)</li> <li>- <i>Favorite Fishing Spots Near Milwaukee</i>, 1954</li> <li>- <i>The Call of the Open Road: Wisconsin Highway Guide</i>, 1932</li> <li>- <i>Wisconsin's Water Problem</i>, 1957</li> <li>- <i>Historic Landmarks of Wisconsin</i>, 1962 (2 copies)</li> <li>- <i>1957 World Series</i></li> </ul>		
Calendars, 1894, 1940, 1964, 1966, 1967	1	4
Consumer Analysis of the Greater Milwaukee Market, 1935-1938, 1964, 1975-1977		
Correspondence, 1926; 1938; 1961, 1967	1	5
Employee Related Material (including copies of "The Blue Sheet" from 1943)	1	
<p>Histories</p> <ul style="list-style-type: none"> <li>- <i>The First 100 Years 1882-1982</i> centennial packet (2 copies)</li> <li>- <i>Milwaukee Journal from the American Mercury</i>, August 1950 by Chet Vonier</li> <li>- <i>The Idea of the Journal</i>, 1924 (3 copies)</li> </ul>	1	6
<p>Milwaukee Journal, special editions</p> <ul style="list-style-type: none"> <li>- "I Never Saw Anything More Wonderful"</li> <li>- "Meet Milwaukee...A Report To Its Citizens," 1963</li> <li>- Nov. 1850 issue of <i>Milwaukee Journal</i></li> <li>- Reproduction of Vol. 1, No. 1 of <i>The Daily Journal</i>, Nov. 16, 1882</li> <li>- November 16, 1932 issue of <i>Milwaukee Journal</i> ("Journal Completes Fifty Years Under One Editor")</li> </ul>	1	7
Miniature newspapers, April 3, 1961; Feb. 6, 1963; 1969; May 13, 1983, July	1	8

5, 1992, n.d.		
Miscellaneous	1	9
<ul style="list-style-type: none"> <li>- Theta Sigma Phi publicity workshop kit, 1965</li> <li>- Carrier receipt</li> <li>- Programs <ul style="list-style-type: none"> <li>o Thanksgiving Day Exhibition, 1940</li> <li>o First Annual Milwaukee Journal Indoor Games, 1951</li> <li>o Milwaukee Journal Music Festival at County Stadium, ca 1953</li> <li>o Metropolitan Art Museum \$1,000,000 Masterpiece Exhibition, 1953</li> </ul> </li> <li>- Advertising rates</li> <li>- Bicentennial poster</li> <li>- <i>150,000 or Bust!</i> (Publication for newsboys, 1918)</li> <li>- Elevator Inspection certificates, 1924-1925</li> <li>- Activities directory for Milwaukee teens, 1968 (2 copies)</li> <li>- Metal engraving: Guide to the Milwaukee Area</li> </ul>		
<i>As the Journal told it: Selections from past issues of the Milwaukee Journal</i> , vol. 2 (2 copies) and vol. 4 (See library collection for vols. 1-4)	1	Loose
<b>Oversize Items</b>	<b>Location</b>	
Journal's Handy Atlas, 1899	OS SM "M"	
"Portrait of a Paper," 75 <sup>th</sup> anniversary, 1969	MV, F22	
"Milwaukee is Mighty," ca.1955	MV, F22	
"Your Milwaukee...Moving Ahead," 1965	MV, F22	
"99 plus your 50 Nifty Things About Milwaukee," 1979	MV, F22	