

**Title:** Brady Street Merchants Association

**Reference Code:** Mss-1180

**Inclusive Dates:** 1972-1979

**Quantity:** 1.2 cu. ft.

**Location:** NE, Sh. 065  
MV, F27

**Creator:** Donated by Bert Stitt, October 2013

**Abstract:** The Brady Street Merchants Association, formed in 1972, was an outgrowth of the Brady-Farwell Merchants Association. The organization's purpose was to revitalize the economic and social life of the neighborhood. The Brady Street Festival has grown into one of Milwaukee's most popular summertime events.

**Scope and Content:** The collection consists of photos, slides, clippings, programs, flyers and other ephemera detailing the development and expansion of the association and the Brady Street Festival.

**Access and Use:** No restrictions

**Language:** English

**Arrangement:**

<b>Folder Title</b>	<b>Box #</b>	<b>Folder #</b>
BMA: Stationery, Graphics, etc.	1	1
Milwaukee Classic Bicycle Races – brochures, 1975-1977	1	2
Bradystreet Calendar – 1975	1	3
Brady Street Festivals – Miscellaneous	1	4
Brady Street Merchant's Association – Scrapbook	1	Loose in Box
Brady Street Festival Exhibitor Card File	1	Loose in Box
<b>Photos</b>		
Milwaukee Classic – 1975	1	5
Milwaukee Classic – 1976	1	6
Bradystreet Festival – 1973-1978	1	7
Bradystreet Festival (Slides) – 1976	1	8
Bradystreet Festival (Slides) – 1977?	1	9
Bradystreet Flower Box Planting (Slides) – 1977	1	10
Photographs by Mark Goff for <i>Kaleidoscope</i>	1	11

National Festival Conference – Milwaukee, Sept. 1979	1	12
Brady Street Scenes (Negatives) - 1979	1	13

**OVERSIZE: MV, F27**

- File of Brady Street newspaper advertisements

**Notes:**

- Brady Street Festival Posters (57) and t-shirts (10) transferred to museum division of the Historical Society.
- Videocassette “Festivals and the Politics of Culture” (documentary re National Festivals Conference, Milwaukee, WI, 1979) transferred to Multimedia Collection (Mss-2381)