

**Title:** Boston Store Collection

**Reference Code:** Mss-2051

**Inclusive Dates:** 1900 – 2018

**Quantity:** 0.4 cu. ft.

**Location:** LM, Sh. 171

**Abstract:** Julius Simon opened a small dry goods store at North Third Street and West Highland Avenue in 1897. Three years later, he moved the business to Fourth Street and Grand Avenue (now West Wisconsin Avenue) – the “heart of Milwaukee.” Simon attempted to recreate a version of the department store that was popularized by a Massachusetts retailer. He leased space to several merchants and opened his new operation with 30 distinct departments. Two of the merchants purchased Simon’s interest and renamed the company the Boston Store in 1906. During the next several decades, the company went through several ownership changes before it was acquired by Bon-Ton Stores, Inc. in 2006. Declining sales forced the company to declare bankruptcy and Milwaukee’s Boston Stores closed in 2018.

**Scope and Content:** The collection consists of newspaper clippings, brochures, flyers, scrapbooks (with clippings related primarily to store employees) and other ephemera detailing the Boston Store’s history.

**Access and Use:** No restrictions

**Language:** English

**Notes:** The scrapbooks were donated by Maureen Offerman, July 2019.