

Milwaukee County Historical Society

Title: Gimbel Brothers, 1840-1986

Call Number: Mss-0430

Bulk: 42 cubic feet

Location: BV, Sh. 215-242

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.

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