

Title: Capitol Court, 1951-2000

Call Number: Mss-2995

Bulk: 1.4 cu. ft.

Location: NE, Sh. 051

Historical Note: In 1952, Schuster's Department Store purchased 65 acres of land situated between Capitol Drive, N. 60th Street and W. Fond du Lac Avenue for a new shopping center. Capitol Court opened in 1956 and soon became Milwaukee's premier shopping center. In addition to Schuster's, the mall housed 59 other businesses, including T. A. Chapman's, J. C. Penney, Woolworth's and a Kohl's Food Store. Over the years, competition from newer malls and the lack of freeway access undermined Capitol Court's prominence. Capitol Court was razed in 2001, and a new shopping complex, Midtown Center, was built at the location.

Abstract: The collection records consist of photos, clippings, booklets, brochures, press books and newspaper advertising.

Administrative Note: The collection was processed on February 17, 2005, by Kevin Abing and added to in February 2014 by Shannon Erb.

Contents	Box #	Folder #
Schuster's – Clippings re: Capitol Court, 1951-1955	1	1
Newspaper Ads, August 1956-December 1958	1	2
Promotional Booklets/Brochures	1	3
Graphics, 1957-1976 (not inclusive)	1	4
Miscellaneous	1	5
Specification Book, Capitol Court Shopping Center, 1954	1	Loose in box
Press Books, 1955 – 1966	1	Loose in box
Press Books, 1967 – 1969	2	Loose in box
Multimedia (See Mss- 2254)		
Kiddietown Narrative CD #30		
Oversize Items	Location	
Common Council Resolution Commemorating 36 th Anniversary of Capitol Court, 1992	OS SM "C"	
Aerial View of Downtown Milwaukee	OS XLG	
Photographs (See M-199)	File #	
Groundbreaking & Reception	1	
Construction	2	
Exterior/Interior Views	3	
Events – Christmas	4	

Events – Art Fairs	5
Events – Miscellaneous	6
Miscellaneous	7
Kiddietown photographs	8
Kiddietown slides	Loose in Box
2 boxes of Schuster’s 3-D Slides of Capitol Court Model	Loose in Box
Slide Viewer	Loose in Box