

**Title:** Gugler Lithographic Company Collection

**Reference Code:** Mss-1361

**Inclusive Dates:** 1755-1978

**Quantity:** 17.8 cu. ft. total

**Location:** NE, Sh. 003-007 (16.6 cu. ft.)  
RC1, Sh. 014-015 (1.2 cu. ft.)  
OS LG "G" (1 item)

**Abstract:** Henry Gugeler (later Gugler) was born near Stuttgart, Germany, September 16, 1816. He married Fredericke Kasten, and they had four sons: Julius, born 1848; David, born 1851; Robert, born 1855; and Henry, Jr., born 1858 on his parents' first trip to the United States. Julius came to Milwaukee in 1869 and worked first for Seifert & Lawton, Lithographers. Henry moved to Milwaukee in the early 1870's and joined the firm, which soon became Seifert, Gugler & Co. In 1878 the firm changed to H. Gugler & Sons, which included Robert and Henry, Jr., as well as Julius and their father. Henry died in 1880.

Julius and his wife, Bertha Bremer, had four sons and two daughters: Oswald, Ralph, Erich, Hans, Frida, and Gretchen. Julius died in 1919, and his son, Oswald, became President of the company. Oswald died in 1949, and Ralph then became Chairman of the Board. Ralph died in 1956.

**Language:** English and German

**Arrangement:**

Contents	Box #	Folder #
Gugler Family. 1755-1946 Biographies, obituaries, estate papers, cemetery paper, school report, Burgerbrief, baptism records, family history chart, map of Egg Harbor City, NJ., where Henry Gugler worked on his engraving of Abraham Lincoln.	1	1
Gugler, Gretchen. 1897-1959 <i>The Mercury</i> , October 1897; Milwaukee East Side H.S. Debating Soc. Page 3: Class Poem 1897; "Ulysses Up to Date," by Gretchen Gugler, '97; Paper from Music Conservatory in Berlin, 1902; Clippings; Press Notices; Recital Programs; Letters; McDowell Club Award.	1	2
Gugler, Henry. 1840-1881 Diary?; Notes on his life; Passport, 1859; Account Sheet, 1868; Death Certificate & Bills for funeral.	1	3
Gugler, Henry. Lithographic Work Copies of articles on the Lincoln engraving; samples of lithographic work. "Gugler Lithographic Co." <i>Milwaukee Reader</i> July 31, 1978	1	4
Gugler, Julius. 1855-1919 Biographical sketches; Obituaries; Memorial Speeches; Apprenticeship Papers, 1863, 1867, 1869; Autobiography (mostly in German).	1	5
Gugler, Julius. Correspondence in English, 1876-1919.	1	6
Gugler, Julius. Correspondence in German, 1869-1918.	1	7

Gugler, Julius. Lithographic Work.	1	8
Gugler, Julius. Plays	1	9
Gugler, Julius. Book - <i>Der Heilige Pankrazius von Evolo</i> . 2 vols. Handwritten.	1	10
Gugler, Julius. Poetry and Prose in English.	1	11
Gugler, Julius. Poetry and Prose in German.	1	12
Gugler, Julius. Poetry and Prose in German.	1	13
Gugler, Julius. Poetry and Prose in German.	1	14
Dance Cards, Programs, Invitations, etc.	2	15
Miscellaneous Correspondence.	2	16
Miscellaneous Lithographic Work.	2	17
Theatres.	2	18
Travel - Clippings, "Tagebuch Anfingenden, 10 Oct 1853"	2	19
Gugler Lithographic Co. - Histories, 1816-1978.	2	20
Gugler Lithographic Co. - Business Papers, 1872-1929.	2	21
Gugler Lithographic Co. - Correspondence, 1872-1929.	2	22
Gugler Lithographic Co. - Miscellaneous lithographic work.	2	23
Gugler Lithographic Co. - Panoramic View of Milwaukee, 1898.	2	24
Miscellaneous.	2	25
Bond & Stock Certificates & Notes. Out-of-State. Arranged by State.	2	26
Bond & Stock Certificates & Notes. Out-of-State. Arranged by State.	2	26A
Bond & Stock Certificates & Notes. Wisconsin (except Milwaukee County).	2	27
Bond & Stock Certificates & Notes. Wisconsin (except Milwaukee County). Arranged by City.	2	27A
Small Scrapbook: Press Urtheile und Anderes uber den "Stern des Westens" [Press Opinions & others on "Stern des Westens," which was written by Julius Gugler]; also some clippings and letters.	2	LOOSE IN BOX
Bond & Stock Certificates & Notes. Milwaukee County: - Batavia Plantation Co. - T. A. Chapman Co. Storage Receipt - Eline's Inc. - Employes' Mutual Benefit Assn. - Employes' Mutual Saving Building & Loan Assn. - First Wisconsin Co., 1920-1925 *- First Wisconsin National Bank of Milwaukee, Wis. *- First Wisconsin Trust Co. - Morris F. Fox & Co., 1914 [1917] - William O. Goodrich Co. (prop. Milwaukee Linseed Oil Works), 1916 - Heinn Co., [1913] - Home State Bank. South Milwaukee - Hummel & Downing Co., 1918 - Kanawha Fuel Company - Kneeland-McLurg Lumber Co. [1912] - Leflys. 1913 - Milwaukee-Downer College - Milwaukee Gas Light Co. - Milwaukee Mechanics Insurance Co., 1913, 1917 - Milwaukee Refrigerator Transit Company - Phoenix Knitting Works	3	28-28A

<ul style="list-style-type: none"> <li>- Prime Steel Co.</li> <li>- Rohn Shoe Mfg. Co.</li> <li>- Roundy, Peckham &amp; Dexter Co.</li> <li>- Schuster's 1928</li> <li>- Second Ward Securities Co. 1920</li> <li>- Albert Trostel &amp; Sons Co.</li> <li>- Wisconsin Gas &amp; Electric Co.</li> <li>*-Wisconsin National Bank</li> <li>- Wisconsin Trust Co.</li> </ul> <p>NOTE: * indicates picture of building shown</p>		
Checks Engraved by Gugler Co.- Out-of-State Companies	3	29
Checks Engraved by Gugler Co.- Wisconsin Companies (except Milwaukee Co.)	3	30
Checks Engraved by Gugler Co.- Milwaukee County Companies	3	31
Miscellaneous Imagery	3	32
Annual Press Reports, 1911-1968	3	33
<p>CHECKS ENGRAVED BY GUGLER CO. (in packs)</p> <ul style="list-style-type: none"> <li>- Out-of-State Companies, Arranged by State</li> <li>- Wisconsin Companies (except Milwaukee County), Arranged by City</li> <li>- Milwaukee County Companies, Arranged Alphabetically <ul style="list-style-type: none"> <li>Blackhawk Mfg. Co. (formerly Amer. Grinder Mfg. Co.)</li> <li>Val Blatz Brewing Co.</li> <li>E. A. Bouer Co. [paper]</li> <li>Catholic Knights of Wisconsin</li> <li>*Gridley Dairy Co.</li> <li>Gugler Lithographic Co.</li> <li>Hahn Bros. [clothiers &amp; furnishers]</li> <li>Harnischfeger Co.</li> <li>Heil Co.</li> <li>*Home State Bank, South Milwaukee</li> <li>Kerner Incinerator Co.</li> <li>Lindsay McMillan Co. [oil products]</li> <li>Merchants &amp; Farmers State Bank</li> <li>Milwaukee National Bank</li> <li>L. J. Mueller Furnace Co.</li> <li>Pawling &amp; Harnischfeger Co.</li> <li>John Pritzlaff Hardware Co.</li> <li>H. Schmitt &amp; Son [building constructors &amp; engineers]</li> <li>Schwab Stamp &amp; Seal Co.</li> </ul> </li> </ul>	3	Loose
<p>BOND &amp; STOCK CERTIFICATES AND NOTES (in packs)</p> <ul style="list-style-type: none"> <li>- Out-of-State Companies, Arranged by State</li> <li>- Wisconsin Companies (except Milwaukee County), Arranged by City</li> <li>- Milwaukee County Companies, Arranged Alphabetically <ul style="list-style-type: none"> <li>Commonwealth Realty, 1911</li> <li>Consolidated Cement Co., 1900</li> <li>Fidelity Trust Co., n.d.</li> <li>Max Goldstine, 190?</li> <li>Frank C. Klode, 1909</li> <li>Milwaukee Coke and Gas Co., 1903</li> <li>Milwaukee County. Hospital Bond, 1902, 1912</li> <li>Milwaukee County. Viaduct Bond, 1905</li> <li>Milwaukee County. (Blank Bond)</li> <li>Milwaukee-Downer College, 1909</li> </ul> </li> </ul>	3	Loose

Milwaukee Grain & Feed Co., 1909 Milwaukee Refrigerator Transit Co., 1904, 1908, 1911 Milwaukee-Western Fuel Co., 1919 (part blank) Northwestern Trust & Investment Assn., 1895 Phoenix Knitting Works, 1921 Unity Investment Co., 1909 Wisconsin Traction, Light, Heat & Power Co., 1901 (not in Milwaukee City Directory or Polk's) Coliseo Sugar Plantation Co., 1903		
<b>Gugler Books and Printed Works</b>		
<i>Der Stern des Westens</i> , 1900 (106 copies)	4	
<i>Wie's die Stunde gab</i> , 1910 (38 copies)	5	
<i>Dramatisches von Julius Gugler</i> , 1892 (11 copies)	6	
<i>The Story of an Achievement: The Gugler Lithographic Company, 1878-1903</i> (10 copies)		
Abraham Lincoln lithograph (11x14 – approx.. 330 copies)	7	
<b>Stock Certificate Books for Gugler Company</b>		
		<b>Location</b>
Stock Certificates #1-100 (5 vols.)		NE, Sh. 006-007
Stock Certificates #1-200 (4 vols.)		NE, Sh. 006-007
Stock Certificates #201-400 (3 vols.)		NE, Sh. 006-007
Stock Certificates #301-680 (3 vols.)		NE, Sh. 006-007
Stock Certificates #1001-1249 (2 vols.)		NE, Sh. 006-007
Stock Certificates #5501-7124 (5 vols.)		NE, Sh. 006-007
<b>Financial and Miscellaneous Company Records</b>		
		<b>Location</b>
General ledger indexes (Labeled number 1-3, 6, 8-9, (2) w/o #s)		NE, Sh. 005-006
General ledger, Mar 1895-Jan 1904		NE, Sh. 005-006
General ledger, 1903-1927		NE, Sh. 005-006
General ledger, Apr 1915-Jan 1927		NE, Sh. 005-006
General ledger, 1934-1936		NE, Sh. 005-006
General ledger, 1936-1961		NE, Sh. 005-006
General ledger, 1938-1956		NE, Sh. 005-006
Farm ledger, Jan. 1927-Dec. 1937		NE, Sh. 005-006
Cash book, June 1883-Dec. 1885		NE, Sh. 005-006
Cash book, Dec. 1885-Dec. 1887		NE, Sh. 005-006
Cash book, Dec. 1887-Dec. 1889		NE, Sh. 005-006
Private ledger, 1951-1961		NE, Sh. 005-006
Private ledger entries, 1939-1941		NE, Sh. 005-006
Private ledger entries, 1942-1944		NE, Sh. 005-006
Private ledger entries, 1945-1947		NE, Sh. 005-006
H.G. Nelson payroll records, 1937-1955		NE, Sh. 005-006
Visitors register, 1947-1949		NE, Sh. 005-006
Visitors register, 1990-1991		NE, Sh. 005-006
<b>SCRAPBOOKS</b>		
		<b>Location</b>
#1. Ledger book. "Hausbuch" J. Gugler, Jan. 1846-June 1876.		RC1, Sh. 014
#2. Henry Gugler, Sr. lithographic work, 1840-1850.		RC1, Sh. 014
#3. German-American war sentiment, 1913-1919, and Julius Gugler clippings and		RC1. Sh. 014

correspondence.	
#4. Julius Gugler clippings, programs, poetry, songs, letters, 1869-1917.	RC1, Sh. 015
#5. Gugler family. receipted bills 1871-1873, and Carneval Ou Erheiterung, 1874-1889, programs, songs, poems.	RC1, Sh. 015
#6. Gugler Lithographic Co. samples of their work, n.d.	RC1, Sh. 015
<b>Oversize Items</b>	<b>Location</b>
Certificate of award to Gugler Lithographic Company from the World's Columbian Commission, Chicago, for their commercial lithographic work, n.d.	OS LG "G"
Certificate of appreciation to Mid-States Lithograph Company for contribution to advertising during 6 <sup>th</sup> War Loan Drive, 1944	OS LG "G"
Framed chronological history of Gugler Lithographic Company	NE, Sh. 006
Framed receipts of E.A. Bouer Company, 1910	NE, Sh. 006
Oversize photo of Gugler employees (?), n.d.	NE, Sh. 006

-