

Title: Gimbel Brothers Collection

Call Number: Mss-0430

Inclusive Dates: 1840 – 1986

Quantity: 42 cubic feet

Location: BV, Sh. 215-242

CV, Sh. A005

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.

Series I: Gimbels Collection	Box	File
Historical Data		
Historical Booklets	1	1
Business Summary	1	1a
"Life at Gimbels" Reminiscences, etc., of Gimbels Employees	1	2
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"It All Began With Adam" Vol.6-12	1	4b
General Gimbels Histories	1	5
Gimbels Family Genealogy	1	6
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Old Milwaukee Historical Data	1	8
Gimbels Milwaukee Historical Data	1	9
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Gimbels Centenary, Vincennes 1942 Clippings (2 folders)	1	11
Gimbels in Vincennes-1842-1887	1	12
Gimbels Centennial Information	1	13
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25 year Club Banquet Programs 1973-1985	2	27
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Appleton Opening Day-Appleton Publications	2	33
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Mayfair Renovation plans 1977	3	11
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Mayfair-Milwaukee Journal Special Oct., 1958	3	13
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Northridge Clippings 1969-1972	3	16
Journal Special-Northridge-August 2, 1972	3	17
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Northridge Lakes Maps	3	19
Southgate and Westgate Clippings	3	20
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Gimbel Broadcaster 1944 Jan.-Dec	5	2
Gimbel Broadcaster 1945 Jan.-Dec	5	3
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Gimbelite 1969 Aug.-Dec	6	6
Gimbelite 1970 Feb.-Aug	6	7
Gimbelite 1970 Sept.-Dec	6	8
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Gimbelite 1971 Oct.-Dec	6	10
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Henry Wehr Affair, Kearny-Glicksman Correspondence 1914-1916	8	13
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Henry Wehr Affair, Correspondence 1917-1919	8	15
Henry Wehr Affair, Legal Documents 1917-1919	8	16
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Lease, Julius Andre and Sons 1898; Affidavits of Herman Andre, Nathan Hamburger 1898	10	11
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Plankinton Lease, Plankinton Option 1915-1928	11	9
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Kresge Affair Papers 1919-1921	11	17
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"Keeping In Touch" Bound Volumes 1944/1945-1961	23	Loose
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Oversize graphics	24	Loose
Oversize plans	24	Loose
Newspaper photocopies	24	Loose
Catalogue "1001 Decorative Ideas You Can Use for Your Home" Ca. 1950s	24	Loose
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Proofs and Negatives 1986 not indexed	35	421
Proofs and Negatives 1985 #851002 thru 851213	35	422
Proofs and Negatives 1985 #85061 thru 850725; 850808 thru 850923; 39404 & 39405	35	423
Proofs and Negatives 1984 #840217-840925	35	424
Proofs and Negatives 1985 #841203 thru 841211; 850113 thru 850530	35	425
Proofs and Negatives 1984 #841003 thru 841202	35	426
F&F 1984 #33663 & 33698	35	427
F&F 1983 #33000s	35	428
F&F 1983 #32000s	35	429
F&F 1983 #31000s	35	430
F&F 1983 #29901 thru 30000s	35	431
F&F 1982 #29000s	35	432
F&F 1982 #28000s	35	433
F&F #26000s-27000s	35	434
F&F #25000s	35	435
F&F #24000s	35	436

F&F 1978 #23000s	35	437
F&F #22000s	35	438
F&F #21000s	35	439
F&F 1981 #20000s	35	440
F&F Miscellaneous - all types/categories	35	441
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Slides/Negatives	Box	Loose
.		
Promotional Slides, 1975-1978	36	Binder
Promotional Slides, 1975-1981	36	Binder
Promotional Slides, 1979	36	Binder
Promotional Slides, 1979-1980	36	Binder
Promotional Slides, Feb-June 1980	36	Binder
Promotional Slides, Mar-July 1981	36	Binder
Promotional Slides, Aug-Sep 1981	37	Binder
Promotional Slides, Sep 1981	37	Binder
Promotional Slides, Special events 1981	37	Binder
Promotional Slides, Special events 1982	37	Binder
Promotional Slides, Nov 1983	37	Binder
Promotional Slides, Nov 1983	37	Binder
Promotional Slides, Jun-July 1983 MACC Fund	37	Binder
Promotional Slides, Feb-Mar 1984	37	Binder
Promotional Slides, May 1984	38	Binder
Promotional Slides, June 1984	38	Binder
Promotional Slides, Jan-Mar 1985	38	Binder
Promotional Slides, April-May 1985	38	Binder
Promotional Slides, Apr-Jun 1985	38	Binder
Promotional Slides, Oct-Dec 1985	38	Binder
1974-1976 "The Way We Were", The Company We Keep", "Thanks For the Memories"	39	Slide Box
1977-1981 Slide program	39	Slide Box
1984 25 Year Club presentation (2)	39	Slide Tray
1977 "New Faces of 1952"	39	Slide Tray
1982 25 Year Club Slide Program script	39	Folder
"All Our Life's a Circle" script	39	Folder
1977 "New Faces of 1952" (dup)	40	Slide Tray
1959 subject?	40	Slide Tray

"A" tray "movies"	40	Slide Tray
Master tape reels "Billie the Brownie" (3)	40	Loose
"Billie the Brownie" cassette tapes (18)	40	Loose
25 Year Club cassette tapes (11)	40	Loose
25 Year Club Slide program 1975-1980	40	Folder
Audiotape w/interviews with Larry Teich and Billie the Brownie programs from 1954-1955	40	Loose
"Billie the Brownie" TV coverage Ch. 4, 6, 12 VHS	41	Loose
"Billie the Brownie" TV coverage Ch. 4, 6, 12 Beta	41	Loose
Gimbels history 80 min. 1978-1986 VHS	41	Loose
TV tape "Liberace appearance Gimbels Midwest" 7/82 30 min.	41	Loose
TV tape "Grand Plan" 5 part series WITI TV6	41	Loose
TV tape "Parade of Festivals" Ch. 6	41	Loose
TV tape "Parade Floats" WISN Ch. 12	41	Loose
TV tape "Charlotte Rae Story" Ch. 4	41	Loose
TV tape "The Grand Ave." Sales presentation Jan 1985	41	Loose
TV tape Gimbels History 1978-1986 Master #1, #2	41	Loose
TV tape "Downtown Redevelopment" Downtown Assoc. presentation	41	Loose
Gimbels History Summary Tapes #1, #2	41	Folder
"Gimbels Grand Opening Appleton 3/11/71	42	Reel
Latern slide show on Gimbels	42	Loose
Negatives of Gimbels stores	42	Loose
Negatives in envelopes on different topics	42	Loose
Slides of Capital Court Store	42	Loose
Billie the Brownie phonograph records	Box	On Shelf
.		
Oversized Photographs	43	Loose in box
Series IV: Schuster's Photos	Box	File
.		
Schuster's Exteriors		
Early Schuster Store	44	1
12th Street Store exteriors	44	2
3rd Street Store exteriors	44	3
Schuster Store ads - exteriors	44	4
Packard Plaza Store exteriors	44	5
Mitchell Street Store exteriors	44	6
Capitol Court Store exteriors	44	7

Crowds - exterior	44	8
Service Building	44	9
Window displays 1936-1944	44	10
Window displays misc.	44	11
Christmas displays 1923-31	44	11a
.		
Schuster's Interiors	Box	File
12th Street Store interiors	44	12
3rd Street Store interiors	44	13
Mitchell Street Store interior	44	14
Capitol Court interiors 1956 Preview	44	15
Auto accessories 1939 - Mitchell Street Store	44	16
Appliances and Housewares	44	17
Radios and records	44	18
Fountain Dinette -3rd, 12th, and Mitchell Street Stores	44	19
Workrooms	44	20
Shoes and shoe repair - 3rd Street Store	44	21
Linens	44	22
Jewelry and Leather Goods	44	23
Candy, Foods, Bakery	44	24
Misc. Interiors	44	25
Misc. Interiors	44	25a
Pet shop and Toyland	44	26
Beauty Salon, Art and Frame Dept.	44	27
Children's apparel	44	28
Home Furnishings and Draperies	44	29
China, Crystal, Silverware, and Aluminumware	44	30
Crowds - interior	44	31
Telephone booth and Mothers' Room	44	32
Men's Clothing	44	33
Women's Clothing	44	34
Fabrics	44	35
Drugs and Cosmetics	44	36
Floral Shop	44	37
Optical and Dental Depts.	44	38
Home Show 1939	44	39
Misc. Depts.	44	40
Escalator opening 1954	44	41
Visitors at ESCO 1930s	44	42
Employee Recreation room and Library	44	43
Employee Grill Room	44	44
.		
Schuster's Employee Activities and Events	Box	File
Schuster's Band	44	45
Schuster's employees - misc.	44	46

War bond sales	44	47
Athletic teams male	44	48
Athletic teams female	44	49
Athletic teams - golf & volleyball	44	50
Schuster's Athletic Assoc. Boards 1922-1935	44	51
Theatrical groups	44	52
Employee meetings 1930s - 40s	44	53
Employee Parties 1920-1949	44	54
Training classes 1930s	44	55
Picnics	44	56
Air raid wardens 1943	44	57
Delivery service	44	58
Schuster's men's clubs 1913	44	59
Schuster's organizations & Annual Dinners	44	60
Office groups	44	61
Anniversary sale contest 1949	44	62
Hobbies misc.	44	63
Display Dept. 1949	44	64
Schuster's Memory Chest opening 1959	44	65
Misc.	44	66
Albums	Location	
Two photo albums showing construction of Gimbels store from start to finish, 1914-15	MV F7	
Album of Schuster's Three Stores	MV F7	
.		
Oversize Items	Location	
.Billie the Brownie drawings (5 total)	MV, Sh. 080	
Gimbels Centennial poster "Six Great Challenges"	OS XLG	
Unidentified Gimbels Store Front drawing, undated	OS XLG	
Build and Parking Lot Blueprint, lower level plan	TC1 C-135D	