



Name: **Larkin Building**

Address: **133 W. Pittsburgh St.**

Other addresses: 200 S. Second St.; 204-206-208 S. Second St.; 140-142-144 Reed St. (1930 and before)

Year: 1894 (tax rolls 1890-1895; advertisement for tenants)

Architect: Unknown

Original Owner: Courtland P. Larkin, Charles Henry Larkin

Other Tenants and Owners:

- 1894: Courtland P. Larkin
- 1896: Huseby Cycle Co.
- 1897-1909: Kalt & Zimmers Manufacturing Co.
- 1910-1923: Wisconsin Lake Ice & Cartage Co.; Drake Manufacturing Co.; Great Lakes Rubber Co; Badger Belt and Rubber Co.; Milwaukee Box Toe Co; E. J. Meier; Danl K. Allison Bakers Machinery; Badger Glove & Mitten Co.; Peter V. Duester real estate
- 1924-1960s: Sperry Candy Co.; Barg & Foster Candy Co.
- 1978-: Bostrom Co.
- 1985-2000s: Art Studios; Cleanpower Inc.

Larkin Building

1848-1894

The history of the Larkin building, standing at 133 W Pittsburgh Street today, begins with its builders and investors, Charles H. Larkin and Courtland P. Larkin. Before the Larkin building was built, Larkins already owned the property. Located at block 10, the current building occupies north 74 feet of lot 7 and west half of the lot 6 (a total of 75 feet). As the tax rolls show, Charles Henry Larkin owned the entire lot 7 and the west half of entire lot 6 as early as 1848.¹ No significant improvement most likely happened on the lot 7 until early 1850s. Sometime between 1849 and 1855, a series of buildings were constructed on this lot. In 1885, fire insurance maps show five buildings on lot 7. From north to south along the Reed street they were as follow: No. 140 a brick block (with another smaller brick building at the eastern end of the lot as a laundry under the address 293 Lake Street), No. 142 a frame building, No. 144 and No. 146 two veneer brick frame buildings, No. 148 and 148 ½ a brick block, and No. 150 and 152 another brick block.² Some of the tenants of the buildings were as follow: Ang. Woellering, saloon & dwelling at 140-142 Reed (1867); G. O. Crandall, retail clothing and dwelling at 140 Reed (1873)³; and Hiram B. Kander, clothing at 140 Reed (1880-1881)⁴. The east half of the lot 6 was not occupied by any buildings until 1859 when a great improvement happened. In 1885, the west half of the lot 6 was occupied by three attached buildings: one brick blocks at north, and two smaller frame veneer buildings in the middle and south at the alley. The middle building was a bakery at this time. The owner of the west half of the lot 6 was H. E. Foelske as early as 1887 to at least 1909. The lot 5 at the east side of the lot 6 was owned by the Turner family (e.g John Turner, Mrs. Mary Turner) in this period of time.⁵ No major improvement happened again until 1894, when the Larkin building was built on the northern section of the lot 7 and 6.

The construction of the current building started around May 1893 and it seems that Charles Larkin, the owner of the property who was in the real estate business, was directly involved in the construction of the new building. The existing buildings of No. 140, 142, and 144 were demolished to give way to the construction of one larger brick block.⁶ The building was complete in 1894 since not only the tax roll of the 1894 show a significant amount of improvement on the property, but also the building was advertised for leasing. The new four story building was equipped with elevator, steam heat, and a

¹ . Each lot is 50 feet (north-west) in 140 feet (north-south).

² . For more information about the buildings at 148, 148 ½, 150, and 152 Reed Street, see the other sections of the report. See: Rascher's Fire Insurance Maps of the City of Milwaukee. Chicago: Rascher Fire Map Publishing Company. 1876 and 1888, vol. 1, part. 3, sheet 57.

³ . 1873 MKE Board of Fire Underwriters, p. 210

⁴ . city directories

⁵ . tax rolls.

⁶ . As a Wisconsin's Supreme Court document from September 22, 1896 shows, M. S. Silber, a tenant of Charles Larkin in 1893 alleged that his eviction by the landlord for the purpose of the erection of a new building in May 1893 damaged the plaintiff's goods. See: *The Northwestern Reporter, Volumes 68, containing all the decisions of the supreme courts of Minnesota, Wisconsin, Iowa, Michigan, Nebraska, North Dakota, South Dakota, August 8 - December 5, 1896*, (St. Paul, West Publishing Co., 1896), 406-7.

light and high basement. The southern section of the buildings (No. 144) was particularly suggested for businesses. At the northern and middle section (No. 140 and 142), fourth floor (50 feet in 75 feet) were suitable for light manufacturing, and six offices were available on the second floor, while Courtland C. Larkin occupied the Suit No. 7.⁷ Charles H. Larkin, the long time owner of the property died the same year the building was completed. Following his death, properties on lot 7 and west half of lot 6 were eventually (between 1985 and 1989) divided between his three sons and one daughter: the newly built Larkin building (140-144 Reed St.) to Courtland and Clarence, 146-148 Reed St. to Charles Henry Jr., and 150-152 Reed St. to Louise D. Smith.⁸

Charles Henry Larkin (May 12, 1810 - August 16, 1894)

Father of Courtland P. Larkin, Charles Henry Larkin was born in Stonington, Connecticut on May 2, 1810. He moved to Alden with his parents when he was five.⁹ He had his education in Alden, N.Y. to the age of sixteen in 1826 when he started working as a clerk in a general store at Alden,¹⁰ while studying law in the evenings.¹¹ He left Alden in 1829, and was subsequently employed at Buffalo. He arrived in Milwaukee in 1836. He made a claim to a quarter-section of land in the place later known as Greenfield township. Developed to a fine farm, he entered the buying and selling horses.¹² In 1845, he was elected sergeant-at-arm of the territorial legislature, and was a member of the second constitutional convention which formed the organic law of the state in 1847.¹³ In 1848, he opened a warehouse at East Water Street dealing with produce and livestock, while investing in real-estate business. In a few years he concentrated all his efforts in real-estate business.¹⁴ Between late 1840s and 1850s, he was a county treasurer of Milwaukee county. and received a commission from President Buchanan as pension agent which lasted for four years.¹⁵ Besides his private business activities, Charles Larkin was engaged in governmental and civil positions for the rest of his life as well. In 1860, he was elected sheriff and served for two years.¹⁶ Later in 1862, he was assigned by the governor to establish a regiment for the Wisconsin's troops engaged in the Civil War. Charles Larkin transferred this duty to his son, Courtland P. Larkin since he felt too old for that responsibility. After the war, Charles Larkin served as a member of the Board of Supervisors, and represented the Greenfield district in the state senate between 1866 and 1869.¹⁷ In 1871, he was elected as a member of assembly and was appointed as a member of the state visiting committee by Governor Fairchild.¹⁸ In 1872, 1874, and 1875, he was an influential member of

⁷ . The Milwaukee Journal-Jan 13, 1894: rental section.

⁸ . tax rolls.

⁹ . The Milwaukee Journal, Aug 17, 1894.

¹⁰ . Memoirs of Milwaukee County: From the Earliest Historical Times, Vol 1, 1909: 151-2.

¹¹ . The Milwaukee Journal, Aug 17, 1894.

¹² . Memoirs of Milwaukee County: From the Earliest Historical Times, Vol 1, 1909: 151-2.

¹³ . The Milwaukee Journal, Aug 17, 1894.

¹⁴ . Memoirs of Milwaukee County: From the Earliest Historical Times, Vol 1, 1909: 151-2.

¹⁵ . The Milwaukee Journal, Aug 17, 1894.

¹⁶ . During his service as the sheriff of Milwaukee, the lynching of Marshall Clark was among the most incidents of the time. In a street fight, Darbey Carney and John Brady of the No. 6 engine house were stabbed and murdered by Marshall Clark and James Shelton, two people of color. While Clark and Shelton was arrested, mobs attacked the jail, took Clark and lynched him. Shelton escaped but arrested again. With the return of mobs for Shelton, sheriff Charles H. Larkin help him to escape. Following the investigations ordered by Governor Randall, Larkin was vindicated. See: The Milwaukee Journal, Aug 17, 1894.

¹⁷ . Memoirs of Milwaukee County: From the Earliest Historical Times, Vol 1, 1909: 151-2.

¹⁸ . The Milwaukee Journal, Aug 17, 1894.

the state house of representatives from Milwaukee. He collaborated with Guido Pfister, Alexander Mitchell and others on the public debt committee in refunding the city debt. He was engaged in the construction of the brick block at the corner of Lake and Reed (our building) as late as 1893. Among the other positions he held he served as school commissioner four years and county treasurer for a time. For most of his life, he was a Democrat, religiously affiliated with the Episcopal church, and deeply interested in the Milwaukee County Pioneer Society. After being ill for several years,¹⁹ he passed away Aug 16, 1894 at his home in Milwaukee.²⁰ Charles H. Larkin had four children: Charles H. Larkin, Jr., of Iowa, Mrs. Louise D. Smith of St. Louis, Courtland P. Larkin and Clarence Larkin of Milwaukee.²¹

Courtland P. Larkin (1844-1920)

The information about Courtland P. Larkin is not as extensive as his father's. When Courtland was still young, he served in the Civil War. Courtland P. Larkin, with the help of his father Charles H. Larkin, was commissioned second lieutenant during the Civil War. He rose to the rank of major of the Thirty-eighth Wisconsin infantry.²² He entered the war in 1863 and was wounded in June 17, 1864. After the war, he followed his father's steps in the real estate business. Courtland Larkin was active in the real estate, loans, and investments business at least from 1879 to 1901, .²³ He also worked as a lawyer in the early 1890s.²⁴ He died in 1920 and was buried at the Forest Home Cemetery.²⁵

¹⁹ . The Milwaukee Journal, Aug 17, 1894.

²⁰ . Memoirs of Milwaukee County: From the Earliest Historical Times, Vol 1, 1909: 151-2.

²¹ . The Milwaukee Journal, Aug 17, 1894.

²² . Memoirs of Milwaukee County: From the Earliest Historical Times, Vol 1, 1909: 152.

²³ . Annual Report of the Trade and Commerce of Milwaukee, Volume 21, 1879; City Directories 1893-1901; William J. Langson, Forty Second Annual Report of the Trade and Commerce of Milwaukee, (Milwaukee: Standard Printing Co., McGroch Building, 1900), 14.

²⁴ . City Directories, 1890, 1891.

²⁵ . Wisconsin Veterans Museum Blog, The Archivist Chronicles: Civil War History Mystery, April 30, 2014, <http://blog.wisvetsmuseum.com/archivist-chronicles-civil-war-history-mystery/>, retrieved September 10, 2016.



The picture above shows Courtland P. Larkin on right and his mother on left. The photographs were in Courtland's coat pocket accompanied with a folded poem and letter from his mother, when he was wounded in June 17, 1864.²⁶

1896

Following the completion of the Larkin Building in 1894, Courtland P. Larkin's real estate business occupied one of the rooms in the building, room No. 7. In 1895 he moved to room No. 4 and stayed there until at least 1901. The rest of the building was occupied by other tenants. The first known manufacturing company tenant of the new building was Huseby Cycling Company in 1896; however it did not last more than one year.

Huseby Cycle Company

At the turn of the twentieth century, manufacturing of various kinds was flourishing in Milwaukee. Among the light and heavy goods production, bicycle-making was a significant one and resulted in the emergence of world renowned Harley & Davidson Cycle Company in the first decade of the twentieth century. The study of the registered businesses in Milwaukee city directories reveals a boom in the cycle production in the city. A number of 12 registered cycle manufacturers in 1894 rose to its peak of 78 just in four years in 1898; however it declined to 26 in 1906,²⁷ probably with the emergence of affordable automobiles for the public. In this context, Huseby Cycle Company was incorporated in

²⁶ . Wisconsin Veterans Museum Blog, The Archivist Chronicles: Civil War History Mystery, April 30, 2014, <http://blog.wisvetsmuseum.com/archivist-chronicles-civil-war-history-mystery/>, retrieved September 10, 2016.

²⁷ . city directories.

January, 1896, with the capital of \$200,000²⁸ and 75 skilled workers. In this year, the company had office and salesrooms at the Larkin building, and the factories at 258-260 Lake Street and 135 Ferry Street. They most likely occupied three upper stories of the Larkin building. Although the company was not among the largest in this time, it was an innovative and unique cycle company. The wheels they produced have been described as wheels “that for strength and durability, speed and life, finish, beauty and weight, is not approached by anything made.” But probably the most significant feature of the Huseby bikes were their use of wood in manufacturing wooden bikes: “Wood frames are a specialty with this company, and they are the only manufacturers of the same in this or any other country.” The company’s modern production line was able to make 40 bikes as a day. The company was started with William Casper as president, Hugh J. Horrigan as vice president, Hugo H. Casper as secretary, Joseph P. Kalt as treasurer, and George G. Huseby as manager and superintendent. The core of the company was therefore shaped by two main factors: the Casper family as the business head, and Georg Huseby as the superintendent.²⁹

William Casper, the president, was also known “as president of the Evergreen Park Land Co., and the Family Protective Association, a director of the German Central Society of the United States and a member of the Old Settlers Club.” He was also the treasurer of the Wisconsin Lake Ice and Cartage Co. as early as 1894. Hugo H. Casper, the secretary, was a son of William Casper.³⁰ He was hired as bookkeeper (1894) and collector (1895) at the Wisconsin Lake Ice and Cartage Co.³¹ As the secretary at Huseby Cycle Co., he was in charge of the entire business. He was also a member of the Milwaukee Wheel. Joseph P. Kalt, the treasurer, was a son-in-law of President Casper.³² Interestingly enough, Stephen Casper, another family member was a cycle-maker, probably hired by the Huseby Cycle Company. At this point of time, William, Hugo, and Stephen Casper were all living at the same address (667 Jackson St.). Hugh J. Horrigan, the vice president, probably was not a part of the Casper family; however in 1896, his family member John Horrigan was a clerk at 142 Reed St. Last but not least, superintendent George G. Huseby, a native of Milwaukee, was “the active man at the helm of the company's prosperity, proprietor of the Huseby Pattern Works, and an exponent of the latest achievements in cycle construction.”³³

1897 was a limbo for the company. Just one year after the establishment of the Huseby Cycle Co., William Casper, the president, died on April 16, 1897, at the age of 58. The company most likely was deactivated and left the Larkin building. Vice president Hugh J. Horrigan ran his own foundry business as proprietor of the Milwaukee Foundry Supply Company. Secretary Hugo H. Casper did not leave the bike business but ran his own company as Hugo H. Casper & Co. (Bicycle supplies). George G. Huseby

²⁸ . *The American Stationer*, Volume 39 (New York: Jan 2, 1896), 284.

²⁹ . *Milwaukee, a Half Century's Progress, 1846-1896 : A Review of the Cream City's Wonderful Growth and Development from Incorporation until the Present Time*. (Milwaukee, Wis.: Consolidated Illustrating Co., 1896), 118.

³⁰ . *Milwaukee, a Half Century's Progress, 1846-1896 : A Review of the Cream City's Wonderful Growth and Development from Incorporation until the Present Time*. (Milwaukee, Wis.: Consolidated Illustrating Co., 1896), 118.

³¹ . city directories.

³² . *Milwaukee, a Half Century's Progress, 1846-1896 : A Review of the Cream City's Wonderful Growth and Development from Incorporation until the Present Time*. (Milwaukee, Wis.: Consolidated Illustrating Co., 1896), 118.

³³ . *Milwaukee, a Half Century's Progress, 1846-1896 : A Review of the Cream City's Wonderful Growth and Development from Incorporation until the Present Time*. (Milwaukee, Wis.: Consolidated Illustrating Co., 1896), 118.

joined the known bike manufacturing company of Elmwood Cycle Manufacturing Co. as the president (George F. Cremer, Secretary; Peter J. Salentine³⁴, Treasurer). In 1898, however, George G. Huseby established the new bike company of Huseby Company and became its first president. George F. Cremer of Elmwood Cycle Manufacturing Company became the secretary while Edward Huseby (vice president) and Arne S. Huseby (Treasurer) were the key personnel of the newly founded Huseby Company. As it was mentioned before, the new company was not located at the Larkin building anymore.³⁵ The Huseby Company was smaller than former Huseby Cycle Company. In 1902, the Huseby Company had 7 male employees and no female employees.³⁶ Huseby Company probably dissolved at some point around 1909.³⁷

**THIS IS NOT A "BAG,"
BUT HUDSON'S WOOD TOOL CASE FOR CYCLES.**

Patent allowed June 6th, 1896.

This case is made of two-ply "bird's-eye" maple veneer, and is nicely finished on the natural wood, which is very handsome. The catch is automatic in action. You simply pull, and it swings open from either side. Close it, and it is fastened automatically. Nothing ever invented so simple and convenient. None so handsome. One fastener holds it securely to the frame. Easily applied or removed. Always looks fresh and clean. Will not become stained with oil or dirt, or lose its shape. It's a beauty! and adds to the appearance of your wheel.
Price, each, \$1.00.

**The New All-Wood and Aluminum
or Aluminum Bronze Bicycle.**

On exhibition on the streets of the principal cities throughout the country. You'll see more of them next year. Suppose you write us and let us tell you something about them. We supply parts also.

Factory: 258-260 Lake St.,
and 133-135 Ferry St.

HUSEBY CYCLE CO.
MILWAUKEE, WIS.

Office, Finishing and Salesroom:
140-142 Reed St., cor. Lake.

³⁴ . For more information on Peter J. Salentine, see the Salentine Building (213-219 2nd st. aka 149-151 Reed St.) on this report.

³⁵ . city directories.

³⁶ . *Public Documents Of The State Of Wisconsin Being The Reports Of The Various State Officers, Departments and Institutions For the Fiscal Term ending June 30, 1902.* Volume II (Madison, Wi: Democrat Printing Company, State Printer. 1903), 1130.

³⁷ . city directories.



Milwaukee Sentinel
November 24, 1942

Fishing Pole Bike



After a three year search, Ald. Carl P. Dietz, who collects old bicycles, has found a model of a bamboo bike made in Milwaukee in 1897 by the Huesby & co. It is shown above at the public museum, mounted by Miss Virginia Walker, 3931 W. Vliet St. Dietz found the bicycle in Oshkosh. It is made entirely of bamboo, except for the joints, hub, sprockets, springs and the front fork. It has been added to a collection of historic bikes at the museum.

1897-1909: Kalt & Zimmers Mfg. Co

The next major tenant of the Larkin building was Kalt & Zimmers Manufacturing Company. The company was established first by Michael Zimmers in 1894 with the firm name of Columbia Over-Gaiter Company. By joining Joseph P. Kalt to the company in the same year, the name of the company was changed to Kalt & Zimmers Manufacturing Company.³⁸ The company started its operation at 419 E Water St. with a capital of \$5,000. The company was managed by Joseph P. Kalt (president), Michael Zimmers (Secretary and treasurer), and Philip Kalt (vice president). After the Huseby Cycle Company, where Joseph P. Kalt was the treasurer himself, the company moved in the Larkin building in 1897. In 1898 Matthew Zimmers also joined the company as superintendent. The company began with the production of overgaiters; however the company expanded quickly. With their relocation to the Larkin Building in 1897, they added leggings and lamb-wool soles to their productions. The biggest move of the company perhaps was perhaps in 1901 when they also began to manufacture children's shoes, what the company particularly became well-known for later. The key managers of the company remained at was mentioned but the vice president Philip Kalt was replaced by Joseph L. Casper in 1904. The company was profitable since it obtained a building permit for a new factory in 1909 for a cost of \$45,000.³⁹ The company remained at the Larkin building until 1909, when it was relocated to their larger newly built factory complex at 450-417 Reed St. (today's 2nd St. & Washington).⁴⁰ The expansion of the company continued at least into the 1910s. In 1915, The capital increased to \$200,000. At this point of time, the company's brand, known as K-Z, was well known for their children's and lady's shoe production.⁴¹

In 1922, Kalt-Zimmers Mfg. Co. was among the shoe manufacturers at the 1922 convention of the Wisconsin Shoe Retailers, which was held at the Appleton's Armory. A total of 55 companies participated from Minnesota to Maine, including from the cities of Chicago, Milwaukee, Fond du Lac, and Oshkosh. Twenty-five companies out of 55 were from Milwaukee. The predominant Milwaukeean shoe companies with the slogan: "Quality first-always-Milwaukee." A list of the firms from Milwaukee is as follow: Rirh Shoe Co , Oden Shoe Co , Weyenberp Shoe Manufacturing Co., . Simplex Shoe Manufacturing Company. Nunn, Bush Weidon Shoe Co., Albert H. Weinbrenner Co., Edward A. Tuedke Shoe Co., Northwestern Shoe Co., Howard- t,estz Shoe Co., Marshall Bros.. F. Mayer Boot Shoe Co., Rohn Shoe Mfg. Co., Beals Pratt Shoe Mfg. Co , V. Schoeneckor Boot Shoe Co.. Bradley Metcalf Co., Kalt-Zimmers Mfg. Co., Phoenix Knitting Works, Pfister Vogel Leather Co., Excelsior Shoe Slipper Co., Ideal Shoe Mfg. Co., United States Rubber Co., Wobst Shoe Co.. Herbst Shoo Co., Albert Trostal Sons Co., Kepec Co.⁴² Kalt-Zimmers Mfg. Co. had at least two complaint cases at the Wisconsin Supreme Court: First, Casper v. Kalt-Zimmers Mfg. Co., 149 N.W. 754, 756 (Wis. 1914). ; and second, Marine

³⁸ . Watrous, Jerome Anthony. *Memoirs of Milwaukee County : From the Earliest Historical Times Down to the Present, Including a Genealogical and Biographical Record of Representative Families in Milwaukee County*, (Madison: Western Historical Association, 1909), 490-491.

³⁹ . The Milwaukee Sentinel, Dec 10, 1910.

⁴⁰ . The mentioned Kalt & Zimmers Manufacturing Company's building at the corner of Washington St. and 2nd street still exist today. See: Sanborn Maps, 1910, vol. 4, sheet 435

⁴¹ . *Directory of Trade Names and Brands of Shoes*, 1915 (Boston: Sloan Foundation and Tudor Press, 1915), 16.

⁴² . *The Post-Crescent*, Tuesday, August 1, 1922, Page 3. (Note, the spellings and misspellings are typed as shown on the internet document)

Bank v. Kalt-Zimmers Mfg. Co. 293 U.S. 357 (Wis. 1934).⁴³ The former was about the Joseph Casper's stock transfer which led to his appointment as vice president of the company.

A co-founder of the Kalt & Zimmers Manufacturing Company, Michael Zimmers "was born in Racine, Wisconsin, May 1, 1872, the son of P. J. and Anna Mary (Palskill) Zimmers, both natives of Germany. The father came to Racine in 1852 and the mother in 1854, and here they were married. To them were born seven children, four sons and three daughters."⁴⁴ P. J. Zimmers "was a machinist and contractor, which occupation he followed with great success. He was a great lover of outdoor sports, [...] a great dog-fancier, and he imported and bred many fine canines, being one of the first men to introduce English and Irish setters in Wisconsin. In Germany he was a member of the German army. He came to the United States a poor man, but by care and thrift he became wealthy. After living in Racine a few years he went to Chicago and started a stove foundry, but was burned out in the great fire of 1871, when he returned to Racine, where he lived until he retired from active life, in 1885, to enjoy occasionally his dog and his gun. He died on Sept. 16, 1905, and his devoted wife did not long survive him, she departing from this life on Feb. 15, 1906."⁴⁵ Michael Zimmers "received his education in the Racine public schools and graduated in the high school there. After this he accepted a position as bookkeeper in Racine for one year, coming to Milwaukee in 1891 and keeping books for three years. In 1894 he started in the manufacture of over-gaiters and leggins under the firm name of the Columbia Over-Gaiter Company, which name was soon thereafter changed by the addition of a partner to Kalt-Zimmers Manufacturing Company."⁴⁶ In 1920, he left for an extended trip to the Orient.⁴⁷ "He was a member of the Democratic party, of the Knights of Pythias, of the Elks, and he is vice-president of the Milwaukee Science Club."⁴⁸

Joseph P. Kalt (1861-1927), another co-founder of the company was primarily in the saloon and restaurant business from the early stages of his life. He had a saloon and restaurant at 417 E. Water St. as early as 1893. In 1895, one year before the emergence of the Huseby Cycle Co., he established the Kalt Bros. (saloon and restaurant) with his brother Philip Kalt. At the same time he was the treasurer of the Huseby Cycle Company at the Larkin Building as well. A year later Joseph Kalt co-established the Kalt-Zimmers Manufacturing Company and became the president of the company while still keep working under Kalt Bros. In 1896, Kalt Bros. became the proprietor of Pabst's Theatre Cafe, while Matthew Kalt (formerly a dentist) joined them. The Kalt Bros. stayed at the Pabst Theater Cafe until 1900 when they moved their saloon and restaurant business at 132 Grand Ave. The Kalt brothers were still at the latter address in 1909 when the Kalt & Zimmers Manufacturing Company moved to their new complex. Philip Kalt, not a son of Joseph P. Kalt but a family member was a stonemason (1893) and clerk (1894) before he

⁴³ . *The Northwestern Reporter, Volumes 149, consisting all the decisions of the supreme courts of Minnesota, Michigan, Nebraska, Wisconsin, Iowa, North Dakota, South Dakota, Nov 6, 1914 - Jan 8, 1915*, (St. Paul: West Publishing Co., 1915), 756.

⁴⁴ . Watrous, Jerome Anthony. *Memoirs of Milwaukee County : From the Earliest Historical Times Down to the Present, Including a Genealogical and Biographical Record of Representative Families in Milwaukee County*, (Madison: Western Historical Association, 1909), 490-491.

⁴⁵ . *ibid.*

⁴⁶ . *ibid.*

⁴⁷ . *Hide and Leather*, (Chicago, Il: Jan 1, 1921): 37.

⁴⁸ . Watrous, Jerome Anthony. *Memoirs of Milwaukee County : From the Earliest Historical Times Down to the Present, Including a Genealogical and Biographical Record of Representative Families in Milwaukee County*, (Madison: Western Historical Association, 1909), 490-491.

joined the Kalt Bros. saloon and restaurant business.⁴⁹ In 1897 he became the vice president of the Kalt & Zimmers Manufacturing Company (K&Z Mnfg. Co.) while still working with Kalt Bros. In 1904 when he resigned as vice president of K&Z Mnfg. Co., he was also the director of the Pleasant Homestead Land Company at this time as well.⁵⁰ Philip Kalt also lived at the same address as Joseph P. Kalt at 527 Broadway Ave. (1893-1900) and 551 Broadway Ave. (1900-1906). He moved to another place at the time he left K&Z Mnfg. Co. Joseph L. Casper, however, was not a son of William Casper, and therefore was not a family member either. He probably came to Milwaukee around 1897 and worked for few years a clerk until 1900 when he was hired by K&Z Mnfg. Co. as a commercial traveler and salesman. He kept this position until 1904 when he became the vice president of the company by obtaining a significant amount of the company's stocks. He kept the latter position until the company left the Larkin building in 1909.



Kalt-Zimmer Mfg. Co. Trade Card.⁵¹

⁴⁹ . Other family members were probably involved with the business as well. For instance we know that W. J. Zimmers was an attorney of the company in 1915. See: *Wisconsin. Journal Proceedings of the Fifty-Second Session of the Wisconsin Legislature* (Madison: Cantwell Printing Co., State Printer, 1915), 916.

⁵⁰ . Odell, R. H. *Official Directory of Corporations of Milwaukee, Wisconsin*. Milwaukee: Odell & Owen, 1904), 264.

⁵¹ . <http://www.antiquesnavigator.com/d-1354346/victorian-kalt-zimmer-mfg-co-trade-card-leggings-and-lambs-wool-soles-cats.html>



Vintage "Kalt-Zimmers MF'G. Co." Advertising Paperweight.⁵²

Our Motto—
Children's **Shoes** of
Quality

In-Stock Welt Scuffers
5 - 8...\$2.10
8½-11. 2.40
Patent or Gun Metal

Prices on request

Kalt-Zimmers Mfg. Co.
MILWAUKEE, WIS.

Trade Mark Copyrighted

Advertisement.⁵³

⁵² . <http://buttonworks.blogspot.com/2011/11/kalt-zimmers-mfg-co.html>

⁵³ . *Boot and Shoe Recorder* - Boston - July 13, 1918 - p.13

Kalt & Zimmer's Sample Lines of Ladies', Misses', Children's & Infants' Shoes 1/3 Less

Kalt and Zimmers Co., one of Milwaukee's most important shoe manufacturers, have just turned over their sample lines of women's, misses', children's and infants' high shoes—2,000 pair in all—in time for us to arrange them for Monday's sale. Every shoe is strictly perfect and of the well known Kalt & Zimmers quality. We bought them at about 1/3 less and that's the way you'll buy them here Monday.

1.25 INFANTS' SHOES AT 75c

Kalt and Zimmer's Sample Shoes for infants. Are made of patent colt and fine vici kid with cloth or kid tops. Button style. Sizes 2 to 6, regular 1.00 and 1.25 values. Your choice Monday at..... **75c**

1.75 CHILDREN'S SHOES AT 98c

Kalt and Zimmer's Sample Shoes for children. Made of patent colt, gun metal calf and fine vici kid, in button style with cloth or kid tops and hand turned soles, sizes 4 to 8. 1.50, 1.75 and 2.00 values, Monday on sale at..... **98c**



\$2 & 2.50 CHILD'S SHOES AT 1.19 & 1.39

Kalt and Zimmer's Sample Shoes for children. Made of patent colt, gun metal calf and vici kid in the blucher or button styles, with cloth or kid tops, sizes 8 1/2 to 11. Regular 1.75 and 2.00 Values..... **1.19** Regular 2.25 and 2.50 Values..... **1.39**



2.50 & \$3 MISSES' SHOES AT 1.39 & 1.69

Kalt and Zimmer's Sample Shoes for misses. Made of patent colt, gun metal calf and vici kid, in button or blucher styles, with cloth or kid tops. Sizes 11 1/2 to 2. Regular 2.00 and 2.50 Values at..... **1.39** Regular 2.75 and 3.00 Values at..... **1.69**

2.50 LITTLE BOYS' SHOES 1.45

Kalt and Zimmer's Sample Shoes for little boys. Made of patent colt and gun metal calf, in the button or blucher styles, some with Goodyear welt soles, others with fair stitched extension soles, sizes 9 to 13. 2.00 and 2.50 values..... **1.45**

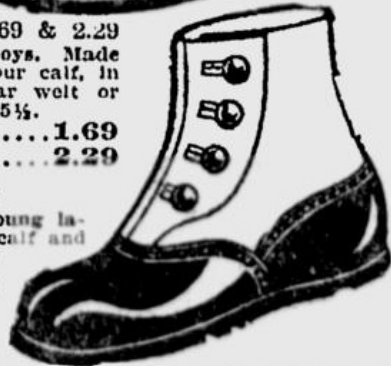


2.75 & 3.50 BOYS' SHOES AT 1.69 & 2.29

Kalt and Zimmer's Sample Shoes for boys. Made of patent colt, gun metal calf and velour calf, in button or blucher style, with Goodyear welt or fair stitched extension soles, sizes 1 to 5 1/2. Regular 2.50 and 2.75 Values at..... **1.69** Regular 3.00 and 3.50 Values at..... **2.29**

3.50 LADIES' SHOES AT 1.95

Kalt and Zimmer's Sample Shoes for young ladies. Made of patent colt, gun metal calf and vici kid in the button or blucher styles with kid or cloth tops and Goodyear welt extension soles, sizes 2 1/2 to 6. Regular 3.00 and 3.50 values..... **1.95**



Kroeger
BROS. COMPANY

National, Corner First Avenue.

ON THE
SQUARE

5 Kroeger Stamps
WEDNESDAY 5

With every purchase of 10c and over
we give Five Kroeger Stamps Wed.

Kroeger
BROS. COMPANY

National, Corner First Avenue.

Sale of Sample Shoes

Bought from the Kalt-Zimmers Mfg. Co. of Milwaukee—placed on sale beginning Wednesday and continuing Thursday, Friday and Saturday at prices exceptionally low.



Kalt-Zimmers Manufacturing Co. of this city is known for making high quality shoes for infants', children's, misses' and boys' wear. We were again successful in securing the entire sample line of fall season 1908 shoes, and beginning Wednesday we place this elegant lot on sale at unheard of low prices. Five lots to choose from:—

Infants' Shoes—sizes 4 to 5—85c values—the pair 49c

Infants' Shoes—sizes 7 to 8—1.25 values—the pair 75c

Children's Shoes—sizes 10 to 11—1.50 values—the pair 98c

Boys' and Girls' Shoes—12 to 13½—2.00 values—the pair 1.39

Boys' and Girls' Shoes—2½ to 4—2.50 values—pair 1.49

These shoes constitute the very latest styles of Fall Footwear and in point of quality are the best produced. All sorts of leather. Just 518 pairs all told on sale. It's a big bargain event—don't miss it.

1910-1923

Following the relocation of the Kalt & Zimmers Manufacturing Company, most of the Larkin building probably stayed vacant in 1910. Between 1911 and 1923, a series of various businesses occupied the Larkin building including:

- Wisconsin Lakes Ice & Cartage Co.⁵⁴ In 1912, they installed a “Rosenberg” hand power elevator in the building.⁵⁵ However the company probably did not use the building as their main office. The main office of the company was located at the 5th floor of the 531-533 M & M Bank Building (216 W Water) between 1914 and 1917. Prior to 1914, the company was located at the 2nd floor of the Wells Building, and 432 3rd St. (ca. 1901 and earlier)⁵⁶. In 1918, the name of the company was changed from Wisconsin Lake Ice and Cartage Co. to Wisconsin Ice & Coal Co., with 8 branches around the city for better distribution of the goods productions.⁵⁷
- In 1913, Drake Manufacturing Co., (electric cigar lighters) was at the building.⁵⁸
- In 1918, these tenets were at the Larkin Building:
 - The Great Lakes Rubber Co. (Donald. C. Barbee director).⁵⁹
 - The Badger Belt and Rubber Co. (Donald. C. Barbee, Manager. He lives at Hanover 2396), and the B. B. & R. Lines (Empire Tire & Rubber Co., Page Belting Co., Western Rubber Co., and McIlroy Belting Co.).⁶⁰
 - Milwaukee Box Toe Co, shoe industry, 140 Reed St.⁶¹
- In 1919, Meier, E. J. (leather and findings), and Milwaukee Box Toe Co, (shoe industry) were at the building.⁶²
- In 1921, Danl K. Allison (bakers machinery), and C. E. Spangenberg (whole Coffee, formerly at 142 Reed St.)⁶³
- In 1922 and 1923, Edward J Meier (leather), Peter V. Duester (real estate, formerly at 139-143 Reed St.), and C. E. Spangenberg/ (whole Coffee)⁶⁴

1924-1960s

The Sperry Candy Company was founded in 1921. At first, It was a one room factory on National Ave.⁶⁵ In 1924, Sperry Candy Co. occupied No 140 and 142 Reed St., almost two third of the Larkin

⁵⁴ . Haer Inventory Form, Historic American Engineering Record (1979)

⁵⁵ . Building permits, 200-04 S 2nd St. microfiche series April 20, 1912, City of Milwaukee.

⁵⁶ . The Milwaukee Journal, May 2, 1901

⁵⁷ . City Directories.

⁵⁸ . *Popular Mechanics Magazine*, February 1913: 26.

⁵⁹ . *American Machinist*, Vo. 48, No. 21, (May 23, 1918): 80d.

⁶⁰ . *Civics and Commerce*, September 1918: 6.

⁶¹ . *Civics and Commerce*, October 1918: 10.

⁶² . *Shoe and Leather Reporter Annual*, Shoe and Leather Reporter, (1919): 571.

⁶³ . City Directories.

⁶⁴ . City Directories.

building. Another tenant of the building at 144 Reed St. was Edward J Meier in the leather business who had been formerly at the Larkin building. In 1929, the Sperry Candy Company constructed a new brick and concrete factory next door at today's 129 W. Pittsburgh Ave.⁶⁶ The same year, an electric freight (Rosenberg Traction Type) was also installed at the Larkin building.⁶⁷ In 1943 the Sperry Candy Company was hiring full time in the time of war.⁶⁸ The Sperry Candy Company had 275 employees in 1946. At this time the active manager of the company was Fred Foster who has held this position from the establishment of the company. At this time, Miles O. Sperry wa retired.⁶⁹ After the war in 1947, the Sperry Candy Company was working two shifts in day from 6 am to 10 pm.⁷⁰ Later the Sperry Candy Company was sold to Pearson's and eventually was bought by Brach's Candy Co. of TN. The companies stayed at the Larkin building into the 1960s. Sperry's operations have since been moved to St. Paul, MN, and Barg & Foster is now a subsidiary of Continental Coffee in Chicago.⁷¹

Elizabeth and Glen Sperry were the founders of the Sperry Candy Co. "Born in Elkhorn on January 12, 1897, Elizabeth had an interest in the culinary arts and was an entrepreneur at an early age. As a girl, she dug up horseradish roots from around the railroad tracks, ground them and sold the horseradish door to door. She cooked for bachelor uncles on a farm nearby, and after high school worked at her sister's restaurant in William Bay. Elizabeth married Glen Sperry in 1917 and went into the restaurant business with his brother. She and Glen started a candy business. The Chicken Dinner and Denver Sandwich candy bars became famous. Glen opened a pool hall and soda fountain. Elizabeth tells of racking pool balls for Curly Lambeau when the Parkers were in town. There are three daughters and many grandchildren"⁷² William H. Barg was the co-owner of the Barg & Foster Candy Company which was associated with the Sperry Candy Factory.⁷³ Before the Barg & Foster Candy Company moved to the Larkin building, it was located at 171 Broadway St.⁷⁴ In 1921, the Barg & Foster Candy Company had a chocolate-covered nut roll product called Moonshine Minnie.⁷⁵ The other co-founder of the Sperry Candy Company was Miles O. Sperry.⁷⁶

The most famous products of these two companies were Denver Sandwich and Chicken Dinner. On Monday, July 30, 1923, a U.S. federal trademark registration was filed for Sperry's Denver Sandwich by Barg & Foster Candy Company.⁷⁷ "Chicken Dinner was one of the early nut-roll bars and first came out in the early 1920s. The first Chicken Dinner wrappers pictured a whole roasted chicken sitting on a dinner plate. In the years following World War I, the economy made many families feel fortunate if they had one good meal a day on the dinner table. A whole roasted chicken on a candy bar wrapper symbolized something substantial in terms of food value. To help promote Chicken Dinner, Sperry decorated a fleet of Model-A Ford trucks with eye-catching sheet-metal bodies built to resemble chickens.

⁶⁵ . The Milwaukee Sentinel - July 14, 1946.

⁶⁶ . Haer Inventory Form, Historic American Engineering Record (1979)

⁶⁷ . Building permits, 200-04 S 2nd St. microfiche series, April 22, 1929, City of Milwaukee.

⁶⁸ . The Milwaukee Journal, August 29, 1943.

⁶⁹ . The Milwaukee Sentinel - July 14, 1946.

⁷⁰ . The Milwaukee Journal, August 24, 1947.

⁷¹ . National Nomination Report.

⁷² . http://www.forensicgenealogy.info/contest_57_results.html

⁷³ . <http://www.milwaukeehistory.net/manuscript/barg-william-h/>

⁷⁴ . Polk's Wisconsin State Gazetteer and Business Directory (1921-22), Volumes 41-42.

⁷⁵ . Official Gazette of the United States Patent Office, Volume 299, June 6, 1922, (1922): 196.

⁷⁶ . The Milwaukee Sentinel - July 14, 1946.

⁷⁷ . <http://www.trademarkia.com/sperrys-denver-sandwich-candy-71183815.html>

Eventually, the Sperry people learned that a chicken didn't convey a candy bar image, so the bird was dropped from the wrapper. The name, however, continued.”⁷⁸ “Sperry Candy Company of Milwaukee WI introduced the Chicken Dinner Candy Bar in 1923 with the slogan “Candy Made Good.” “Good like candy, but also good like chicken dinner. An ad to the trade explained the reasoning behind the name: “A name which suggests the best of something good to eat, and known to every child.” Sperry seemed to think that a big roast chicken was the best lure for the kiddie market. Chicken Dinner originally sold for 10 cents, the high end of the candy piece market. Sperry described it as “an expensive, high grade candy, put up in convenient 10 cent packages.” Neither in the ads nor on the package did they say much about what was actually in the candy bar. The innovation and excitement of Chicken Dinner wasn't nuts or nougat, it was the name. Chicken Dinner meant quality and goodness. What it did not mean, at least not directly, was meal replacement.” “In the 1920s, not everyone realized that advertising was the secret to success. Candy bars that were heavily advertised from their inception would go on to bigger and bigger shares (anyone could have realized in the early 1920s that Milky Way and O, Henry! would be the ones to watch). There was no TV in those days. Radio advertising wouldn't really catch on until the 1930s. So live interactions with the candy-buying public were the only way to get the word out. Chicken Dinner billboards were a common sight around the land. But Sperry wasn't just waiting around for potential customers to pass by to see the sign. In 1926, Sperry's advertising experts came up with the idea of putting Chicken Dinner signs, and big colorful chickens, on automobiles and driving them around cities drumming up excitement. Back up was provided by teams of window trimmers, artists, and even circus clowns. Behind the scenes, Sperry was assigning advertising staff to work permanently in the field to support distribution and sales. This was a new idea; most companies sent their goods off with jobbers who made the distribution rounds in different locations and didn't stick around to provide marketing support. The best thing about Chicken Dinner besides the name was the chicken cars, which became quite elaborate. Fleets of Chicken Dinner cars or trucks would arrive in town to deliver the candy goods.”⁷⁹ “Production of Chicken Dinner bars ceased in 1962 after Pearson's, the makers of Bit-O-Honey, bought Sperry.”⁸⁰ Chicken Dinner Candy is selected by Time as one of the 13 most influential candy bars of all time.⁸¹

⁷⁸ . Quotes from ['The Chocolate Chronicles' by Ray Broekel \(Paperback\)](#), <http://www.sugarpressure.com/candy-history/>

⁷⁹ . Samira Kawash, *Candy: A Century of Panic and Pleasure*, October 15, 2013, <https://candyprofessor.com/2010/12/09/chicken-dinner-is-not-for-dinner/>

⁸⁰ . <http://mentalfloss.com/article/70510/clucking-sweet-history-candy-bar-called-chicken-dinner>

⁸¹ . <http://newsfeed.time.com/2014/02/18/13-most-influential-candy-bars-of-all-time/slide/chicken-dinner/>



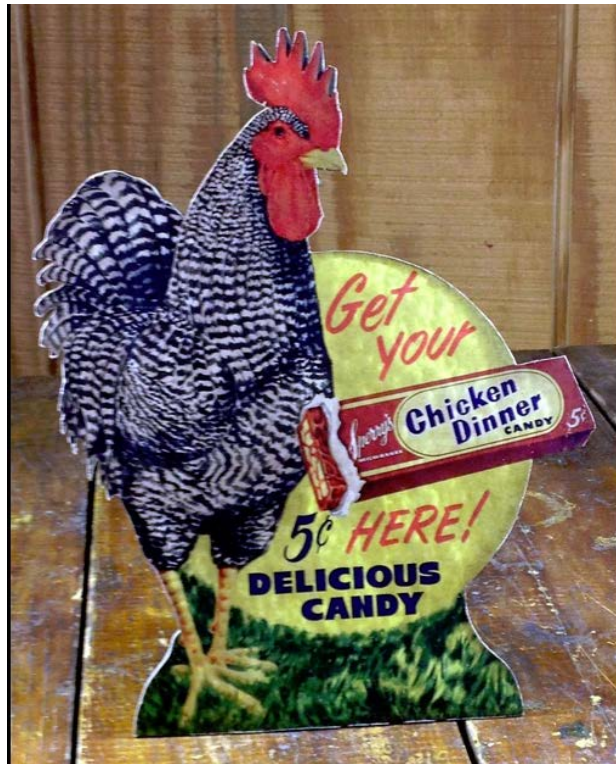
“5-1/2 x 9 architectural line drawing of the exterior of the Sperry Candy Company, located in Milwaukee, Wisconsin. Sperry made world famous Chicken Dinner Candy.”⁸²



Sperry's Chicken Dinner Candy trademark⁸³

⁸² . <http://www.remainstobeseen.com/index-i-2242-category-Sperry-Candy-Company-Photograph-of-a-Drawing.htm>

⁸³ . <https://trademarks.justia.com/711/89/chicken-dinner-sperry-s-candies-71189737.html>



Advertisement.⁸⁶



Chicken Dinner's trade ad, 1924 Confectioners Journal.⁸⁷

⁸⁶ . <http://www.ebay.com/itm/Sperrys-Chicken-Dinner-Candy-Black-White-Rooster-Chicken-Cardboard-Counter-Sign-/182198243703?hash=item2a6bdc9177:g:G7AAAOSwoBtW3NBn>

⁸⁷ . <https://candyprofessor.com/2010/12/09/chicken-dinner-is-not-for-dinner/>



Forensic Genealogy Book Contest.⁸⁸



Forensic Genealogy Book Contest.⁸⁹

⁸⁸ . www.forensicgenealogy.info

⁸⁹ . www.forensicgenealogy.info



Forensic Genealogy Book Contest.⁹⁰



Forensic Genealogy Book Contest.⁹¹

⁹⁰ . www.forensicgenealogy.info

⁹¹ . www.forensicgenealogy.info



These trucks are part of the Sperry Candy Company fleet in Vincennes, Indiana.⁹²



A Chicken Dinner truck.⁹³

⁹² . Photo from the private collection of Marjorie A. Kaiser, Vincennes.

http://wabashv3.blogspot.com/2012_01_01_archive.html

⁹³ . <http://mentalfloss.com/article/70510/clucking-sweet-history-candy-bar-called-chicken-dinner>



- Soliders also had the option to munch on Chicken Dinner and Denver Sandy Bars according to this 1943 Sperry Candy Company advertisement.

Advertisement during the World War II.⁹⁴

1960s

Bostrom, an industrial cushion manufacturer whose main plant was one block north, owned and occupied the building and its addition since 1978.⁹⁵

Bostrom Corp. got occupancy on October 12, 1966 and the permit indicated that the building had been vacant.⁹⁶

⁹⁴ . <https://historyhodgepodge.com/2013/03/19/candy-wwii-pt-2/>

⁹⁵ . national nomination report. Originally interviews with Mildred Horowitz, retired office manager, Sperry Candy

⁹⁶ . Carlen Hatala's notes on the building_From Email to Michael McQuillen



Wisconsin Historical Society (Survey 1984)⁹⁷

⁹⁷. <http://www.wisconsinhistory.org/Content.aspx?dsNav=N:4294963828-4294963814&dsNavOnly=N:1159&dsRecordDetails=R:HI108606>

APPENDIXES:

Year	company	people	reference
1867	140-142 Reed - Ang. Woellering - Saloon & Dwelling		
1873	Bld No. (140 Reed), G. O. Crandall, Retail Clothing and Dwelling, ⁹⁸		
1880- 1881	Hiram B. Kander / clothing ⁹⁹		
1885	140 Reed brick block / 142 frame / 144 and 146 frame with veneer brick facade. ¹⁰⁰		
1894	Larkin ? (occupies the building, not sure when the building was built)	Courtland P. Larkin / <u>current</u> <u>building has been built</u>	1894 Sanborn map, vol 3, sheet 232
1896	Huseby Cycle Co ()	<ul style="list-style-type: none"> ● Wm. Casper, president: <ul style="list-style-type: none"> ○ president of the Evergreen Park Land Co., and the Family Protective Association ○ <u>treasurer of the Wisconsin Lake Ice and Cartage Co.</u> (see below) ○ a director of the German Central Society, of the United States ○ a member of the Old Settlers Club. ● H. J. Horrigan, Vice-President: 	A Half-Century's Progress (1896), p.118 (photo and description)

⁹⁸ . 1873 MKE Board of Fire Underwriters, p. 210

⁹⁹ . city directories

¹⁰⁰ . Sanborn maps, Milwaukee Vol. 1, Part 3, Sheet 57.

		<ul style="list-style-type: none"> ○ president and manager of the Milwaukee Foundry Supply Co ● H. H. Casper, secretary <ul style="list-style-type: none"> ○ Wm. Casper (president)'s son ○ a member of the Milwaukee Wheel and other organizations. ○ in charge of entire business ● J. P. Kalt, treasurer <ul style="list-style-type: none"> ○ Wm. Casper (president)'s son-in-law ○ president of <u>Kalt Zimmers M'fg. Co.</u> (see below) ○ proprietor of Pabst's Theatre Cafe ● George G. Huseby, manager and superintendent: <ul style="list-style-type: none"> ○ proprietor of the Huseby Pattern Works ○ "the house that bears his name is distinctly a Milwaukee triumph" 	
1897	Kalt & Zimmers Mfg. Co	J. P. Kalt (Huseby's former treasurer)	Milwaukee City Directories
1904	Kalt & Zimmers Mfg. Co is still there ¹⁰¹		

¹⁰¹ . Odell, R. H. *Official Directory of Corporations of Milwaukee, Wisconsin. Milwaukee: Odell & Owen, 1904*, 97.

1909	Kalt & Zimmers Mfg. Co's last year. They leave to their new building.		Milwaukee City directories 1910
1910	vacant ¹⁰²		1910 Sanborn map, vol 4, sheet 393
1910s	Wisconsin Lakes Ice & Cartage Co. ¹⁰³		
1912	Wisconsin Lakes Ice & Cartage Co has it. They installed a "Rosenberg" hand power elevator in 140 Reed. ¹⁰⁴		
1910s	baker's machinery company ¹⁰⁵		
1913	Drake Manufacturing Co. , (electric cigar lighters), 142 Reed, is there. ¹⁰⁶		
1918	- The Great Lakes Rubber Co. at 140 Reed (Donald. C. Barbee director) is there. ¹⁰⁷ - the Badger Belt and Rubber Co. at Reed and Lake (Donald. C. Barbee, Manager. He lives at Hanover 2396). The B. B. & R. Lines are (Empire Tire & Rubber Co., Page Belting Co., Western Rubber Co., and McIlroy Belting Co.) is there. ¹⁰⁸ - Milwaukee Box Toe Co , shoe industry, 140 Reed St., is there. ¹⁰⁹		
1919	- Meier, E. J. , leather and		

¹⁰² . Sanborn maps, Milwaukee Vol. 4, Sheet 393.

¹⁰³ . Haer Inventory Form, Historic American Engineering Record (1979)

¹⁰⁴ . Building permits, 200-04 S 2nd St. microfiche series April 20, 1912, City of Milwaukee.

¹⁰⁵ . Haer Inventory Form, Historic American Engineering Record (1979)

¹⁰⁶ . *Popular Mechanics Magazine*, February 1913: 26.

¹⁰⁷ . *American Machinist*, Vo. 48, No. 21, (May 23, 1918): 80d.

¹⁰⁸ . *Civics and Commerce*, September 1918: 6.

¹⁰⁹ . *Civics and Commerce*, October 1918: 10.

	findings 140 Reed is there. - Milwaukee Box Toe Co , shoe industry, 140 Reed St., is there. ¹¹⁰		
Ca. 1924	Sperry Candy Co. (on the 3rd and 4th floors) + Barg & Foster Candy Co. (Lower) ¹¹¹		
1924	Barg & Foster Candy Co. at 140 Reed <ul style="list-style-type: none"> • March: • May: an electric freight (Rosenberg Traction Type)¹¹² 		
1927	Sperry Candy Co. , at 140 Reed. ¹¹³		
1929	Construction of a new brick and concrete factory next door at today's 129 W. Pittsburgh Ave. ¹¹⁴		
1929	Sperry Candy Co. , at 140 Reed <ul style="list-style-type: none"> • May: an electric freight (Rosenberg Traction Type)¹¹⁵ 		
1947	Barg & Foster Candy Co , at 200 2nd street, making changes to the first floor. ¹¹⁶		
1960s	Sperry Candy Co is still there! ¹¹⁷		
1978	Bostrom , (industrial cushion manufacturer) + main plant one block north ¹¹⁸ is there at 200 S 2nd st.		

¹¹⁰ . *Shoe and Leather Reporter Annual*, Shoe and Leather Reporter, 1919): 571.

¹¹¹ . Haer Inventory Form, Historic American Engineering Record (1979)

¹¹² . Building permits, 200-04 S 2nd St. microfiche series, May 22, 1924, City of Milwaukee.

¹¹³ . Building permits, 200-04 S 2nd St. microfiche series, October 21, 1927, City of Milwaukee.

¹¹⁴ . Haer Inventory Form, Historic American Engineering Record (1979)

¹¹⁵ . Building permits, 200-04 S 2nd St. microfiche series, April 22, 1929, City of Milwaukee.

¹¹⁶ . Building permits, 200-04 S 2nd St. microfiche series, July 15, 1947, City of Milwaukee.

¹¹⁷ . Haer Inventory Form, Historic American Engineering Record (1979)

¹¹⁸ . Haer Inventory Form, Historic American Engineering Record (1979)

1984	<ul style="list-style-type: none"> • June: Owner's name is Joan Julien, it is factory but company name not sure! Alterations to the first floor including: non-load bearing partitions..¹¹⁹ • July: Owner's name is Ervin Julien, it is factory but company name not sure! Alterations to the 3rd floor including: non-load bearing partitions for storage space.¹²⁰ • September: Owner's name is 10 Walker's Point, it is factory and studio. Alterations to the 2nd & 4th floors including: non-load bearing partitions for Factory studios..¹²¹ 		
1985	<p>The building is known as 10 Walker's Point Building. Composer James Pease and his wife Susie Bauer (dancer in Bauer Dance Ensemble) has a loft in the building.¹²²</p>		
1987	<p>Ervin and Joan M. Julien are still the owners.¹²³</p>		
1989	<p>The building is still known as No. 10 Walker's Point building, and</p>		

¹¹⁹ . Building permits, 200-04 S 2nd St. microfiche series, June 20, 1984, City of Milwaukee.

¹²⁰ . Building permits, 200-04 S 2nd St. microfiche series, July 26, 1984, City of Milwaukee.

¹²¹ . Building permits, 200-04 S 2nd St. microfiche series, July 26, 1984, City of Milwaukee.

¹²² . The Milwaukee Journal, Sep 22, 1985.

¹²³ . The Milwaukee Journal, Feb 02, 1987.

	it includes art studios, such as Studio Art Crawl . ¹²⁴		
1991	Cleanpower Inc./Thomas P. Teipel		
1996	Ervin and Joan M. Julien are still the owners - 129/133 W Pittsburgh aka 200, 210-12, 216-18 S. 2nd St. ¹²⁵		
2001	The building is still known as No. 10 Walker's Point building, and it includes art studios, such as Studio Art Crawl. ¹²⁶		

	140	142	144
1921	Danl K. Allison/ bakers machinery	C. E. Spangenberg/ whole Coffee	-
1922	same	Edward J Meier / leather + Peter V. Duester / real estate (pre at 139-143)	C. E. Spangenberg/ whole Coffee (pre at 142)
1923	Danl K. Allison/ bakers machinery + Badger Glove & Mitten Co.	same	same
1924	Sperry Candy Co.		Edward J Meier / leather (pre at 142)
1925	Sperry Candy Co. + Barg & Foster Candy Co.		same
	140	142	144
1926	same		same

¹²⁴. The Milwaukee Journal, Dec 05, 1989.

¹²⁵. Building permits, 200-04 S 2nd St. microfiche series, November 03, 1996, City of Milwaukee.

¹²⁶. http://journaltimes.com/lifestyles/leisure/cabaret/article_af436384-24a8-5393-8b82-d5edd00cd070.html

1927 (<u>Lake ave. is changed to Pittsburgh ave.</u>)	same	same
1928	same	same
1929	same	same
	140 aka (also <u>probably</u> including 142 as 204 2nd) 200 s. 2nd	144 <u>Probably</u> aka 206-8 s. 2nd
1931 (<u>Reed st. is changed to 2nd ave.</u>)	Barg & Foster Candy Co.	vacant
	(all former 140-144 Reed or 200-208 s. 2nd were merged under 200 s. 2nd) 200 s. 2nd	
1932	Barg & Foster Candy Co.	
	200 s. 2nd	
1936	same	
	200 s. 2nd	
1937	same	
	200 s. 2nd	
1938-1952	same	

Courtland P. Larkin			
	Occupation	Work address	Home address
1879	Charles H. Larkin was in real estate business. ¹²⁷		
1891	Lawyer	Over S. S. Post Office	116, 17th
1892	Attorney at Law	324 Reed	19th and National

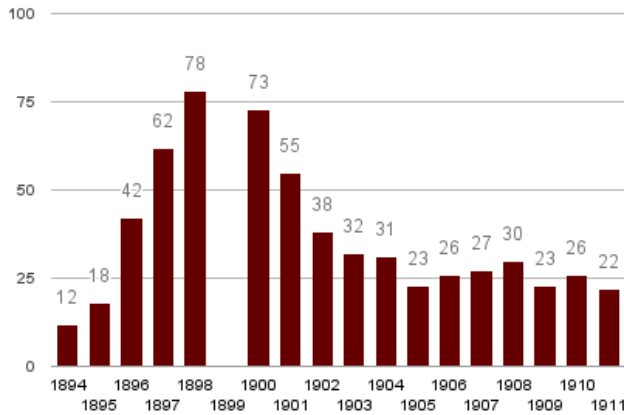
¹²⁷. Annual Report of the Trade and Commerce of Milwaukee, Volume 21, 1879

1893	Real estate, loans, investments	162 Reed	960 National
1894	Real estate, loans, investments	Room 7, Larkin Building, 140 Reed	960 National
1895-1901	Real estate, loans, investments	Room 4, Larkin Building, 140 Reed	- no info
1902	No data on city directories - Probably left the city		

Number of Bicycle Manufacturers & dealers mentioned in the Milwaukee City Directories

1894	12
1895	18
1896	42
1897	62
1898	78
1899	-
1900	73
1901	55
1902	38
1903	32
1904	31
1905	23
1906	26
1907	27
1908	30
1909	23
1910	26
1911	22

Number of Bicycle Manufacturers & dealers mentioned in Milwaukee City Directory



Huseby Cycle Co.							
	President	Vice President	Secretary	Treasurer	Manager	Manufac ture	Address
1896 (establishe d in Jan)	William Casper	Hugh. J. Horrigan	Hugo. H. Casper	Joseph. P. Kalt	George G. Huseby	Bicycle	#9, 142 Reed
1897	William Casper died	Proprotor at Milwaukee Foundry Supply Co.	Proprotor at Casper Hugo H. & Co. (Bicycle supplies)	President Kalt- Zimmers Co (He was the president at K&Z since 1895)	President at Elmwood Cycle Manufac turing Co.	No data	No data
1898	The company's name changes to Huseby Company						
1898	George G. Huseby	Edward Huseby	George F. Cremer	Arne S. Huseby	-		454 Grove
1900	same	same	same	same	-		454 Grove + 503 ½, 11th ave

1901-1902	same	same	same	same	-		454-456 Grove + 503 ½, 11th ave
1903-1906	same	same	same	same	-		454-460 Grove + 447, 11th ave
1907	<ul style="list-style-type: none"> • No data on the city directory companies but still exists. • Harley Davidson Motors Co. shows up on the directories for the first time under bikes. 						
1907-1908	George G. Huseby	Edward Huseby	George F. Cremer	Arne S. Huseby	-		No data
1909	No data on the city directory at all - the company is probably dissolved .						
1909	No work data but still lives in Milwaukee	Patternmaker	Not checked	No work data but still lives in Milwaukee	-		
1910	Probably left Milwaukee	Machinist	Not checked	Dies (76) March 10, 1910	-		

William Casper (Huseby's president)			
	Occupation	Work address	Home address
1894-1895	Treasurer at Wisconsin Lake Ice & Cartage Co.	423 3rd	667 Jackson
1896	Treasurer at Wisconsin Lake Ice & Cartage Co.	423 3rd	667 Jackson
	President at Huseby Cycle Co.	140 Reed	
1897	Dies (58) April 16, 1897		

Hugo H. Casper (Huseby's secretary)			
	Occupation	Work address	Home address
1894	Book keeper	432, 3rd	667 Jackson
1895	Collector	432, 3rd	667 Jackson
1896	Secretary at Huseby Cycle Co.	140 Reed	667 Jackson
1897	Proprotor at Casper Hugo H. & Co. (Bicycle supplies)	459, 3rd	667 Jackson

Stephen. Casper (not at Huseby but family member engaged in bike industry)			
	Occupation	Work address	Home address
1894	-	-	-
1895	plumber	-	667 Jackson
1896	Cyclemaker	-	667 Jackson
1897	Solicitor	430, 3rd	667 Jackson

George G. Huseby (Huseby's manager)			
	Occupation	Work address	Home address
1894	Pattern maker	-	312 Reed
1895	Proprotor at Huseby Pattern Co.	258 Lake	459 Hanover
1896	Manager at Huseby Cycle Co.	140 Reed	459 Hanover
1897	President at Elmwood Cycle Manufacturing Co. (George F.	305, 3rd	459 Hanover

	Cremer, Secretary; Peter J. Salentine, Treasurer)		
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William Huseby (not at Huseby but family member engaged in bike industry)			
	Occupation	Work address	Home address
1894	Pattern maker	-	281 S. Pierce
1895	Pattern maker	-	281 S. Pierce
1896	-	-	281 S. Pierce
1897	Cyclemaker	-	281 S. Pierce

Hugh J. Horrigan (Huseby's Vice president)			
	Occupation	Work address	Home address
1894	Manager	245 Lake	380 Jackson
1895	Manager at Milwaukee Foundry Supply Co.	-	380 Jackson
1896	Vice President at Huseby Cycle Co.	140 Reed	Frenwood
1897	Manager at Milwaukee Foundry Supply Co.	-	Frenwood

John Horrigan (clerk at the Larkin building)			
	Occupation	Work address	Home address
1894	News agent	245 Lake	380 Jackson

1895	Clerk	-	380 Jackson
1896	Clerk	142 Reed	380 Jackson
1897	Clerk	-	380 Jackson

1904			Reference
Kalt-Zimmers Manufacturing Company	Shoe manufacturers, 140-144 Reed St	<ul style="list-style-type: none"> ● President: Joseph P. Kalt ● Vice president: Joseph L. Casper ● Secretary and treasurer: Michael Zimmers ● Directors: J. P. Kalt, Michael Zimmers, Matthew Zimmers 	Odell, R. H. <i>Official Directory of Corporations of Milwaukee, Wisconsin.</i> Milwaukee : Odell & Owen, 1904), 97.
Joseph P. Kalt	140-144 Reed St.	<ul style="list-style-type: none"> ● President and director Kalt-Zimmers Mnfg. Company 	Odell, R. H. <i>Official Directory of Corporations of Milwaukee, Wisconsin.</i> Milwaukee : Odell & Owen, 1904), 319.
Joseph L. Casper	140-144 Reed St.	<ul style="list-style-type: none"> ● Vice president Kalt-Zimmers Mnfg. Company (elected in 1903)¹²⁸ ● Director Pleasant Homestead Land Company 	Odell, R. H. <i>Official Directory of Corporations of</i>

¹²⁸ . *The Northwestern Reporter, Volumes 149, consisting all the decisions of the supreme courts of Minnesota, Michigan, Nebraska, Wisconsin, Iowa, North Dakota, South Dakota, Nov 6, 1914 - Jan 8, 1915,* (St. Paul: West Publishing Co., 1915), 756.

			<i>Milwaukee, Wisconsin. Milwaukee : Odell & Owen, 1904), 264.</i>
Michael Zimmers	140-144 Reed St.	<ul style="list-style-type: none"> • Secretary, treasurer, and director Kalt-Zimmers Mnfg. Company <p>He later left for an extended trip to the Orient in 1920.</p> <p><i>Hide and Leather</i>, (Chicago, Il: Jan 1, 1921): 37.</p>	Odell, R. H. <i>Official Directory of Corporations of Milwaukee, Wisconsin. Milwaukee : Odell & Owen, 1904), 429.</i>
Matthew Zimmers	144 Reed St	<ul style="list-style-type: none"> • Director Kalt-Zimmers Mnfg. Company • Superintendent Kalt-Zimmers Mnfg. Company 	Odell, R. H. <i>Official Directory of Corporations of Milwaukee, Wisconsin. Milwaukee : Odell & Owen, 1904), 429.</i>

Kalt-Zimmers Co					
	President	Vice President	Secretary/Treasurer	Manufacture	Address
1895	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters	419 E Water
1896	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters	419 E Water

1897	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters	140-144 Reed
1898	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles	140-144 Reed
1899	?	?	?	?	?
1900	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles	140-144 Reed
1901	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1902	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1903	Joseph P Kalt	Philip Kalt	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1904	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1905	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1906	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1907	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1908	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1909	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	140-144 Reed
1910	Joseph P Kalt	Joseph L. Casper	Michael Zimmers	Overgaiters + Leggings + Lamb-wool Soles + Children's Shoes	450-417 Reed (Reed & Washington)

Joseph P Kalt (K&Z President)			
	Occupation	Work address	Home address
1893	Saloon & Restaurant	417 E Water	527 Broadway
1894	Saloon & Restaurant	417 E Water	527 Broadway
1895	Saloon & Restaurant <ul style="list-style-type: none"> • <u>establishment of K&Z</u> - Joseph P Kalt is the president • <u>establishment of the Kalt Bros.</u> which is technically the same saloon and restaurant at 417 E Water. Kalt Bros. includes Joseph and Philip Kalt. 	417 E Water	527 Broadway
1896	Proprotor at Pabst Theater Cafe <ul style="list-style-type: none"> • <u>Kalt Bros. moves to Pabst Cafe</u>, now including Joseph, Philip and Matthew Kalt • <u>Matthew Kalt</u> (lived at 713 Jackson around this time), a dentist, joined Kalt Bros. He left Kalt Bros.in 1897 to go back to dentistry. 	E Water & Oneida	527 Broadway
	Treasurer	Huseby Cycle Co.	
1897	Proprotor at Pabst Theater Cafe	E Water & Oneida	527 Broadway
1898	Proprotor at Pabst Theater Cafe	E Water & Oneida	527 Broadway
1899	?	?	?
1900	Proprotor at Pabst Theater Cafe	E Water & Oneida	527 Broadway
1901	Sample Room & Restaurant	132 Grand	527 Broadway
1902	Saloon	132 Grand	527 Broadway
1903	Saloon & Restaurant	132 Grand	527 Broadway
1904	Saloon	132 Grand	527 Broadway

1905	Saloon	132 Grand	527 Broadway
1906	Saloon	132 Grand	527 Broadway
1907	Saloon	132 Grand	527 Broadway
1908	Saloon	132 Grand	527 Broadway
1909	Saloon & Restaurant	130-132 Grand	640 Van Buren
1910	Saloon & Restaurant	130-132 Grand + 230 Grand	640 Van Buren

Philip Kalt (K&Z Vice-President till 1904)			
	Occupation	Work address	Home address
1893	Stonecutter	- (no info)	527 Broadway
1894	Clerk	- (no info)	527 Broadway
1895	Kalt Bros.	417 E Water	527 Broadway
1896	Saloon (Kalt Bros.)	445 E Water	527 Broadway
1897	Saloon	445 E Water	527 Broadway
1898	Saloon	445 E Water	527 Broadway
1899	?	?	?
1900	Saloon	445 E Water	551 Broadway
1901	Saloon	445 E Water	551 Broadway
1902	Saloon	445 E Water	551 Broadway
1903	Saloon	445 E Water	551 Broadway
1904	- (no info)	- (no info)	551 Broadway
1905	- (no info)	- (no info)	551 Broadway
1906	Bar Keeper	- (no info)	551 Broadway
1907	Bar Keeper	- (no info)	237 9th
1908	Manager	132 Grand	819 State
1909	Manager	132 Grand	248 9th

1910	General Manager	130 Grand	248 9th
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Joseph L. Casper			
	Occupation	Work address	Home address
1896	No data for Milwaukee		
1897	Clerk	- (no info)	667 Jackson
1898	Clerk	- (no info)	667 Jackson
1899	?	?	?
1900	Commercial Traveler	140 Reed	667 Jackson
1901	Commercial Traveler	140 Reed	667 Jackson
1902	Commercial Traveler	-	667 Jackson
1903	Salesman	144 Reed	667 Jackson
1904	Vice President	Kalt-Zimmers [144 Reed]	667 Jackson
1905	Vice President	Kalt-Zimmers [144 Reed]	2120 Chestnut
1906	Vice President	Kalt-Zimmers [144 Reed]	2120 Chestnut
1907	Vice President	Kalt-Zimmers [144 Reed]	374, 22nd
1908	Vice President	Kalt-Zimmers [144 Reed]	374, 22nd
1909	Vice President	Kalt-Zimmers [144 Reed]	374, 22nd
1910	Vice President	450-417 Reed (Reed & Washington)	374, 22nd

Michael Zimmers			
	Occupation	Work address	Home address
1893	Manager at Louise Bohne	405 E Water	223 19th
1894	Secretary/Treasurer	Columbia Overgaiter Co. [2]	237 Green Bush
1895	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	165 Ogden

1896	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	525 Broadway
1897	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	489 Milwaukee
1898	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	489 Milwaukee
1899	?	?	?
1900	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	551 Broadway
1901	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	551 Broadway
1902	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	551 Broadway
1903	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	176 11th
1904	Secretary/Treasurer/Manager	Kalt-Zimmers [144 Reed]	833 3rd
1905	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	St Charles Hotel
1906	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	St Charles Hotel
1907	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	St Charles Hotel
1908	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	807 Grand
1909	Secretary/Treasurer	Kalt-Zimmers [144 Reed]	807 Grand
1910	Secretary/Treasurer	450-417 Reed (Reed & Washington)	1325 Grand

Matthew Zimmers			
	Occupation	Work address	Home address
1893	Painter	- (no info)	223 19th
1894	- (no info)	- (no info)	- (no info)
1895	- (no info)	- (no info)	- (no info)
1896	- (no info)	- (no info)	- (no info)
1897	- (no info)	- (no info)	- (no info)
1898	Superintendent	140 Reed [Kalt-Zimmers]	489 Milwaukee
1899	?	?	?
1900	Superintendent	140 Reed [Kalt-Zimmers]	551 Broadway

1901	Superintendent	140 Reed [Kalt-Zimmers]	551 Broadway
1902	Superintendent	140 Reed [Kalt-Zimmers]	1146 Island
1903	Superintendent	144 Reed [Kalt-Zimmers]	1146 Island
1904	Superintendent	144 Reed [Kalt-Zimmers]	1146 Island
1905	Foreman	144 Reed [Kalt-Zimmers]	1146 Island
1906	Superintendent	140 Reed [Kalt-Zimmers]	1146 Island
1907	Superintendent	140 Reed [Kalt-Zimmers]	1146 Island
1908	Foreman	140 Reed [Kalt-Zimmers]	1146 Island
1909	Foreman	140 Reed [Kalt-Zimmers]	1146 Island
1910	Foreman	450-417 Reed (Reed & Washington)	1135 2nd

the Wisconsin Lake Ice and Cartage Co.	address	
1894	423 3rd	
1895	423 3rd	
1896	423 3rd	
1897	423 3rd	
1898	423 3rd	
1899	?	
1900		
1901	423 3rd - main office ¹²⁹	
1902		
1903		
1904		
1905		

¹²⁹ . The Milwaukee Journal, May 2, 1901

1906		
1907		
1908		
1909		
1910		
1911	2nd floor - Wells Building	
1912	2nd floor - Wells Building	
1913	531-533 M & M Bank Building (216 W Water), 5th floor	
1914	531-533 M & M Bank Building (216 W Water), 5th floor	
1915	531-533 M & M Bank Building (216 W Water), 5th floor	
1916	531-533 M & M Bank Building (216 W Water), 5th floor	
1917	531-533 M & M Bank Building (216 W Water), 5th floor	
1918	531-533 M & M Bank Building (216 W Water), 5th floor	<ul style="list-style-type: none"> ● The name of the company changes from Wisconsin Lake Ice and Cartage Co. to Wisconsin Ice & Coal Co. ● They had 8 branches around the city for better distribution
1919	531-533 M & M Bank Building (216 W Water), 5th floor	



Name: **Jordan Tool & Machine Co. Building**

Address: **205 S. Second St.**

Other addresses: 139-141 Reed St. (1930 and before)

Year(s): 1946; 1951; 1956

Architect: Lloyd W. Ernst (1946); Rager A. Sutherland (1951 and 1956)

Original Owner: Jordan Tool & Machine Co.

Other Tenants and Owners:

- 1946-1956: Jordan Tool & Machine Co.
- 1957-1960s: **Earl Nell, Inc.**; **Milwaukee Cold Storage Co.**; Prime Leather Finishes Co.;

Year	company	people	reference
1865-66	J. M. S. McIntyre, at 143 ¹		
1867	J. Baum - Saloon & dwelling ²		
1873	Building No (141): C. Gruppe, Retail Clothing, Brick Frame ³ Bld No. (143), T. Massey, Retail Crockery, Dwelling above. ⁴		
1875	Seefeld & Schlesinger (Hardware and stoves) at 149 ⁵		
1879-1883	Jonas Kaufer / clothing ⁶		
1885	South Side Savings Bank: G. C. Trumpff (president); H. P. Reynolds (vice president); J. B. Koetting (cashier); at 139 ⁷		
1888	Rebuilding the store front. It is a brick building. The owner is C. H. Gruppe Estate and the carpenter is Charles Guetzkow. ⁸ Charles H. Gruppe is in clothing business with William, and Ferdinand as C. H. Gruppe & Sons at 139-141 Reed. ⁹		
1908	The owner is P. Victor Deuster . ¹⁰ The building is a saloon and the owner lives in at same address at 139 Reed st. ¹¹ not the owner!		
1914	P. Victor Deuster is still there. A 55 gal tank installed. ¹²		

¹ . Wisconsin and Minnesota State Gazetteer, Shippers' Guide and Business Directory, 1865-1866.

² . City Directories

³ . 1873 MKE Board of Fire Underwriters, p. 217

⁴ . 1873 MKE Board of Fire Underwriters, p. 217

⁵ . Gazetteer and Directory of the Chicago, Milwaukee & St. Paul Railway & Branches , 1875

⁶ . city directories

⁷ . Biennial Report of the State Treasurer of the State of Wisconsin for the fiscal year Ending Sep 30, 1885 and 1886, P. 108

⁸ . Building permit records, 201-05 S 2nd St. microfiche series August 1, 1888, City of Milwaukee.

⁹ . Wright's Directory of Milwaukee, 1888.

¹⁰ . Building permit records, 201-05 S 2nd St. microfiche series August 12, 1908, City of Milwaukee.

¹¹ . Wright's Directory of Milwaukee, 1908.

	not the owner!		
1921-22	Demetrius Scholl, at 149 ¹³		
1944	Brick store and loft building demolished. ¹⁴		
1946	<ul style="list-style-type: none"> ● A survey of the lot, after the demolition of the previous building, has been down for Lloyd. W. Ernst (architect) by Ernst H. Kirchman. (almost 50' x 140' at the corner of S 2nd and Pittsburgh). The owner of the building is The owner is Earl A Jordan.of Jordan Tools & Machine Co.¹⁵ ● Lloyd W. Ernst designed a 1-story machine shop factory for Jordan Tools & Machine Co. on the eastern one third of the lot. the building is built at the S 2nd side (50' x 58'):¹⁶ <ul style="list-style-type: none"> ○ Ceiling height: 13'9" ○ Steel columns and beams ○ 12" concrete block walls (16" in the basement) ○ Concrete flat slab roof 	Jordan Machinery Corp "was established in 1942 and incorporated in Wisconsin." ¹⁷	
1951	<ul style="list-style-type: none"> ● Jordan Tools & Machine Co still owns the machine shop. ● Rager A. Sutherland, architect, designed the middle portion of the lot (50' x 38') to be attached to the existing eastern portion:¹⁸ <ul style="list-style-type: none"> ○ Ceiling height: 13' ○ Steel columns and beams ○ 8" concrete block walls ○ flat metal deck roof 		
1955	In 1955, "Jordan operates a machine shop,		

¹² . Building permit records, 201-05 S 2nd St. microfiche series April 2, 1914, City of Milwaukee.
¹³ . Polk's Wisconsin State Gazetteer and Business Directory, 1921-1922
¹⁴ . Building permit records, 201-05 S 2nd St. microfiche series June 11, 1946, City of Milwaukee.
¹⁵ . Building permit records, 201-05 S 2nd St. microfiche series April 25, 1946, City of Milwaukee.
¹⁶ . Building permit records, 201-05 S 2nd St. microfiche series April 29, 1946, City of Milwaukee.
¹⁷ . <http://www.manta.com/c/mm735yd/jordan-machinery-corp>
¹⁸ . Building permit records, 201-05 S 2nd St. microfiche series September 13, 1951, City of Milwaukee.

	designing, manufacturing and repairing dies, tools and fixtures, with facilities for production work, and desires, from time to time, to obtain additional orders for such services and products” ¹⁹		
1956	<ul style="list-style-type: none"> ● Jordan Tools & Machine Co still owns the machine shop. ● Rager A. Sutherland, architect, designed the western portion of the lot (50’ x 43.83’) to be attached to the existing eastern portions:²⁰ <ul style="list-style-type: none"> ○ Ceiling height: 16’ ○ Steel columns and beams ○ 8” concrete block walls ○ flat metal deck roof 		
1957	The owner is Earl Nell, Inc. The building is a factory . ²¹		
1958	The owner is Milwaukee Cold Storage Co. The building is a storage house . ²²		
1959	The owner is still Earl Nell, Inc. ²³		
1963	Prime Leather Finishes Co. using as as office	<p>“Prime Leather Finishes Company was incorporated in 1931 and has evolved to become one of America’s largest producers of innovative products for tanners, shoe manufacturers and leather goods manufacturers. Prime Coatings began manufacturing in 1969. Both divisions have achieved reputations for innovation, quality, and expertise in the design</p>	

¹⁹ . http://wi.findacase.com/research/wfrmDocViewer.aspx/xq/fac.19550503_0009.WI.htm/q

²⁰ . Building permit records, 201-05 S 2nd St. microfiche series January 27, 1956, City of Milwaukee.

²¹ . Building permit records, 201-05 S 2nd St. microfiche series October 11, 1957, City of Milwaukee.

²² . Building permit records, 201-05 S 2nd St. microfiche series August 14, 1959, City of Milwaukee.

²³ . Building permit records, 201-05 S 2nd St. microfiche series October 11, 1957, City of Milwaukee.

		manufacture of chemical coatings.” ²⁴	
1967	Jordan Tools & Machine Co, still at 205 S. 2nd st. The owner is still Earl A Jordan.		

²⁴ . <http://www.primeleatherfinishes.com/about/>



Name: **John Black Building**

Address: **209-211 S. Second St.**

Other addresses: 147-147 ½ Reed St. (1930 and before)

Year: 1868; 1871 (both years show major increase in tax assessment)

Architect: Unknown

Original Owner: John Black

Other Tenants and Owners:

- 1868-1909: John Black; Grebel & Johann; Arthur F. Keseberg
- 1921-1930: Geo B Wright; Jos Corotke / soft drinks + Michael Zutina; John Ocvirk; Cyril Kukulovich; Edward Lang
- 1931-1946 : Anton Ilowsek; Louis Cukjati; Fixit Co.
- 1947-1950s: Saml Schall; Redi-Products Co.; Geo A Speers; Richard Wojcik

Other Name: Redi Products Company

Permit Records

209-11 S 2nd St. (147 Reed St.)

1910	Owner: John Hagerty Architect: Awning Steinkopf & Son	Build: *Site Plan, Garage
1926	Owner: Anton Illowsek	Build: Garage
1985	Owner: Clarence Germershausen (Office & Apartment)	

211 S 2nd St.

1934	Owner: Anton Illowsek	Inspection Report: Tavern, Dance Hall
1942	Occupancy: W.J. Lawrie (1st Floor) Redi Products Co. 2nd & 3rd Floor Vacant	

Former Occupancy: Furniture Repair

2009 & 2011 - Occupancy Permit - Existing Building 209 - 211 S 2ND ST OFFICE-GENERAL
1ST SECOND ST LLC

2011 - Manuel Law Offices, LLC

2013 - Indulgence Chocolatier's store

Founded in 2007 by owner and chocolatier, Julie Waterman, Indulgence Chocolatiers meticulously handcrafts all of its confections in its Milwaukee, Wisconsin kitchen. Working with the finest chocolate from around the world and other locally sourced ingredients, our talented chocolatiers create confections that are as delicious as they are beautiful. No mass production, no artificial preservatives, just quality ingredients handcrafted into artisan confections in both classic and unique flavor combinations.

We invite you to visit our retail locations for an out of the ordinary chocolate experience. At our shop and chocolate pairing bar in the Walker's Point neighborhood of Milwaukee you can enjoy our confections thoughtfully paired with wines, craft beers and cheeses as you watch our chocolatiers at work in our kitchen. At our Shorewood location just north of Milwaukee you will find a modern chocolate boutique filled with all of our signature confections. Those not in the Milwaukee area can browse and purchase our confections online through our Shop page. Regardless of how you choose to indulge with us, we look forward to sharing our passion for fine chocolate with you!

Owner: G&G ACQUISITIONS LLC
 Assessed land value: \$33,600
 Assessed building value: \$379,400
 Total assessed value for property: \$413,000
 Property class: Mercantile
 Assessments for tax year: 2016
 Previous year's assessed land value: \$33,600
 Previous year's assessed building value: \$377,400
 Previous year's total assessment: \$411,000
 The last date when current assessments were changed: 04/06/16
 Reason for change of assessment: Land change
 Land size: 4,200 square feet
 Building area: 5,400 square feet
 Number of stories in the building: 3
 Year property was built: 0000
 Recent sale: 11/2007 (\$302,256)

1862	Joseph Guhl (owner) ¹ He had a saloon at west of south of Reed, south of S. Water. This is probably not 147 Reed, since there was probably no building at this address at this point of time. He probably just owned the land with no improvement	No Considerable improvement. Probably no construction on the land yet	Joseph Guhl: <ul style="list-style-type: none"> ● 1856: not listed in city directories ● 1857: Barkeeper at Krug's Beer Hall ● 1858: mason
1864	Joseph Guhl (owner) ²		

¹ . tax rolls

² . tax rolls

<p>1865</p>	<ul style="list-style-type: none"> ● John Black / dry goods. He lives at the same address. ³ ● John Black purchases store occupied by Ledyard Co. ⁴ ● <u>The two first floors were probably built sometime around 1865?</u> ⁵ 	<p>Joseph Guhl has a saloon at 115 Reed. ⁶</p>	<p>John Black before 1865:</p> <ul style="list-style-type: none"> ● 1856 - John Black, grocery @ Clinton and Lake (first listed) ⁷ ● 1857-1858 - John Black, dry goods - Reed & Clinton ⁸ ● 1860-1862 - same ⁹ ● 1863 - same but listed @ 34 Lake ¹⁰ <p>Ledyard Co.(John W. Ledyard + Guy C. Ledyard) :</p> <ul style="list-style-type: none"> ● 1862: John Ledyard had a grocery + liquor at 161 E Water. ● 1865: John Ledyard has the business at 359 E Water + Guy Ledyard is his agent. ● 1866: Guy C. Ledyard and E. H. Crall / staple and fancy grocery such as Havana
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³ . city directories

⁴ . Milwaukee Sentinel - 1865, Nov 17 (or 14?), p.1, c. 7

⁵ . national register nomination

⁶ . city directories

⁷ . city directories

⁸ . city directories

⁹ . city directories

¹⁰ . city directories

			cigars, wholesale, retail + John Ledyard wholesale grocery at 270- 272 E Water
1867	<ul style="list-style-type: none"> • A. Sanger, retail boots & shoes (147)¹¹ • J. Black, retail dry goods (147 ½)¹² 		
1868	<ul style="list-style-type: none"> • John Black enlarges brick block.¹³ • <u>The third floor was added by John Black in 1868?</u>¹⁴ 	Large increase in assessment to \$1500	
1869	<ul style="list-style-type: none"> • 147 Reed: John Black/dry goods retail¹⁵ • 147 ½ : Anthony Kees / Boots & shoes retail dealer¹⁶ 		
1873	John Black - Retail Dry Goods and Dwelling ¹⁷		
1887	John Black (owner) ¹⁸		
1889	<ul style="list-style-type: none"> • Last year John 		

¹¹ . 1867 MKE Board of Fire Underwriters, p. ?

¹² . 1867 MKE Board of Fire Underwriters, p. ?

¹³ . Milwaukee Sentinel - 1868, Sep 29, p.1, c. 4

¹⁴ . national register nomination

¹⁵ . Brown's Gazetteer, 1869

¹⁶ . Brown's Gazetteer, 1869

¹⁷ . 1873 MKE Board of Fire Underwriters, p. 217

¹⁸ . tax rolls

	<p>Black is listed in city directories at 147 Reed.¹⁹</p> <ul style="list-style-type: none"> • Grebel & Johann saloon (Edward W. Grebel + Mathew L. Johann)²⁰ 		
1890	Edward Grebel / Saloon ²¹	Mathew Johann is a switchman now ²²	
1891	<u>Arthur F. Keseberg</u> / Saloon ²³	Edward Grebel has a saloon at 171 Reed now ²⁴	
1892-1993	<u>Frank Brand</u> / Saloon ²⁵ He lives at the same address ²⁶	Arthur F. Keseberg not listed in city directories ²⁷	
1894	?	Frank Brand has a saloon at 118 Clinton ²⁸	
1902-1908	<u>John Hagerty</u> / Saloon He lives at the same address ²⁹	Between 1904 and 1907, William C. Hagerty has a saloon at 132 Reed which is very close but out of our project	
1909	John Black (owner) ³⁰ John Hagerty / Saloon		

¹⁹ . city directories

²⁰ . city directories

²¹ . city directories

²² . city directories

²³ . city directories

²⁴ . city directories

²⁵ . city directories

²⁶ . city directories

²⁷ . city directories

²⁸ . city directories

²⁹ . city directories

³⁰ . tax rolls

	and lives at the same address ³¹		
1910	<ul style="list-style-type: none"> • John Hagerty (owner or tenant?)³² • John Hagerty's Restaurant, 147 Reed St.³³ 	Architect Awning Steinkopf & Son for ³⁴	permit
1911-1914	John Hagerty / Saloon		
1915	John Hagerty / Saloon William C. Hagerty works at the saloon as manager, and both live at the same place at 210 Hanover ³⁵		
1916-1919	Geo B Wright /saloon (business) ³⁶ He lives at the same address		
1920	Geo B Wright/soft drinks (business) ³⁷ He lives at the same address		
1921	Geo B Wright/soft drinks (business) ³⁸		
1922-23	Jos Corotke / soft drinks + Michael Zutina / restaurant (business) ³⁹		

³¹ . city directories

³² . building permit records. His name is in the city directory as well.

³³ . State Dairy and Food Commissioner / Biennial report of the Dairy and Food Commissioner of Wisconsin. For the period ending June 30, 1910, (1910), Fischer, Richard, et al., Report of chemists' analyses, pp. 64-178

³⁴ . building permit records

³⁵ . city directories

³⁶ . city directories

³⁷ . city directories

³⁸ . city directories

³⁹ . city directories

1924-25	John Ocvirk / soft drinks (business) ⁴⁰		
1926	Anton Illosek (owner) ⁴¹	Permit for a garage, including a site plan	
1926-27	<ul style="list-style-type: none"> • Cyril Kuvovich / soft drinks (business)⁴² 		
1928-29	<ul style="list-style-type: none"> • Edward Lang / soft drinks (business)⁴³ 		
1931	<ul style="list-style-type: none"> • 147 Reed becomes 211 and 209 south 2nd st. • 147 ½ becomes 209 which is the upper floors and 211 is the lower retail 	Address change + to numbers instead of one	

1931	209 s 2nd	Anton Illosek ⁴⁴	
1931	211 s 2nd	Anton Illosek / soft drinks (business) ⁴⁵	
1932-38	209 s 2nd	same	
1932-36	211 s 2nd	Anton Illosek / tavern (business) ⁴⁶	
1934	211 s 2nd	Anton Illosek (owner) ⁴⁷	<ul style="list-style-type: none"> • Permit for a playhouse

⁴⁰ . city directories

⁴¹ . building permit records

⁴² . city directories

⁴³ . city directories

⁴⁴ . city directories

⁴⁵ . city directories

⁴⁶ . city directories

⁴⁷ . building permit records

			<ul style="list-style-type: none"> ● Permit for a tavern + dance hall
-			
1937	211 s 2nd	Louis Cukjati / tavern (business) ⁴⁸	
-			
1938	211 s 2nd	Fixit Co. / repair shop (business) ⁴⁹	
1939-42	209 s 2nd	Anton Ilowsek #4 [same] ⁵⁰	
1939-42	211 s 2nd	same ⁵¹	
1943	211 s 2nd	W.J. Lawrie and Redi Products Co. (Mfg. Agents)	
1943	209 s 2nd	Second and third floor vacant	
1947	209 s 2nd	Saml Schall ⁵²	
1947-52	211 s 2nd	Redi-Products Co. / abrasives (business) ⁵³	
1949	209 s 2nd	Geo A Speers ⁵⁴	
1949	211 s 2nd	-	
1952	209 s 2nd	Richard Wojcik ⁵⁵	
1952	211 s 2nd	-	
1985	209-211 s 2nd	Clarence Germershausen (offices and apartments)	

⁴⁸ . city directories

⁴⁹ . city directories

⁵⁰ . city directories

⁵¹ . city directories

⁵² . city directories

⁵³ . city directories

⁵⁴ . city directories

⁵⁵ . city directories

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Building Permit Records

John Black (English and Bavarian ancestry)

Elizabeth “Lizzie” Black was born on May 28, 1858 to John and Mary (Perles) Black, both of English and Bavarian descent. The Black family had previously lived in Green Bay, Wisconsin as pioneer farmers⁵⁶ before their 1844 move to the South Side of Milwaukee. **John Black opened a dry goods store to support the family.** At this time, the Blacks were one of over two hundred German-Jewish families who lived as merchants in the Milwaukee area. Kander’s parents were founding members of the Reform temple Temple Emanu-El and believed in reconciling religion with the progressive ideas of the age.⁵⁷

Elizabeth Black was the fourth of six children of John Black and Mary Pereles Black, both of German-Jewish origin. The couple had moved in 1844 to Milwaukee, Wisconsin, from Green Bay, where they had been farmers. Now, in the big city, John Black owned a successful dry-goods store. As one of some 200 Jewish families, the Blacks were among the original members of Reform Temple Emanu-El.⁵⁸

Arthur F. Keseberg

He was agent for the Gutsch Brewing Company, his business headquarters being at Milwaukee, Wisconsin. In 1898 he established his home in Ludington.⁵⁹

⁵⁶ Papers of Lizzie Black Kander,

<http://content.wisconsinhistory.org/cdm/landingpage/collection/p15932coll5>

⁵⁷ Lizzie Black Kander From Wikipedia, https://en.wikipedia.org/wiki/Lizzie_Black_Kander

⁵⁸ This Day in Jewish History The Creator of the Settlement Cook Book Is Born, David B. Green May 28, 2014, <http://www.haaretz.com/israel-news/2.489/.premium-1.595666>

⁵⁹ A history of northern Michigan and its people by Perry F. Powers, p. 695, https://archive.org/stream/bac9250.0002.001.umich.edu/bac9250.0002.001.umich.edu_djvu.txt



210-212 South 2nd Street (Old Number 146-148)

Known Occupants—City Directory

1889--146 Reed—William J. Donnelly wholesale wines & liquors

1889—148 Reed—Henry Marks retail clothing

1895—146 Reed—Mcgrath Bros. saloon

1921—146-148 Reed—Brixius Electric Co. & Central Electric Lamp Co. & Anthony Beaulieu

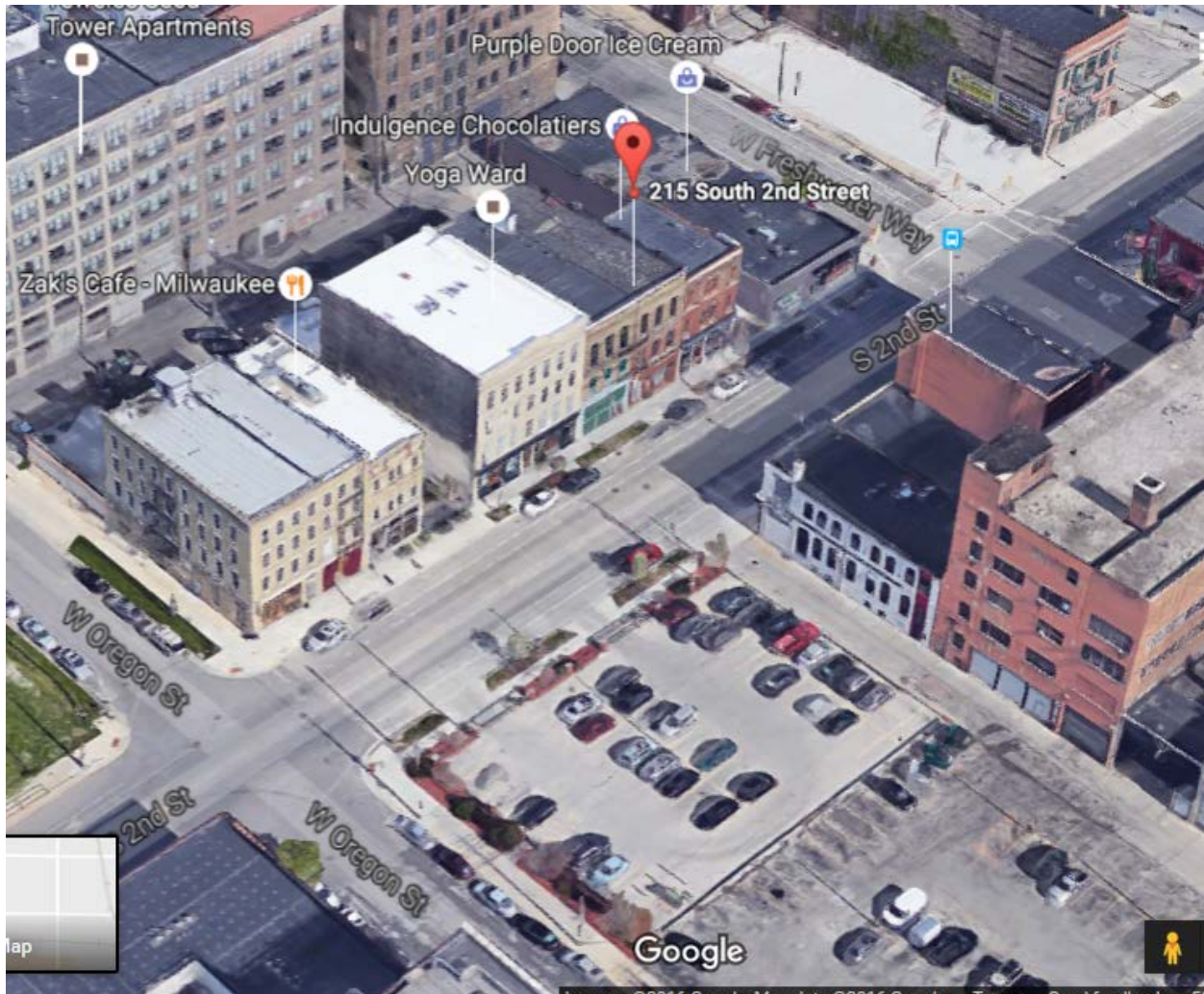
1925—146 Reed—Hackendahl Products Co.

1927—146 Reed—Hackendahl; Mrs. Crafts Homemade Candies

1931—210 S. 2nd—Western Hotel Supply co.

1947—210 S. 2nd—William C. Stehling Co., upholsterer

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building



Name: **Salentine Building**

Address: **213-219 S. Second St.**

Other addresses: 149-151 Reed St. (1930 and before)

Year: 1860

Architect: Unknown

Original Owner:

Other Tenants and Owners I NORTH STOREFRONT (213-215 S. Second St.; former 149 Reed St.):

- 1860-1865: Stephen and Peter Salentine
- 1866-1879: Hardware Business:
 - Maschauer & Frankfurth Hardware Company (1866-1873); Seefeld & Schlesinger (1874-75); Seefeld & Bues (1877-1879).
- 1880-1900: Clothing Business:
 - Elias and Lehman Aarons (1880-1882); Marks & Kloehn (1883-1892); Bear & Thal (1893-1897); Solomon Isaacs (1898-1900).
- 1900-1942: Demetrius (Dennis) Scholl

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

- 1949-1985:

Other Tenants and Owners II SOUTH STOREFRONT (217-219 S. Second St.; former 151 Reed St.):

- 1860-1865: Stephen and Peter Salentine
- 1868-1880: Bub, Roller, Meyer
- 1881-1900s: Henry Fishedick; Schumacher J. A. & Co.
- 1909-1923: Electric repair; machine shop; Jacob Jagodich
- 1924-1962: Sam Polland
- 1974-2000s: Stanley Kowalczyk; Heilman Brewery; James V. S. Zingale; The Circus Corp; Milwaukee Venetian Blind Co; 219 Corporation; 219 Club

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building



Community Survey Form, Historic Preservation Division, State Historical Society of Wisconsin (7/1979)

Year Built: 1860

Survey Date: 1984

Historic Use: hardware

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

Architectural Style: Commercial Vernacular

Property Type: Building

Wall Material: Brick

	149	151				
1849	F. B. Cross had the lot/ no improvement. ¹					
1860	There is a significant improvement . Construction on the lot. No more information. ²					
1861-1864	The property was on state mortgage . ³					
1865	Owner Stephen Salentine ⁴			Owner Peter Salentine ⁵		

¹ . tax rolls

² . tax rolls

³ . tax rolls

⁴ . tax rolls

⁵ . tax rolls

<p>1866</p>	<p>Owner Stephen Salentine⁶</p> <p>Joseph Maschauer & William Frankfurth Retail hardware - first listed⁷</p>	<p>(Frankfurth 1st listed in 1851 as a clerk with Pritzlaff Hardware)⁸</p> <p>In 1865, William Frankfurth has hardware store at 306-308 Chestnut (J. Maschauer is not listed in city directories in 1865). William Frankfurth's work place is still mentioned as 306-308 Chestnut which should not be correct since it is also mentioned that Joseph Maschauer & William Frankfurth Retail hardware existed at 157 Reed!</p>		
<p>1867</p>	<p>Owner same</p> <p>Tenant same</p>		<p>Fleck & Schwaab, Furniture Store + V. Schonfield Retail Dry Goods, dwelling⁹</p>	<p>1866-67 - Joseph Bub first listed, Mayer & Bro. (Adolph) - Furniture dealers</p>

⁶ . tax rolls

⁷ . city directories.

⁸ . city directories.

⁹ . 1866 MKE Board of Fire Underwriters, ?.

				@ 315 3rd street ¹⁰
1868	Owner same Tenant same		Bub & Bruno Roller - furniture dealers ¹¹	
1869	Owner same Maschauer & Frankfurth / wholesale hardware, tin, and mechanics tools ¹²		Bub & Ruller / furniture manufacturer and dealer ¹³	
1870	Owner same Tenant same			
1871	Owner same Tenant same		Bub & William. Meyer - furniture dealers ¹⁴	
1873	Owner same Maschauer & Frankfurth, Retail hardware - tin shop above ¹⁵		Bub & Meyer, Furniture Warerooms, ¹⁶	
1874	Owner same Seefeld & Schlesinger (Charles F. Seefeld & Ferdinand Schlesinger) / hardware store retail			
1875	Same tenant		Changes to Bub, Luepold	

¹⁰ . 1867 MKE Board of Fire Underwriters, ?.

¹¹ . city directories.

¹² . Brown Gazetteer of the Chicago and Northwestern Railroad, and Branches, and of the Union Pacific Rail Road, A Guide and Business Directory, (Bassett Brothers' Steam Printing House :Chicago:1869), 142.

¹³ . Brown Gazetteer of the Chicago and Northwestern Railroad, and Branches, and of the Union Pacific Rail Road, A Guide and Business Directory, (Bassett Brothers' Steam Printing House :Chicago:1869), ?.

¹⁴ . city directories.

¹⁵ . 1873 MKE Board of Fire Underwriters, ?.

¹⁶ . 1873 MKE Board of Fire Underwriters, p. 217.

			& Meyer, Co. - furniture dealers ¹⁷	
1877	Seefeld & Bues (Charles F. Seefeld & Frederick Bues) / hardware store retail		All listed but not the business ¹⁸	
1878	same			
1879	Charles F. Seefeld/ hardware store	Elias Aaron / tailor at 161 Reed + Lehman Aarons / clothing store at 159 Reed		
1880	Aaron Brothers (Elias and Lehman Aarons)/ clothing retail	Sheeft from hardware store to clothing for the first time!		
1881- 1882	same/ they both live at the same address as well		Henry F. Fischedick/Cigar store ¹⁹	
1883	Kloehn & Marks (Herman Kloehn & Harry Marks) / merchant tailors, clothing		Henry F. Fischedick/Cigar store ²⁰	
1884	same		Henry F. Fischedick/Cigar store ²¹	
1885	Harry Marks / clothing		Boots & shoes business ²² Henry F.	

¹⁷ . city directories.

¹⁸ . city directories.

¹⁹ . city directories.

²⁰ . city directories.

²¹ . city directories.

²² . ? Maps - 1876 (revised 1885), Vol. 01, Part 03, Sheet 58.

			Fischedick/Cigar store ²³	
1886			Henry F. Fischedick/Cigar store ²⁴	
1887-1888	same S. Salentine, owner ²⁵		Henry. F. Fischedick owner ²⁶ Schumacher J. A. & Co. (Joseph A. Schumacher + William Fuerste) / Boots & Shoes ²⁷	Henry. F. Fischedick is in Cigar manufacturing at 333 Reed
1889	Harry Marks / clothing retail ²⁸ S. Salentine, owner ²⁹		Schumacher J. A. & Co. (Joseph A. Schumacher + William Fuerste) / Boots & Shoes ³⁰ H. F. Fischedick ³¹ Henry F. Fischedick/Cigar store ³²	
1890-1892	Same S. Salentine, owner ³³		H. F. Fischedick ³⁴ Henry F. Fischedick/Cigar store ³⁵	
1893	Bear & Thal Co. (Max Bear & Alexander Thal) S. Salentine, owner ³⁶	Alexander Thal was previously at 166 Reed in clothing		

²³ . city directories.

²⁴ . city directories.

²⁵ . tax rolls

²⁶ . tax rolls

²⁷ . city directories.

²⁸ . city directories.

²⁹ . tax rolls

³⁰ . city directories.

³¹ . tax rolls

³² . city directories.

³³ . tax rolls

³⁴ . tax rolls

³⁵ . city directories.

³⁶ . tax rolls

		industry		
1894-1895	Same S. Salentine, owner ³⁷			
1896-1897	Max Bear & Co. / clothing S. Salentine, owner ³⁸			
1898	Solomon Isaacs / clothing retail S. Salentine, owner ³⁹	Solomon Isaacs also has three other clothing retail businesses		
1900	Solomon Isaacs / clothing retail ⁴⁰ Owner: Demetrius Scholl Former. Occupancy: Picture Frame Co. ⁴¹	Demetrius Scholl has picture frame business at 145 Reed	Henry F. Fishedick / cigar manufacturing ⁴²	
1901	Demetrius Scholl / picture frames			
1909	S. Salentine, owner ⁴³		Electric repair shop ⁴⁴	
1910			Machine shop ⁴⁵	
1921	Postal Tel Cable Co. +		Cleneay-Kean Co. ⁴⁷	

³⁷ . tax rolls

³⁸ . tax rolls

³⁹ . tax rolls

⁴⁰ . city directories.

⁴¹ . Building permit records

⁴² . city directories.

⁴³ . tax rolls

⁴⁴ . Sanborn Maps, 1894 (revised 1909), Vol. 03, Part 01, Sheet 233.

⁴⁵ . Sanborn Maps, 1894 (revised 1909), Vol. 04, Sheet 392.

	Demetrius Scholl / picture frames ⁴⁶			
1922	Postal Tel Cable Co. + Dennis Scholl / picture frames ⁴⁸ Owner: D. Scholl ⁴⁹		Jacob Jagodich / restaurant ⁵⁰	
1923	Dennis Scholl / picture frames ⁵¹		same ⁵²	
1924	same ⁵³		Saml Polland / dry goods(formerly at 163) ⁵⁴ Owner: Sam Polland– Built Garage on back 18' x 27' ⁵⁵	
1925	Same (spelled Dennis school) ⁵⁶		same ⁵⁷	
1926	Same (spelled Dennis Scholl again) ⁵⁸		Same ⁵⁹	
1927 (<u>Lake ave. is changed to Pittsburg h ave.</u>)	same ⁶⁰		same ⁶¹	

⁴⁷ . city directories.
⁴⁶ . city directories.
⁴⁸ . city directories.
⁴⁹ . Building permit records
⁵⁰ . city directories.
⁵¹ . city directories.
⁵² . city directories.
⁵³ . city directories.
⁵⁴ . city directories.
⁵⁵ . Building permit records
⁵⁶ . city directories.
⁵⁷ . city directories.
⁵⁸ . city directories.
⁵⁹ . city directories.
⁶⁰ . city directories.
⁶¹ . city directories.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

1928	same ⁶²			same ⁶³		
1929	Scholl Portrait & Frame Co. ⁶⁴			same ⁶⁵		
	149 upper (newly created) aka 213 s. 2nd	149 aka S. 215 2nd		151 aka 219 s. 2nd		
1931 <u>(Reed st. is changed to 2nd ave.)</u>	vacant ⁶⁶	Scholl Portrait & Frame Co. ⁶⁷		same ⁶⁸		
	213 s. 2nd	215 s. 2nd		217 s. 2nd (newly created, 219 s 2nd or 151 Reed upper)	219 s. 2nd	
1932	vacant ⁶⁹	same ⁷⁰		John Gilas ⁷¹	same ⁷²	
	213 s. 2nd	215 s. 2nd		217 s. 2nd	219 s. 2nd	
1936	vacant ⁷³	same ⁷⁴		vacant ⁷⁵	same ⁷⁶	

⁶² . city directories.
⁶³ . city directories.
⁶⁴ . city directories.
⁶⁵ . city directories.
⁶⁶ . city directories.
⁶⁷ . city directories.
⁶⁸ . city directories.
⁶⁹ . city directories.
⁷⁰ . city directories.
⁷¹ . city directories.
⁷² . city directories.
⁷³ . city directories.
⁷⁴ . city directories.
⁷⁵ . city directories.
⁷⁶ . city directories.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

	213 s. 2nd	215 s. 2nd		217 s. 2nd	219 s. 2nd	
1937	vacant ⁷⁷	same ⁷⁸		vacant ⁷⁹	Saml Polland / dry goods + Max W. Polland / lawyer ⁸⁰	
	213 s. 2nd	215 s. 2nd		217 s. 2nd	219 s. 2nd	
1938	vacant ⁸¹	same ⁸²		vacant ⁸³	Saml Polland / dry goods ⁸⁴	

	213 s. 2nd	215 s. 2nd		217 s. 2nd	219 s. 2nd	
1939	vacant ⁸⁵	Scholl Portrait & Frame Co. [same] ⁸⁶		vacant ⁸⁷	Saml Polland / dry goods [same] ⁸⁸	

⁷⁷ . city directories.

⁷⁸ . city directories.

⁷⁹ . city directories.

⁸⁰ . city directories.

⁸¹ . city directories.

⁸² . city directories.

⁸³ . city directories.

⁸⁴ . city directories.

⁸⁵ . city directories.

⁸⁶ . city directories.

⁸⁷ . city directories.

⁸⁸ . city directories.

1941	vacant ⁸⁹	same ⁹⁰		vacant ⁹¹	same ⁹²	
1942	vacant ⁹³	same ⁹⁴		vacant ⁹⁵	same ⁹⁶	
1946	Owner: Wis Equipment Supply 1st Floor: Retail, 2nd: Assembly, 3rd: Storage ⁹⁷			Owner: Sam Polland 3 rd Floor Permit for Occupancy: Mayes Manufacturing Co. / Assemble Garden Tools Inspector's Report: 1 st Floor – Clothing Store, 2 nd Floor – Rooms. Notice sent to repair broken and loose warped stair treads and loose handrails on rear stairs between 2 nd /3 rd floor. Fix missing plaster on 3 rd floor ceiling and walls, fix cracked front window pains 2 nd Floor Permit for Occupancy: Rooming House (to be occupied by Sam Polland) ⁹⁸		

⁸⁹ . city directories.

⁹⁰ . city directories.

⁹¹ . city directories.

⁹² . city directories.

⁹³ . city directories.

⁹⁴ . city directories.

⁹⁵ . city directories.

⁹⁶ . city directories.

⁹⁷ . Building permit records

⁹⁸ . Building permit records

1947	same vacant ⁹⁹	vacant ¹⁰⁰		Peter Geddis ¹⁰¹	Saml Polland / men's cloth ¹⁰²	
1948				Owner: Sam Polland -According to Inspector's Report: Store on 1 st floor, 4 Rooms on 2 nd floor -Application for Permit Summary: Occupancy Use – Tool & Die Works (Shop) -1 st floor alterations – installed stairs from existing first floor level to basement level) ¹⁰³		
1949	D & O Engineering Corp / dry cleaning equipments ¹⁰⁴	Wiscons in Equipme nt Supply Co. / dry cleaning equipme nt ¹⁰⁵		Carl H. Froberg ¹⁰⁶	same ¹⁰⁷	
	213 s. 2nd	215 s. 2nd		217 s. 2nd	219 s. 2nd	
1952	Wisconsin Equipment			same ¹⁰⁹	same ¹¹⁰	

⁹⁹ . city directories.
¹⁰⁰ . city directories.
¹⁰¹ . city directories.
¹⁰² . city directories.
¹⁰³ . Building permit records
¹⁰⁴ . city directories.
¹⁰⁵ . city directories.
¹⁰⁶ . city directories.
¹⁰⁷ . city directories.

	Supply Co. / dry cleaning equipment ¹⁰⁸				
1959	<p>Owner: David Stearns Occupancy: Baxter Mimeograph Co. Owner: Marcel & Lillian Blumenthal Occupancy: Milw. Venetian Blinds Assembly and retail, 2nd floor living space Owner: Bayon Realty Architect: Don Petzer Purpose: Apartments Owner: Earl Nell Realty Inc. Architect: L. Baumann Iron Works Purpose: Store/Apts¹¹¹</p>				
1962			<p>Owner: Sam Polland -Application for Electrical Permit – Tenant listed as William Ferber, use of premises is factory -Milwaukee Fire Department – Occupied by Myshock Tool & Die -Application for Occupation of entire building – CANCELLED</p>		

¹⁰⁹ . city directories.

¹¹⁰ . city directories.

¹⁰⁸ . city directories.

¹¹¹ . Building permit records

			– Myshock Tool & Die! ¹¹²	
1974			<p>Owner: Stanley Kowalczyk</p> <p>-Application for Permit: Occupancy Use – Vacant, Future Tavern</p> <p>-Closed up loading dock doorway w/ 8” block</p> <p>-Closed up hole in floor & suspended ceiling w/ 5/8 firestud</p> <p>-Application for Permit: Occupancy Use – Vacant, Future Tavern</p> <p>-Secure vacant building w/ 8” concrete block front of building, all work 1st floor only, masonry work to be within lot line limits</p> <p>-Two exterior stairways of wood at back (one to basement)</p> <p>-Inspector’s Report – 1st floor Tavern, 2nd & 3rd Vacant, Basement Game Room</p> <p>-Application for Permit – Install Schlitz sign – Owner: Joseph Schlitz Brewing</p> <p>-Application for Permit – “The Gallery” Sign¹¹³</p>	

¹¹² . Building permit records

<p>1975</p>			<ul style="list-style-type: none"> ● Owner: Heilman Brewery - Application for Permit: Install Sign (owner listed as Heilman Brewery)¹¹⁴ ● Owner: James V. S. Zingale - Application for Occupancy – First Floor – Owner: James VS Zingale, Use: Tavern - Inspector’s Report – 1st Floor & Part of Basement: Tavern & Game Room, 2nd & 3rd. Vacant.¹¹⁵ ● Owner: James A O’Conner - Application for Electrical Permit: Use of Premises – Nightclub¹¹⁶ 	
<p>1976</p>			<p>Owner: Circus Corp. -Application for Occupancy Certificate:</p>	

¹¹³ . Building permit records

¹¹⁴ . Building permit records

¹¹⁵ . Building permit records

¹¹⁶ . Building permit records

			Entire 1 st floor and Basement – Tavern ¹¹⁷	
1978			Owner: Circus Corp. -Order to Correct Condition of Premises: Violation “Discontinue at once any further demolition or alterations being done to the building...until plans are submitted and approved.” -Application for Permit: Cut opening in second floor, Build concrete brick stair enclosure above grade at rear of building ¹¹⁸	
1979			Milwaukee Venetian Blind Co (since 1936?) ¹¹⁹	The Circus Corp. Owner: Circus Corp. - Applicat ion for Electrica l Permit: Use of premises

¹¹⁷ . Building permit records

¹¹⁸ . Building permit records

¹¹⁹ . Community Survey Form, Historic Preservation Division, State Historical Society of Wisconsin (7/1979).

				- Disco Bar ¹²⁰	
1980			Owner: Allen L. Sciecinski - CANCELLED OCCUPANCY REQUEST- -Application for Occupancy: Basement, 1st, 2nd floors & garden Patio -Use: Tavern ¹²¹		
1982			Owner: 219 Corporation - Application for Electrical Permit: Building use - Tavern ¹²²		
1984	Vacant since 1969 Owner: Erwin Sessner, listed as formerly living quarters, now Woodwork Shop ¹²³		Milw. Venetian Blind Co. ¹²⁴	club 219 ¹²⁵	
1985	Owner: Jeff Sessner, 2nd Floor: Hobby Wood ¹²⁶				
1990			Owner: Club 219, Bobby Lyons -Application for Electrical		

¹²⁰ . Building permit records

¹²¹ . Building permit records

¹²² . Building permit records

¹²³ . Building permit records

¹²⁴ . SHSW Intensive Survey

¹²⁵ . SHSW Intensive Survey

¹²⁶ . Building permit records

				Permit: Building use - Tavern ¹²⁷	
1997				Owner: Charles Sicirello -Milwaukee Fire Department: Report of fire, overheated motor ignited, \$1,000 damage. ¹²⁸	

BOTH LOTS:

JAMES B. CROSS bio:

1819-1855 “James B. Cross was born in Phelps, Ontario, county, N. Y., December 17, 1819. He received an academic education, studied law, and removed to Milwaukee in May, 1841. He was never successful as a practicing lawyer, and in 1846, having been elected a justice of the peace in Milwaukee, he devoted his attention to the duties of that office, giving up entirely the practice of law. In the spring of 1848 he was elected judge of probate. He was a member of the assembly in the legislature during the years 1849, 1850 and 1855. In 1850 he was elected city attorney of the city of Milwaukee, and discharged the duties of that office in a satisfactory manner.”¹²⁹

1849 - Cross had the lot.¹³⁰

1855-1857 - mayor of the City of Milwaukee.¹³¹

¹²⁷ . Building permit records

¹²⁸ . Building permit records

¹²⁹ . State Bar Association, *Report of the Proceedings of the Meetings of the State Bar Association of Wisconsin for the years 1878, 1881, and 1885*, (Madison, Wis: Taylor and Gleason Book and Job Printers, 1905), 223.

¹³⁰ . tax roles.

¹³¹ . city directories.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

1857 - “At the general election, in 1857, Mr. Cross was a democratic candi date for governor of the state, and lacked only 118 votes of defeating Alexander W. Randall, who was elected by the newly organized republican party.”¹³²

1857-1858 - Treasurer at Milwaukee Hydraulic Company (President John H. Van Dyke, and Secretary Edward O’Neil)¹³³

1859 - He bought the Milwaukee & Superior Railroad Company in 1859 but sold it before 1870.¹³⁴

1860-1876 - “For five years Mr. Cross was president of the Juneau Bank of Milwaukee, and filled other important business and civil positions. He had a fine personal appearance, and possessed many elements of popularity, and was fitted to adorn with grace and credit any position in life. He died at Milwaukee, February 3, 1876.”¹³⁵

213-215 S. SECOND ST. (149 REED)

1865-1909: Stephen Salentine / 1865-1874: Peter Salentine

For a long time, this property (lot 3, block 11) was owned by Peter Salentine and other Salentine family members; however they never occupied the property for either living or doing business. The lot 3, was divided to northern and southern half at least from 1865. In the early stages of the development of this are of the city in the second half of the nineteenth century, Stephen Salentine owned the northern half (149 Reed st.) and Peter Salentine owned the southern (151 Reed st.). Peter Salentine, who was among the early Salentine family members in this area of the city, was born in Germany on Jan 14, 1829. He moved to Wisconsin in 1847 and eventually resided in Milwaukee. He stayed in Milwaukee with the exception of

¹³² . State Bar Association, *Report of the Proceedings of the Meetings of the State Bar Association of Wisconsin for the years 1878, 1881, and 1885*, (Madison, Wis: Taylor and Gleason Book and Job Printers, 1905), 223.

¹³³ . city directories

¹³⁴ . Rice, Herbert W., *Milwaukee and Superior Railroad Company*, unpublished (Milwaukee Public Library Local History Room, no date), 12.

¹³⁵ . State Bar Association, *Report of the Proceedings of the Meetings of the State Bar Association of Wisconsin for the years 1878, 1881, and 1885*, (Madison, Wis: Taylor and Gleason Book and Job Printers, 1905), 223.

being in California for five years.¹³⁶ In 1858 Peter Salentine was a grocer at a store somewhere between Reed and Oregon.¹³⁷ In few years, however, he was had positions in the City of Milwaukee governmental system. Peter Salentine was assessor in 1860, 1866, and 1867, enrolling officer in 1863, supervisor in 1871, alderman in 1875, and assemblyman in 1877 of the City of Milwaukee.¹³⁸ In 1862 Peter had a family grocery store at south west of Reed and Lake.¹³⁹ By 1865, the Salentine family moved out of this block. In 1865, Stephen Salentine had a feed store at 329 Grove.¹⁴⁰ Other Salentine family members were also engaged in grocery, feed, and flour business at least between 1870s and 1900s, including Henry Salentine. In 1872, Stephen was a grocer, but his occupation is not mentioned in city directories in later years. In 1874, Peter Salentine changed his non-governmental occupation from grocery retailing to hardware business, and opened up a hardware store. His son, Joseph, joined this business. In 1884, Peter Salentine who was well-known as hardware dealer, committed suicide.¹⁴¹ After Peter's death, his hardware company was run by Mathias Salentine and his widow Catherine.¹⁴² For a majority of this period of time that Peter and Stephen Salentine owned the property at 149 and 151 Reed Street, the place was occupied by successful businesses, including Maschauer & Frankfurth Company.

IMPORTANT: The current building was most likely built by Salentine:

The Salentine Brothers erected fine brick block on Reed street in the Fifth Ward. 50 in 80 feet, four stories high, with a spacious basement, and a hall the entire size of the building above the second story.¹⁴³

¹³⁶ . R. M. Bashford, *The Legislative Manual of the State Of Wisconsin: Comprising the Constitutions of the United States and of the State Of Wisconsin, Jefferson's Manual, Forms and Laws for the Regulation of Business*, Sixteenth Annual Edition (Madison: R. R. Bolens, State Printer, 1877), 468.

¹³⁷ . city directories

¹³⁸ . R. M. Bashford, *The Legislative Manual of the State Of Wisconsin: Comprising the Constitutions of the United States and of the State Of Wisconsin, Jefferson's Manual, Forms and Laws for the Regulation of Business*, Sixteenth Annual Edition (Madison: R. R. Bolens, State Printer, 1877), 468; and *History of Milwaukee, Wisconsin: From Pre-Historic Times to the Present Date, Embracing a Summary Sketch of the Native Tribes, and an Exhaustive Record of Men and Events for the Past Century; Describing, the City, Its Commercial, Religious, Educational and Benevolent Institutions, Its Government, Courts, Press, and Public Affairs; and Including Nearly Four Thousand Biographical Sketches of Pioneers and Citizens*, (Chicago: Western Historical Co., 1881), 267-8; and Jerome A. Watrous, *Memoirs of Milwaukee County From the Earliest Historical Times Downs to the Present*, Vol. 01 (Madison: Western Historical Association, 1909), 159.

¹³⁹ . city directories

¹⁴⁰ . city directories

¹⁴¹ . Oshkosh Northwestern Daily, January 8, 1884

¹⁴² . city directories. Also, Peter Salentine should not be mistaken by Peter J. Salentine of almost the same time. The latter started working in milk-depot and feed and flour business until 1892 when he begins working in real estate, investments, and loans. Peter J. Salentine was in this business at least until 1909. (city directories)

¹⁴³ . MS 1860, May 3, 1/3

1866-1880 - HARDWARE

1866-1874 (I): William Frankfurth



A photograph of William Frankfurth¹⁴⁴

Hardware stores in Milwaukee: background and Pritzlaff

“One of Milwaukee’s less-known strengths in the 19th century was the manufacture and distribution of hardware. The Pritzlaff Hardware company, founded in 1850 by **John C. Pritzlaff** (1820-1900), was one of the leaders. Located at 299 Third Street, it was known for selling hardware, sewing machines, and toys through mail order catalogs to wholesale buyers throughout the United States. Later the company expanded at a new location at Plankinton and St. Paul, a building that still stands today.” “Pritzlaff, who originally came to Milwaukee in 1841, had been employed as a porter by Shepardson and Farwell, which was later acquired by Henry J. Nazro & Company. **Nazro** was a silent partner and carried most of the financial burden when Pritzlaff opened his hardware store. Nazro later withdrew from the company.” “John Nazro's huge hardware store was in a building still located at 2nd and Seeboth.” “Pritzlaff soon had

¹⁴⁴ . Historic Photo Collection at the Milwaukee Public Library

competitors. **William Frankfurth** (1829–1891), a German American “Free Thinker” who immigrated to Milwaukee in 1850, got his first job with Pritzlaff Hardware. By 1861, he had founded his own hardware firm, the Frankfurth Hardware Company. By 1875, the company had expanded into the wholesale business and quit doing retail; It became one of the largest hardware wholesalers in the Midwest, distributing to over 1,200 retail stores in Wisconsin, Michigan, and Illinois.”¹⁴⁵

1879 - Milwaukee Public Library board of trustees member

William Frankfurth was among the first board of trustees members with Matthew Keenan, John Johnston, Gustave C. Trumpff, G. E. Weiss, W. E. Kittredge, and Thomas H. Brown (the president of the school board), Joshua Stark, Supt. James MacAlister.¹⁴⁶

William Frankfurth Co's importance

William Frankfurth Co was a firm that many successful individuals in the hardware business were employed at some point in their lives in the late 19th and early 20th centuries. These people include Alois Leo Kiefer¹⁴⁷, George Koch¹⁴⁸, and Erwin Foerstbr.¹⁴⁹

The only existing example of Wm Frankfurth buildings

The current building at 217 2nd street is not only one of the earliest buildings w/m Frankfurth firm business located, but also it is probably the only remaining one, since the rest are demolished!

¹⁴⁵. Jeff Beutner, *The Largest Hardware Store in America*, Urban Milwaukee, July 19th, 2016, <http://urbanmilwaukee.com/2016/07/19/yesterdays-milwaukee-the-largest-hardware-store-in-america/>, retrieved August 22t, 2016.

¹⁴⁶. Jerome A. Watrous, *Memories of Milwaukee County*, Vol. 01 (Madison: Western Historical Association, 1909), 417.

¹⁴⁷. William George Bruce and Josiah Seymour Currey, *History of Milwaukee, City and County*, Vol. 02, (Chicago-Milwaukee: The S. J. Clarke Publishing Company, 1922), 694-5.

¹⁴⁸. William George Bruce and Josiah Seymour Currey, *History of Milwaukee, City and County*, Vol. 02, (Chicago-Milwaukee: The S. J. Clarke Publishing Company, 1922), 704.

¹⁴⁹. William George Bruce and Josiah Seymour Currey, *History of Milwaukee, City and County*, Vol. 02, (Chicago-Milwaukee: The S. J. Clarke Publishing Company, 1922), 35.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building



Wm. Frankfurth Hardware Co. at 521 N. Plankinton - built 1880s, demolished 1980. Milwaukee Public Library Digital Collections, <http://content.mpl.org/cdm/ref/collection/HstoricPho/id/2536>, retrieved August 22, 2016.



William Frankfurth Hardware Co. (Sydney Hih Building) at 300 W JUNEAU AVE (FORMERLY 310 W JUNEAU AVE), built 1880, demolition date ?. Wisconsin Historical Society Survey, 2000.

William Frankfurth was deeply interested in German culture and archeology

William Frankfurth's activities and interests were not limited to business. He was actively engaged in cultural affairs including establishing Milwaukee's public library and public museum. He was also a collector of the German cultural heritage. N his trip to Europe in 1890, he visited archeological sites in the Alps of Italy, Switzerland, Austria, and Germany. He was personally engaged in surveys and archaeological investigations on particular sites where he also acquired a medieval German metal collection. The sites were including but not limited to

Gudensberg, Lechfeld, Augsburg, and Köln. After his sudden death in Vienna, Austria in Dec 1891, his son Lorenz eventually donated the collection to the Milwaukee Public Museum.¹⁵⁰

1891 - William Frankfurth death

William Frankfurth died in Vienna, Austria, on his journey to Europe in Dec, 1891.¹⁵¹

bio:

“The collector, William Frankfurth, was born in Gudensberg, Germany in 1829 and moved to Milwaukee, Wisconsin in 1849. A well known and successful business owner, he was one of the founding members of the German-English Academy, the Milwaukee Public Library, and the Milwaukee Public Museum.”¹⁵²

bio:

“Wm. Frankfurth – born Oct. 28, 1829 in Gudesberg, by Kassel, was one of the organizers of the German School, later the German-American Academy. For years president of the Seminar and Academy. Sickness forced him to take a trip abroad, to Germany, 1889. He intended to return, but stayed on in Vienna where he died Dec. 2, 1891. His body was brought back to Milwaukee and services were held at the Milwaukee Turnhalle.”¹⁵³

bio:

“The body of William Frankfurth, who died at Vienna on December 1, arrived in Milwaukee this morning at 11 o’clock and the funeral will be held Sunday afternoon, at 1 o’clock, from the German-English Academy. Mrs. Frankfurth, who is not well, remains in Germany, and is now in Cassell, Mr. Frankfurth’s birthplace. At the funeral service, Sunday afternoon, there will be addresses by Prof. Rosenstengel, of Madison; Alvert Walker and John J. Burke, C. H. Boffe will

¹⁵⁰ . Milwaukee Public Museum and Amanda Graff, *Medieval German Archeological Metal Collection*, 2015, <https://www.mpm.edu/research-collections/anthropology/anthropology-collections-research/medieval-german-archeological-metal-collection>, retrieved August 22, 2016.

¹⁵¹ . Milwaukee Public Museum and Amanda Graff, *Medieval German Archeological Metal Collection*, 2015, <https://www.mpm.edu/research-collections/anthropology/anthropology-collections-research/medieval-german-archeological-metal-collection>, retrieved August 22, 2016.

¹⁵² . Milwaukee Public Museum and Amanda Graff, *Medieval German Archeological Metal Collection*, 2015, <https://www.mpm.edu/research-collections/anthropology/anthropology-collections-research/medieval-german-archeological-metal-collection>, retrieved August 22, 2016.

¹⁵³ . William Arnold, “Appendix A: Selected Passages From Wisconsin State Historical Society Box 19,” in *Fire on the Mountain: the Bronze and Iron Alpine Ash Altar Material in the Frankfurth Collection at the Milwaukee Public Museum*, (thesis at the University of Wisconsin-Milwaukee, unpublished, May 2014), 166. (originally from History of the German English Academy. Published by same, 1901 Milwaukee. 122 pp. pp. 71-72)

speak at the grave in Forest Home, where the interment is to be. There will be singing by a chorus of scholars from the German-English Academy and the Turners' Seminary, and a quartet from Bach's orchestra will furnish instrumental music. The pall bearers will be John Marr, W. T. Jacobi, Herman Preusser, Henry Mank, Hans Boebel, Frederick Vogel, E. T. Sercombe and Rudolph Clauder. Several societies will attend the funeral, including the Turnverein Milwaukee and the Freie Gemeinde. When the body arrived this morning it was taken to Schmidt's undertaking rooms on Chestnut Street, but will be removed to the German-English Academy on Saturday. Mr. Frankfurth will be buried in the family lot at Forest Home, where the body of his son rests. His eldest son, Lorenz Frankfurth, returned from Germany before his father died, and other relatives who will be present at the funeral are Lorenz, John and Bernard Maschauer and their families, Mr. and Mrs. William Steinmeyer, and Mr. and Mrs. John C. Pfeiffer."¹⁵⁴

bio:

“Wilhelm Frankfurth was one of the noblest men among the citizens of our city. He was born in Gudesberg near Kassel on October 28, 1826 and came to Milwaukee at the time of the founding of the institution. He was a giant of stature but had the heart of a child. Whoever knew him well could not resist his magic influence. He possessed a clearness of mind and a sharp intellect such as is seldom found in any man and his judgment of persons and occurrences (sic) was scarcely short of divination. He was quickly enthused about a good thing and this made any sacrifice easier. He was a true admirer of Engelmann and did whatever he was able for the academy. When the question of consolidation of the Academy with the Seminary came up he stood at the head of the movement for consolidation. He was president of the Seminary for many years and came there almost daily. His advice was always welcomed by the teachers. The illness of his wife and son Hans forced him to go to Germany in 1889. Before leaving he said: “When I return I shall unburden myself as much as possible of all business cares and arrange a room here for myself and shall work with you.” This wish of his was not to be realized. A serious disease took this strong man within a few days. He died in Vienna December 2, 1891. Deep and genuine mourning filled the hearts of his numerous friends. His remains were brought across the ocean and a fitting funeral service was held for him in the Turnerhall. “Honor to his memory” We, his co-workers, cannot better honor his memory than through the firm resolution to carry on with doubled activity in the sense of this man for whom the poet's word is fitting: “His life was gentle and the elements so mixed in him that nature might stand up and say to all the world: This was a man”. Upon the younger companion Lorenz Maschauer fell the responsibility for the continuation of the Wm. Frankfurth Hardware Co. and he dedicated himself to this task with the zeal of an able merchandiser. He also voluntarily accepted the task to work for school and

¹⁵⁴ . William Arnold, “Appendix A: Selected Passages From Wisconsin State Historical Society Box 19,” in *Fire on the Mountain: the Bronze and Iron Alpine Ash Altar Material in the Frankfurth Collection at the Milwaukee Public Museum*, (thesis at the University of Wisconsin-Milwaukee, unpublished, May 2014), 167. (originally from “His Body Reaches Home. Leading Merchant's Remains come from Across the Ocean,” in *The Evening Wisconsin*, Thurs. Dec. 24, 1891. p.2 c.4).

seminary in Frankfurth's place. The friends of the institution owe him and the widow Mrs. Magdalene as well as son Lorenz great thanks. It becomes our duty to inform the readers that John Marr the intimate friend of Frankfurth has sculpted a life like bust of our beloved dead and has donated same to the institution. Mr. Karl Marr, the famous artist, one of the most prominent scholars of our institution, has promised us a portrait of his beloved teacher Engelmann and we rejoice and thank him in advance for this work of art."¹⁵⁵

bio:

"Wm. Frankfurth the president of the Wm. Frankfurth Hardware Co. came from this business (Pritzlaff Hdw. Co.). He was a "Self Made Man" in the truest sense of the word. He took part in all political and spiritual affairs of the times. The 48 revolution had led this 20 year old youth to America (footnote: Born October 29, 1829 in Guttenberg, Hessen-Kassel). He came to Milwaukee in 1849 and worked as a laborer in the small tannery of Pfister and Vogel. He then started a spice store with Christoph Reuter but without success. Reuter was later on the agent for the Germany Society. Frankfurth later entered the Pritzlaff Hardware Co. as a bookkeeper. He remained here until 1862 when he founded his own business on Chestnut Street. This energetic and practical man made good use of the following years. He was able to enter the circle of wholesalers in 1875 and founded together with his brother-in-law, Lorenz Maschauer the present Wm. Frankfurth Hardware Co. and soon occupied the second place in this business line. Though he was of the same highminded and noble nature as his friend John Pritzlaff their spiritual make-up was entirely different. John Pritzlaff was a devout member of the Lutheran church whereas Frankfurth was a freethinker. The following institutions which he helped establish and liberally aided were the German-English Academy, the GermanAmerican National Teachers Seminary, and the "Freie Gemeinde". His love for natural history brought him into close contact with Increase A. Lapham and Peter Engelmann. The motto of Thomas Paine fits Frankfurth. "The world is my fatherland and to do good my religion."¹⁵⁶

bio:

"WILLIAM FRANKFURTH (1829-1891) was born October 28, 1829 at Guttenberg, Hessen Cassel, Germany. His father was a native of Switzerland and died when the son was three years of age. After attending the common schools the boy was placed by his mother in the home of a clergyman with the plan of educating him for the ministry. Not caring for that profession, young

¹⁵⁵ . William Arnold, "Appendix A: Selected Passages From Wisconsin State Historical Society Box 19," in *Fire on the Mountain: the Bronze and Iron Alpine Ash Altar Material in the Frankfurth Collection at the Milwaukee Public Museum*, (thesis at the University of Wisconsin-Milwaukee, unpublished, May 2014), 168-9. (originally from A Short History of the German English Academy: Jubilee of Engelmanns School, May 1901 (Translation). pp. 71-72.).

¹⁵⁶ . William Arnold, "Appendix A: Selected Passages From Wisconsin State Historical Society Box 19," in *Fire on the Mountain: the Bronze and Iron Alpine Ash Altar Material in the Frankfurth Collection at the Milwaukee Public Museum*, (thesis at the University of Wisconsin-Milwaukee, unpublished, May 2014), 169-170. (originally from Story of the J. Pritzlaff Co., 1895. p. 265).

Frankfurth went to Arnstadt where he became a clerk in the grocery store of an uncle. With the failure of the German revolution of 1848, Frankfurth, who had been actively interested in the movement, came to the United States, arriving at New York in 1849. Like many Europeans he believed that warring Indians still roamed throughout the United States and he brought with him a shotgun and sword for self protection. The merchant training he had received at Arnstadt led him to become a “pack peddler” for a time in Ohio and upon going to Milwaukee he at first worked in the Pfister & Vogel tannery. Then he opened a small grocery store with Christopher Reuter as a partner, and having acquired a knowledge of bookkeeping he entered the employ of the John Pritzlaff Hardware Company. On May 13, 1855 Frankfurth married Magdalena Maschauer, of Milwaukee. He was one of the organizers of the Republican party; the anti-slavery drive won his sympathy, as did the “free soil” movement and in the campaign of 1856 he was a supporter of General John C. Fremont for the presidency. In 1862 Frankfurth opened his own retail hardware store and five years later his brother-in-law, Lorenz Maschauer, entered into partnership with him under the firm name of William Frankfurth & Company. By 1875 their business had expanded rapidly, with the wholesale field growing to such an extent that in 1885 a large building was erected in Milwaukee’s down town section devoted exclusively to the wholesale trade. The firm was now reorganized and incorporated as the William Frankfurth Hardware Company, with Frankfurth as president, William Johns vice president, Erwin Forster secretary and treasurer, and Maschauer general manager. Frankfurth’s interests were not devoted alone to the pursuits of business for he found the time for cultural aspects of life. He was fond of nature studies, and, known as a freethinker in matters of religion, he became active in organizing the Milwaukee Freie Gemeinde. He was also active in the support of the German-English Academy and at the time of his death he was president of the National German Teachers’ Seminary. In the affairs of business he had acquired the reputation for the strictest honesty, and he performed acts of charity without ostentation. The father of three boys, his eldest, William, died in 1887 at the age of sixteen. Two years later Frankfurth took his family on a tour of Europe. While abroad he became ill and died at Vienna on December 1, 1891. The body was brought to Milwaukee and after funeral rites at the National German Teachers’ Seminary, interment took place in Forest Home cemetery. The hardware company Frankfurth founded is still doing business in Milwaukee.”¹⁵⁷

bio:

“William Frankfurth Dead He succumbs while traveling abroad for his health. Expired in Vienna yesterday. The head of a large manufacturing company, one of Milwaukee’s most prominent

¹⁵⁷ . William Arnold, “Appendix A: Selected Passages From Wisconsin State Historical Society Box 19,” in *Fire on the Mountain: the Bronze and Iron Alpine Ash Altar Material in the Frankfurth Collection at the Milwaukee Public Museum*, (thesis at the University of Wisconsin-Milwaukee, unpublished, May 2014), 171-172. (originally from Conrad, History of Milwaukee Co. Vol. 2, pp.435-438.).

citizens, his life and characteristics. A cablegram from Consul Julius Geldson, at Vienna, received this morning, announces the death of William Frankfurth, president of the William Frankfurth Hardware Company, of Milwaukee. A cablegram from Mrs. Frankfurth to her brother, Mr. Lorenz Maschauer, received last evening announced that he was seriously ill, which was the first intimation received that he was sick. Mr. Frankfurth left Milwaukee for a European tour two years ago, taking with him his wife and family of three children. In fact he was indeed to take this step on account of the ill-health of his family. He intended to return to Milwaukee in the spring. A letter received from him by Mr. Maschauer, a day or two ago, announced that he was enjoying the best of health, but also (illegible) the very prophetic assertion that he should (illegible) and get all the (illegible) possible out of the trip as he did not know how long he might live. William Frankfurth was born in Cassel, Germany, 62 years ago. He came to the United States a young man and settled in Milwaukee, where he found employment in the hardware establishment of John Nagro, then the largest institution of its kind in the northwest. He was afterwards engaged as a bookkeeper by John Pritzlaff, and in 1862 started a small retail store on his own account, at the corner of Third and Chestnut Streets. Sixteen years later he renamed his store and engaged in the (illegible) trade, which increased in volume to such a degree that in 1881 with William Frankfurth as President; Wm. John, vice president; Erwin Foerster, secretary and treasurer, and Lorenz Maschauer, general manager. A wholesale house was opened at Nos. 116 and 118 Clybourne Street. The building, a large brick structure, was erected by the company, and the business now more than \$1,000,000 a year (sic). Mr. Frankfurth was married some twenty years ago to Miss Magdalena Maschauer, and is the father of three children, the oldest, Lorenz, a boy of 19, who was with the family in Europe, returned to this country about two months ago. Hans and Helena, the other children, are with their mother in Vienna. The remains of Mr. William Frankfurth will be brought to Milwaukee for interment. Mr. Frankfurth was known as a just, upright and honorable man. So great were these qualities regarded by his neighbors and country that he was selected by them to settle all manners of disputes, the justice of his judgment being universally recognized and in many cases some of those interested in the expense of an (illegible) He was a great friend to and (illegible) education, and was for years a director of the German-American Academy. (illegible) on account of his zeal and liberality in the cause of education”¹⁵⁸

1866-1874 (II): Joseph Maschauer

Maschauer, Joseph 149 Reed Hardware – Retail

From: BUSINESS OWNERS MISSED ON THE 1870 US FEDERAL CENSUS FOR MILWAUKEE WI

¹⁵⁸ . William Arnold, “Appendix A: Selected Passages From Wisconsin State Historical Society Box 19,” in *Fire on the Mountain: the Bronze and Iron Alpine Ash Altar Material in the Frankfurth Collection at the Milwaukee Public Museum*, (thesis at the University of Wisconsin-Milwaukee, unpublished, May 2014), 171-172. (originally from The Milwaukee Journal, Wed., Dec 2, 1891. p.1).

<http://docplayer.net/9269816-Business-owners-missed-on-the-1870-us-federal-census-for-milwaukee-wisconsin.html>

We should not confuse Joseph Maschauer with Lorenz Maschauer, who both worked with William Frankfurth in hardware industry:

Joseph Maschauer was a farmer.¹⁵⁹

He later participated in the Civil War and was a veteran: "Joseph Maschauer, Milwaukee, November 24, 1863. Enlisted August 21, 1862. Sergeant, first sergeant; second lieutenant, June 1, 1863; wounded Gettysburg; promoted captain Company D, October 19, 1864."¹⁶⁰ He had a company named Maschauer & Frankfurth Co. which was a hardware store. Maschauer & Frankfurth Co. was at 149 Reed between 1866 and 1873.¹⁶¹ In 1874, Maschauer & Frankfurth Co. is not listed anymore. It is also replaced by another hardware store named Seefeld & Schlesinger (Charles F. Seefeld & Ferdinand Schlesinger) at 149 Reed.¹⁶² In 1874, Joseph Maschauer probably ended working with William Frankfurth. He started a new business with Theodore Sundermann as coal and wood dealers in 1874-85. In 1877, Joseph Maschauer is not listed in city directories anymore.

Lorenz Maschauer

While William Frankfurth was working with Joseph Maschauer under Maschauer & Frankfurth Co. at 149 Reed, he also had another hardware company at 306-308 Chestnut, named William Frankfurth & Co. It was there at least since 1870. This is where Lorenz Maschauer was working at in this time period.

Lorenz Maschauer was born in Wildstein. near Eger, Bohemia, Germany in 1844, moved to Wisconsin with his parents in 1854. His father died at some point between 1854 and 1861 and he moved to Milwaukee with his mother. He started working at William Frankfurth in 1861. He went to Europe for two years between 1865 and 1867.¹⁶³ After his return to Milwaukee he started working for William Frankfurth again. In 1870, he was a clerk at William Frankfurth residence at 333 10th st.¹⁶⁴ In 1874-1875, Lorenz Maschauer works for William Frankfurth & Co.¹⁶⁵ In 1878, he married Elise Hess, a daughter of Henry G. and Malvina Hess. Lorenz and Elise Maschauer, had two children, Irma and Paula.¹⁶⁶ In 1885,

¹⁵⁹ . James S. Pula, *The Sigel Regiment : A History of the Twenty-Sixth Wisconsin Volunteer Infantry, 1862-1865*, (1st hardcover ed. Campbell, Calif.: Savas Pub. Co., 1998), 73.

¹⁶⁰ . Jeremiah M. Rusk, and Chandler P. Chapman, *Roster of Wisconsin Volunteers, War of the Rebellion, 1861-1865, Volume 2*, (Madison: Democrat Printing Company, State Printers, 1886), 331.

¹⁶¹ . city directories

¹⁶² . city directories

¹⁶³ . Bruce, William George. *History of Milwaukee, City and County*. Vol. 02, (Chicago: S.J. Clarke Pub. Co., 1922), 383-4.

¹⁶⁴ . city directories.

¹⁶⁵ . 1874 MKE Board of Fire Underwriters, ?.

¹⁶⁶ . Bruce, William George. *History of Milwaukee, City and County*. Vol. 02, (Chicago: S.J. Clarke Pub. Co., 1922), 383-4.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

Lorenz became a partner at William Frankfurth & Co. After William Frankfurth's death in 1891, he became the president of the company.¹⁶⁷

"His life was one of great activity and usefulness and his memory is cherished by all those who were associated with him. He was a lifelong republican and he took the deepest interest in everything that he believed was of benefit to his adopted city. He served on the board of the German-English Academy, was a member of the Wisconsin Musical Society and held membership as well in the Wisconsin Club and the Old Settlers Club. His interests were thoroughly interwoven with" those of the city and no plan or measure for public good failed to receive his endorsement and generous support. Identified with the mercantile interests of the city for fifty-five years, there was perhaps no merchant of Milwaukee more widely or more favorably known. His progressiveness was a feature in the city's upbuilding and his business affairs were at all times of a character that contribute to public progress and prosperity as well as to individual success."¹⁶⁸ He maintained this position until his death in March 23, 1916, aged 82.¹⁶⁹

1874-1879: Seefeld & Schlesinger Co. (Charles F. Seefeld Jr. & Ferdinand Schlesinger)

Christian Friedrich Seefeld

Born 1847, Pomerania, Prussia

Wife: Gertrud C. Poetner

Father: Joachim Seefeld

Died 1928

Probably a Descendant of Christian Friedrich Seefeld. (See The Descendants of Christian Friedrich Seefeld: A Mary Jane Fink Johnson, History of His Children who Emigrated to America from Pomerania and Their Families)

Ferdinand Schlesinger (b. 1850- d. 1921)

¹⁶⁷ . Bruce, William George. *History of Milwaukee, City and County*. Vol. 02, (Chicago: S.J. Clarke Pub. Co., 1922), 383-4.

¹⁶⁸ . Bruce, William George. *History of Milwaukee, City and County*. Vol. 02, (Chicago: S.J. Clarke Pub. Co., 1922), 383-4.

¹⁶⁹ . T. James Fernley, *Report of Proceedings of the Twenty-second Annual Convention of the National Hardware Association of the United States*. 1916, 113.



FERDINAND SCHLESINGER

Bio 01:

“His father, Ferdinand Schlesinger, an honored and influential citizen of Milwaukee, was born in Germany, on the 18th of February, 1850, and the mother, Mrs. Matilda (Stern) Schlesinger, was born in Milwaukee and is a representative of one of the sterling pioneer families of this city. Ferdinand Schlesinger was afforded the advantages of excellent schools in his native land and was eighteen years of age when he came to America and established his residence in Kilbourn [Wisconsin Dells], Columbia county, Wisconsin, where he was for a number of years a tutor, giving special attention to teaching the German and French languages. Though his intellectual attainments are of a high order, he soon decided that better opportunities were offered in the domain of commercial enterprise than in the pedagogic profession, and he accordingly consulted ways and means, with the result that he finally engaged in the manufacturing of harvesting machines, in which connection he established his residence and business headquarters in Milwaukee. He was one of the first to realize the value of the great iron deposits of the upper peninsula of Michigan and became interested in a number of the mines in that section. His constructive and executive abilities came into effective play, and his career has been large success and worthy achievement. In 1904 he effected the organization of the Milwaukee Coke and Gas Company, of which he is president, and four years later he purchased the plant and business of the Northwestern Iron Company, at Mayville, Dodge county, Wisconsin. He has been president of this corporation since its reorganization, and this, like all other enterprises with which he has identified himself, has prospered

under his able and discriminating administration. He has large holdings in the Newport Mining Company of Ironwood, Michigan, and is president of his company. His capitalistic interests are not confined to Wisconsin and Michigan, as he is a member of the directorate of the Boomer Coal & Coke Company, controlling valuable properties at Boomer, West Virginia. He is also a director of the Detroit Iron & Steel Company, of Detroit, Michigan, another important corporation. He is one of the prominent business men of Milwaukee and is a citizen whose influence and co-operation are freely given in the supporting of measures and enterprises projected for the general good of the community. He is a member of the Athletic, University and Deutscher Clubs of Milwaukee, and both he and his wife hold membership in the Unitarian church. The members of the Schlesinger family are most popular factors in the representative social activities of Milwaukee, and through his well directed endeavors Ferdinand S. Schlesinger has become one of the substantial capitalists and recognized industrial leaders in the Badger state. It may be specially noted, as a matter of historic record, that he purchased of the late Captain Bean the first iron mine opened in Wisconsin, this initial work having been done by the captain's father and the mine being now one of the holdings of the Northwestern Iron Company, of which Mr. Schlesinger is president, as previously mentioned in this context."¹⁷⁰

Bio 02:

“**Ferdinand Schlesinger** of Milwaukee, chairman of the board of the Steel & Tube Co. of America, died Monday, Jan. 3. Mr. Schlesinger died on a train at Las Vegas, N. M., while on his way to Pasadena with his wife and son, Henry J. Schlesinger, to spend the remainder of the winter. He had been in ill health for more than a year, but his death was sudden and unexpected. He was 71 years old, being born in Vienna, Austria, Feb. 18, 1850. He came to America when 18, settling at Kilbourn, Wis., where he became a teacher of languages. Within a short time he formed a company to manufacture farm implements. With a brother, he bought the old Chapin iron ore mine near Ironwood, Mich, in 1889, and shortly afterward acquired the Newport group near Ironwood, which he developed into the largest producing group for a time in the Lake Superior district He built a railroad so his mine On the Gogebic range might have a proper outlet for the ore. He developed manufacturing interests to employ the products of his mining holdings, and also purchased other mining properties, including one at Negaunee, Mich. About 16 years ago he, with associates. built a by-product coke plant in Milwaukee which is operated as the Milwaukee Coke & Gas Co. The Newport Chemical Co. was then organized to utilize the coal tar products, and another concern was established in Florida to produce naval stores. About 12 years ago Mr. Schlesinger acquired the Northwestern Iron Co., Mayville, Wis., including blast furnaces, coke ovens, etc. A number of other furnace and mill interests were taken over later. Two years ago Mr. Schlesinger effected a merger of his properties with a number of others under the name of Steel & Tube Co. of America. The Mark Mfg. Co. plant at Indiana Harbor is one of the largest members of this group. Mr. Schlesinger became chairman of the board of directors of the Steel & Tube company and shortly afterward retired as president of his various other corporations to become chairman of the boards. The body was brought to Milwaukee and funeral services were held Thursday, Jan. 6.”¹⁷¹

¹⁷⁰ . Usher, Ellis B. *Wisconsin: Its Story and Biography, 1848-1913*, Vol. 6, (Chicago and New York: Lewis Pub. Co., 1914), 1716-7.

¹⁷¹ . “Obituaries” in *The Iron Trade Review, index*, Vol LXVIII, (Cleveland: The Penton Publication Co. Jan 13, 1921), 170.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

Sons (businessmen):

- Henry J. Schlesinger, class of 1901 Harvard
- Armin A. Schlesinger (b. Sep 21, 1883 -)

1977-78 - Seefeld & Bues (Charles F. Seefeld & Frederick Bues)

Frederick Bues (1829-?)



Frederick Bues

Bio:

“FREDERICK BUES was born in the village Colenfeld in the German province of Hanover, October 9, 1829, the third child in a family of five children born to Gustaf and Sophia (Belke) Bues, both of whom were born at Colenfeld in 1800. The mother died in her native town in 1846 and the father passed away in 1890 at the home of his son in this city. Frederick attended the common schools of Colenfeld until he attained the age of fourteen years, when he was apprenticed to the wagon-makers trade, at which he worked for eight years, part of which time was spent at Hanover. In 1845 he decided to come to America, and landing in New York in July of that year, he came direct from there to Milwaukee. For a year he worked at his trade in the shop of Carlos Zehn and then went to work for Frederick Starke, the pioneer contractor of whom mention has been made in preceding pages. After the death of Frederick Starke in 1857, Mr. Bues, in company with Henry, Christopher, William and August Starke, brothers of Frederick, bought the interests of the deceased and continued the business under the firm name of Starke Brothers. Mr. Bues was a member of the firm when they purchased the first dredge ever built in Milwaukee, a crude

affair which they rebuilt and put into successful operation. When Henry Starke sold his interests to his partners in 1864 C. H. Starke and Mr. Bues became the active managers of the business. August Starke and William Starke, other members of the firm being removed by death within the next three years, C. H. Starke and Mr. Bues purchased the interests of the deceased and the firm was known as C. H. Starke & Company, until 1872, when the admission of Messrs. Conro and Smith caused the name to be changed to Conro & Starke. Other changes were made in the name and membership of the firm at a later date, but Mr. Bues has all the time retained his interest in the business and for many years was thus prominently identified with much of the most important harbor and other improvement work on Lake Michigan and other Western waters. By means of dredging and pile driving they have reclaimed hundreds of acres of land in the Menomonee and Kinnikinnic marshes, and they have also built many miles of wharves and docks. Mr. Bues was married February 1, 1856, to Miss Sophia Starke, a sister of Frederick Starke. She was born at Colenfeld, Hanover, in 1831, and came to this country in 1854. Their union has been blessed by a family of five children, of whom three are now living. In 1885 Mr. Bues purchased twenty-five acres of land fronting on National avenue, opposite the National Soldiers Home, where he has a pleasant summer home, and his modern well appointed city home is located at Eighteenth and Wells streets. After an extremely active career of forty years he retired from active business in 1894, placing his interests in charge of his son Adolph, who has been actively associated with him for many years and whose aim is to perpetuate the work so well begun. Mr. Bues is a modest unassuming gentleman, intimate with few but courteous to all, and warmly sympathetic when appealed to by his friends or those in distress. He is a member of St. John's Lutheran Church of Milwaukee and a Republican in politics."¹⁷²

Bio:

In 1885, Fred Bues, the president of the Stark Dredge and Dock Company of Milwaukee purchased 25 acres of farmland located between Beloit and National, and also S. 5th and S. 54th. The Bues estate had a famous landmark of a windmill on the property.¹⁷³

1880-1900 - CLOTHING PERIOD - Jewish

1880-1882: Aaron Brothers (Elias and Lehman Aarons)/ clothing retail

Bio 1:

“ELIAS AARONS. Elias Aarons, a representative of the Northwestern Mutual Life Insurance Company of Milwaukee, is a native of Kletzov, Poland, born October 5th, 1855. His father, Aaron Aarons, who passed away in 1857, operated a tannery in his native town of Kletzov. He married Brandel! Jacobson,

¹⁷² . Howard Louis Conard, *History of Milwaukee County: from its first settlement to the year 1895*, Vol. 02, (Chicago: American Biographical Publishing Co., 1895), 428-429.

¹⁷³ . West Milwaukee Historical Society. *West Milwaukee*, (Charleston SC: Arcadia, 2005. Print. Images of America; Images of America), 25.

who survived him for a decade, her death occurring in 1867. Elias Aarons emigrated to England at the age of thirteen years, when he went to London, where he remained for two years. In 1869 he came to the United States, landing at New York on the 4th of July, on the City of Paris, making the voyage in seven days. There he remained for two years and then removed to Flint, Michigan, where he resided for three years, employed as a clerk in a retail clothing store. In 1872 he returned to New York and there continued until December, 1875, and through the intervening period he was engaged in the manufacture of clothing. It was in 1875 that Mr. Aarons arrived in Milwaukee and here turned his attention to the retail, then to the wholesale manufacturing of clothing, in connection with his brother, Lehman Aarons, now deceased. He remained with the firm until 1898, when he sold his interest in the business and turned his attention to life insurance as a representative of the Prudential Insurance Company of America. He served with the Prudential until 1910, when he purchased a farm of two hundred acres in Waukesha county and concentrated his efforts and attention upon agriculture and stock raising, specializing in Holstein cattle, until 1913. In that year he returned to the city and became associated with the Northwestern Mutual Life Insurance Company, and is one of the well known insurance men of the city. On the 7th of March, 1888, Mr. Aarons was united in marriage to Miss Leah Feder of Newark, New Jersey, a daughter of Joseph Feder, who was engaged in the hardware, saddlery and tanning business. Mr. and Mrs. Aarons have one daughter, Bernice Aarons. Politically Mr. Aarons is a non-partisan, when national questions and issues are involved and at local elections casts an independent ballot. He has never been an aspirant for office. He is a member of Temple Emanu-El of Milwaukee. He is a faithful follower of the Masonic order, belonging to Harmony Lodge, No. 142, A. F. & A. M. and he is today the oldest living past master of this lodge. He likewise belongs to Wisconsin Chapter, No. 7, R. A. M.; and to Wisconsin Council, No. 4, R. S. M. He has membership with Milwaukee Lodge, No. 46, B. P. O. E.; with Wisconsin Lodge, No. 1, K. P.; with the Independent Order of B'nai B'rith; with the Old Settlers Club and the City Club. He is a lover of music and of art. He gives much time to civic interests in connection with the Hebrew Relief Society, of which he was a director for nine years. He has been particularly interested and active in looking after the welfare of boys and many such have been turned over to him by the juvenile court on probation. He is still active in that line of work and believes fully in directing the interest of the growing boys wherever possible, knowing that a kindly word and a little assistance will often turn a wayward lad into a useful citizen. In fact Mr. Aarons is interested in all matters looking toward the betterment of Milwaukee and his labors have been, in this direction, far-reaching and beneficial. He was a member of the city beautiful committee of the City Club and in this connection brought about the demolition of the Plankinton triangle building at Wells, Second and West Water streets. Mrs. Aarons takes much interest in the Ladies' Relief Sewing Society, is a member of the Ladies Emanu-El Society and the Council of Jewish Women. In fact both Mr. and Mrs. Aarons have done thoroughly effective work in behalf of charity, of uplift and of general progress and their influence has indeed been a potent force for good, for moral advancement and for cultural uplift.”¹⁷⁴

Bio 2:

“ In 1857 Aaron Aarons, a tanner by trade, died in a flu epidemic. Left a wife a 6 children without any means of support, the eldest age 14, Lehman Aarons, father of Judge Charles L.

¹⁷⁴ . William George Bruce, *History of Milwaukee, City and County*, (Chicago: S.J. Clarke Pub. Co., 1922), 760-761.

Aarons, and the youngest one and a half years old, Elias Aarons. In order to feed the six children, Lehman, father of Judge Aarons, was assigned to an apprenticeship to a tailor, because it was supposed that in that trade he would become an assistant to his mother to help to feed the rest that had to be taken care of. Now Mother, whose name was Brondel, found a friend who was willing to trust her with a bag of flour if she cared to open a bakery to support her family. Extremely appreciative of the offer. With that capital she started a baker shop and baked bread and sold it to consumers and thereby fed her little group. In 1867 she died, her vitality exhausted from her ten years of hard work. Lehman Aarons, the oldest of this group, became the father, mother and sole supporter of the entire family, was obliged to look for sources to better his condition so that he could take care of his group. So in 1874 he landed in the prosperous city of Milwaukee . . .¹⁷⁵

“Born April 1, 1842. In school, then worked in the tannery in 1853. Went to Kalisz with father in 1854. Learned tailoring from 1855 to 1856. Father (born 1815-20) died July 3, 1856, leaving children, ages-14,12,10,6,4,3. Moses was sickly and remained deaf. Tailoring and tanning from 1856 to 1857. Tailoring for strangers from 1857 to 1862. Tailoring for self as master from 1862 to 1863. Saved \$200.00. Kleczew massacre. Russians chased rebels. Partner killed. Hid in corn. Lay all night. Heard mother cry on road in morning. Had smallpox after that. Another fellow had been pulled out of corn and killed. Dealt in leather and went to Kalisz with wagon in July, 1863. Married Gusta Marks Dec. 7, 1864. Spent much money in Lovitch [ED. Lowicz] to escape military service in 1863. In hospital eye trouble. To escape military service, left home and unwillingly left my wife, mother, brothers and sisters behind in October, 1866. I and my brother Jake went to England, landing in November, 1866 . . .¹⁷⁶

¹⁷⁵ . <http://kehilalinks.jewishgen.org/kleczew/memoirs.htm>, retrived Sep 1, 2016.

¹⁷⁶ . <http://kehilalinks.jewishgen.org/kleczew/memoirs.htm>, retrived Sep 1, 2016.

L. AARONS.
Belt.

No. 222,434.

Patented Dec. 9, 1879.

Fig. 1.



Fig. 2.

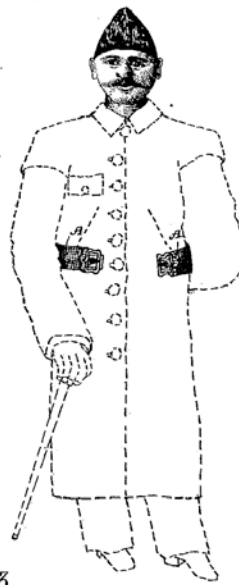


Fig. 3.

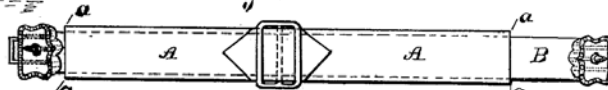
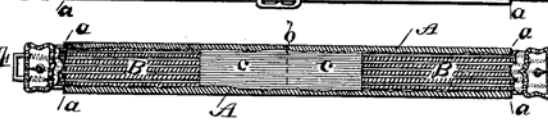


Fig. 4.



WITNESSES.

Edwin S. Amus.
J. Valandingham

INVENTOR.

Lehman Aarons.
per S. S. Street
Attorney

Lehman Aarons registered a patent: improvement in belts for Overcoats or other Garments (Specification forming part of Letters Patent No; 222,434, dated December 9, 1879; application filed July 15, 1879).¹⁷⁷

Son:

- Charles Lehman Aarons (August 18, 1872 - July 28, 1952) was a long-serving Milwaukee County Circuit Court judge.¹⁷⁸

1883-1892: Kloehn & Marks (Herman Kloehn & Harry Marks), later, Marks cloth /merchant tailors, clothing

Harry Marks, a jewish who was born in Poland, immigrated to the US around 1877 and eventually resided in Milwaukee.¹⁷⁹

Harry Marks, who was the next tenant at 149 Reed after Aarons Bros. and stayed there till 1892, became Aarons partner in clothing business later. Prior to 1906, Harry Marks and Lehman Aarons established the clothing company Aarons, Marks & Co. Following the joining of Lehman Aarons' four sons, Tobias L.Aarons, Charles L.Aarons, Samuel L. Aarons, and Jacob L. Aarons to their father's business In 1906, the company's name changed to Aarons-Marks Clothing Company.¹⁸⁰ At the time of this partnership, neither of these two were at 149 Reed st anymore though! It seems that the relationship between Harry Marks and Aarons family continued for a longer time. In Nov 1897, Charles L. Aarons, now an influential judge in Milwaukee, wrote a letter to A. Zelenoi, the secretary of the Russian Legation in the US, to recommend Harry Marks for a special travel permit to Poland under the Russian rule at this time.¹⁸¹

Herman Kloehn

¹⁷⁷ . Google patents ('UNITED STATES, PATENT OFFICE.), <https://www.google.ch/patents/US222434>, retrived 01 Sep 2016.

¹⁷⁸ . Marcus, Jacob Rader, Judith M. Daniels, and American Council of Learned Societies. *The Concise Dictionary of American Jewish Biography*, (Brooklyn, N.Y.: CarlPub., 1994), 3.

¹⁷⁹ . *Termination of the Treaty of 1832 between the United States and Russia, Hearing before the Committee on Foreign Affairs of the House of Representatives Monday, December 11, 1911*, (Washington: Government Printing Office, 1911), 207.

¹⁸⁰ . *Men's wear*. Vol. 22, Nov 7, 1906: 71.

¹⁸¹ . *Termination of the Treaty of 1832 between the United States and Russia, Hearing before the Committee on Foreign Affairs of the House of Representatives Monday, December 11, 1911*, (Washington: Government Printing Office, 1911), 207.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

He was in the Wisconsin National Guard's Fourth Battalion with the rank of second Lieutenant at least between 1880-1884,¹⁸²

Later between 1897-1909, his clothing business was at 901-905 South 5th Street, known today as historic Werner Kroeger Building.¹⁸³

1893-1897- Bear & Thal Co. (Max Bear & Alexander Thal)

Max Bear

In 1885, Max Bear, he was a clerk at Reed 149¹⁸⁴ (atr Harry Marks clothing business)

Alexander Thal

?

1898-1900 - Solomon Isaacs

?

1901-1929 - PICTURE FRAMING

1901-1929 - Demetrius Scholl - Picture framing business

?

1931-1947 - Vacant

1931-1947 - vacant

¹⁸² . *Biennial Report of the Adjutant General of the State of Wisconsin, for the Two Fiscal Years Ending September 30, 1884*, (Madison: Democrat Printing Co., State Printers, 1885),27.

¹⁸³ . City of Milwaukee, *Werner Kroeger Building, Final Historic Designation Study Report*, <http://www.city.milwaukee.gov/ImageLibrary/Groups/cityHPC/StudyReports/vticnf/WernerKroeger1999.pdf>, retrived September 2, 2016.

¹⁸⁴ . city directories

1949-1952 - DRY CLEANING EQUIPMENT

1949 - D & O Engineering Corp / dry cleaning equipment (Stanley F. Obremski (president) + Harold C. Dahlin (sec/tres))¹⁸⁵

1952 - Wisconsin Equipment Supply Co. (Lamar W. LaChance) / dry cleaning equipment¹⁸⁶

1959-1969 - Blind + ?

1959 -

Owner: David Stearns **Occupancy:** Baxter Mimeograph Co.

Owner: Marcel & Lillian Blumenthal **Occupancy:** Milw. Venetian Blinds

Assembly and retail, 2nd floor living space /
manufacturing at 169 S. 2nd

Owner: Bayon Realty **Architect:** Don Petzer **Purpose:** Apartments

Owner: Earl Nell Realty Inc. **Architect:** L. Baumann Iron Works **Purpose:** Store/Apts¹⁸⁷

Marcel & Lillian Blumenthal: are the parents of George R. Blumenthal, who is a distinguished astrophysicist, and astronomer. He is the chancellor of the Uni of CALif Santa Cruz since 2006. He got his bachelor in physics from the un i of Wis Milwaukee.¹⁸⁸

1969-1984 - Vacant

1969-1984 - vacant

¹⁸⁵ . city directories.

¹⁸⁶ . city directories.

¹⁸⁷ . Building permit records

¹⁸⁸ . "Chancellor, University of California, Santa Cruz and Joint Venture Board of Directors," Joint Venture Silicon Valley. Retrieved 02 Sep 2016.

213-219 S. 2nd St. (149-151 Reed) - Maschauer & Frankfurth Co. Building

217-219 S. SECOND ST. (151 REED)

1867-? - FURNITURE STORE

1867: Fleck & Schwaab, Furniture Store + V. Schonfield Retail Dry Goods, dwelling ¹⁸⁹

1868-1869: Bub & Bruno Roller - furniture dealers

Joseph Bub:

1841-born ¹⁹⁰

1866-67 - Joseph Bub first listed, Mayer & Bro. (Adolph) - Furniture dealers @ 315 3rd street ¹⁹¹

1868-1869- Bub & Bruno Roller - furniture dealers

1890 - "Furniture manufacturer Joseph Bub built an exuberant towered eclectic Queen Anne style house at 3330 W. Wells Street in 1890, designed by F. W. Andree. This house still stands but a hospital addition has been constructed over the façade and the tower is gone. (City of Milwaukee Permit Records; Milwaukee County Historical Society photograph collection)" ¹⁹²

1916 - Joseph Bub died at his home, 1517 Erie St. He was one of the oldest furniture men in the state. ¹⁹³

Bruno Roller:

1984 - Club 219 Bar - History

<http://www.mkelgbthist.org/business/bars/club219.htm>

¹⁸⁹ . 1866 MKE Board of Fire Underwriters, ?.

¹⁹⁰ . Hardwood Record (Chicago, May 10, 1916): 40.

¹⁹¹ . 1867 MKE Board of Fire Underwriters, ?.

¹⁹² .

<http://www.city.milwaukee.gov/ImageLibrary/Groups/cityHPC/DesignatedReports/vticnf/GeorgeSchusterHouse.pdf>

¹⁹³ . Hardwood Record (Chicago, May 10, 1916): 40.



This location, originally the site of two popular dance bars [Gary's](#) and then [Circus Circus](#), for a brief time there appears to have been no bar in this location. Then, in August 1980, a "teaser" ad appeared for "Trash" bar, without an address. The bar "Trash" advertised again in an October 1980 issue of Milwaukee Calendar, this time showing the "219 S. 2nd Street" address. But "Trash" appears to have had a slow start, and after just a few months, in January 1981, an ad "Trash it up at Club 219" appeared that essentially signaled a morphing into Club 219, and a major chapter in Milwaukee's gay bar life began.

Club 219 for many years was the place for good times, as the bar gained a stellar reputation for dance; the bar carried on the tradition of bright lights, blaring music, high-energy dance and parties. For some years it was THE place to be on New Year's Eve.

Although extremely popular, Club 219 was surpassed as the premier dance bar by [La Cage](#) upon that bar's opening in 1984, and after that Club 219 became the "second" gay dance bar. However it was still home of regular drag show performances, as well as hosting male strippers/dancers.

Club 219 became nationally infamous mid-1991 when it was revealed that this was the bar frequented by mass murderer Jeffrey Dahmer, who met several men here who were subsequently found to be murdered by him.

By the mid 1990's, Club 219 had been eclipsed by several other bars in popularity, and as the 90's came to a close, the area was struggling as development began to encroach on the area, severely limiting parking. The bar continued to operate however, and early 2005 saw new hope as long-time [DJ Tony \(Tonya\)](#) (formerly of *La Cage*), was hired and began to try to inject new energy into the bar with updated lighting, music, and entertainment. But unfortunately the bar finally succumbed to declined popularity and sparse crowds even on Saturday nights; it closed its doors early in October 2005.

Recollections: The following are recollections of others who have been kind enough to submit their personal memories to the webmaster. You are welcome to do the same!

- *"I worked at Cest La Vie for a time and John Clayton had an unwritten rule; Cest La Vie bartenders were not allowed to go into 219 or Phoenix. Mostly 219. (There was friction between John and Bobby Lyons over property that was adjacent to Cest La Vie but was owned by 219. John was pissed because 219 would not sell it to him). Well not all of us bartenders followed that rule. I went on a date with what would become my 1st boyfriend (Danny Fonz) at 219. It was exciting as that had been the 1st dance club I had ever been to. After I left Cest La Vie I went in there more often. One night a guy said "Hi" to me. I walked away because he stunk. That person I later learned was Jeffrey Dahmer.*
- *After I started working for In Step (as photographer), I went (to Club 219) a lot (I never had to pay cover charge). I shot many drag shows and strippers there. I also met many famous drag queens there and they all loved me because they knew they would probably make it to the pages of In Step. Ron (owner of In Step) called me one day and said I have a photo shoot for you at 219. I thought ok... until he said 'Oh, by the way, get some good pictures of Carol Channing'. I was elated! She was the first of many national celebrities I would meet over the years with In Step. One time a guy did a show there with a tiger. (I have pics of that somewhere.)*
- *There were many popular bartenders that worked there at one time or another. Kevin Rotar (who drown in Lake Michigan during a boating trip in 1997), Mark Meyerhoffer, Spike and Rodger 'Dodger', just to name a few.*
- *Kimberly Anne spun the records most of the time I went there. We used to go up to the DJ booth and pass a bowl around (back when I did that sort of thing). I was sure to see the strippers 'package' un-wrapped up there too. Kimberly had a knack at getting the strippers to 'whip it out'. Lots of naughty stuff happened in that DJ booth. If the audience only knew the 'access' I had to the strippers they would all be jealous. Hell they should be happy... I was the 'fluffer' on a few occasions. (Gawd, I hope my mother and family never read this... lol.)* - Jamie Taylor

• MILWAUKEE'S •
• PREMIERE • DANCE • CLUB •

CLUB 219
(Ample Lighted Parking
Across-1st Street)

MILWAUKEE
CLUBS and
APR-1752



**8th Anniversary Celebration
Continues...**

Wednesday
2 • 15 • 89
THE 219 GIRLS
- No Cover -

Thursday
2 • 16 • 89
MALE DANCERS!
- No Cover -

Friday
2 • 17 • 89
THE 219 GIRLS

SUNDAY, 2 • 19 • 89
8th ANNIVERSARY GALA
featuring
• **THE 219 GIRLS**
with very special guest
SHANTE'
• **OPEN BAR**
From 9 to 10
(Roll/Beer/Wine/Soda)

216 South Second Street
Old Address: 150 Reed Street
Historic Name: Schueppert-Zoeller Printing Co.



Date of Construction: 1911

Architect: Stanley Kadow

Year	Address, Owner/Occupant, Use	Reference
1868-9	150 Reed , Gartland Francis, Grocers(Retail)	Edwards' Annual Directory, 1868 Brown's gazetteer of the Chicago and Northwestern Railway, and branches, and of the Union Pacific railroad; a guide and business directory, 1869, P 141
1873-4	150 Reed , Fred Tegtmeier ¹ , Cigar Maker, Cigar Store	1873 MKE Board of Fire Underwriters, P. 210, Milwaukee City Directory
1878	Fred Tegtmeier moves to 292 Lake (Pittsburg)	City Directory
1889	150 Reed , Frederick Heck, Cigar and tobacco retail 152 Reed , C. M. Milbrath & Co. / Broker, money, stock, steamship agent, loan and investments + cCharlotte Ensing / midwife	Wright' City Directory
1904	144 Reed , Mattew Zimmers, Director Kaltz-Zimmers Mnfg. Company. Superintendent Kaltz-Zimmers Mnfg. Company. 140-144 Reed , Michael Zimmers, Secretary, Treasurer and Director Kalt-Zimmers Mnfg. Company.	Official Directory of Corporations of Milwaukee, Wisconsin 1904

¹ 1878 - Moves to 292 Lake (Pittsburg)

1883 - Last year FT Cigar Maker is listed

1884 - F. Tegtmeier becomes a deputy sheriff

1911 ²	<p>144 Reed, Schueppert-Zoeller Printing Co.</p> <p>President: Anton J Zoeller</p> <p>Secretary and treasurer: Emil A Schueppert</p>	Polk's Wisconsin State Gazetteer and Business Directory, Volumes 31-32, 1911-1912
1911	<p>Schueppert-Zoeller Printing Co., is about to move into its new building that has been erected for the exclusive use of its printing establishment.</p> <p>The Schueppert-Zoeller business was founded as the Emil Hartman Co. in 1881. It then became Hartman & Son, the Hartman Printing Co., the South Side Printing Co., the Milbrath Printing Co., and the Schueppert-Zoeller Co., which company was organized in 1905, and has been very successful under the present management, hence the demand for improved quarters.</p> <p>Schueppert-Zoeller Printing Co., has increased its capital stock from \$7,000 to \$20,000.</p> <p>This company has razed the old buildings on the ground recently purchased and is now erecting a modern two-story solid brick building, having a frontage of 32 feet by 75 feet in depth. Work is progressing very rapidly and it is intended to have the building ready for occupancy about October 15.</p>	<p>Printing Trade News - Volume 41 – NY July 1, 1911. Page 75</p> <p>Printing Trade News - Volume 41 – NY July 1, 1911. Page 156</p>
1919	144 Reed, Milwaukee Spangenberg C E.	Polk's Wisconsin State Gazetteer and Business Directory 1919-1920
1921	150-152 Reed, Schueppert Printing Co.	Milwaukee City Directories
1922	150-152 Reed, Schueppert Printing Co.	
1923	150-152 Reed, Schueppert Printing Co.	
1924	150-152 Reed, Schueppert Printing Co.	
1925	150-152 Reed, Schueppert Printing Co.	
1926	150-152 Reed, Schueppert Printing Co.	

² Printing Trade News - Volume 41 - Page 156

	**1927 (<u>Lake ave. is changed to Pittsburgh ave.</u>)	
1927	150-152 Reed, Schueppert Printing Co.	
1928	150-152 Reed, Schueppert Printing Co.	
1929	150-152 Reed, Schueppert Printing Co.	
	150 aka S. 214 2nd 152 aka S. 218 2nd	
	1931 (<u>Reed st. is changed to 2nd ave.</u>)	
1931	214-218 S.2nd, Schueppert Printing Co.	
1932	214-218 S.2nd, Schueppert Printing Co.	
1936	214-218 S.2nd, Schueppert Printing Co.	
1937	214-218 S.2nd, Schueppert Printing Co.	
1938	214-218 S.2nd, Schueppert Printing Co.	
1939	214-218 S.2nd, Schueppert Printing Co.	
1941	Vacant	
1942	Vacant	
	214 & 218 s. 2nd Become 216s. 2nd	
1947	214-218 S.2nd, Diamond Ink & Adhesive Co.	
1949	214-218 S.2nd,, Diamond Ink & Adhesive Co.	
	214 & 218 s. 2nd Become 216s. 2nd	
1952	Diamond Ink & Adhesive Co.	

Address	Year	Owner	Architect	Occupancy	Permit
216-18 S 2nd St. (152-54 Reed St.)	1911	The Schueppert-Zoeller	Stanley F. Kadow	Printing	Build
	1941	The Schueppert-Zoeller			Building Inspection
	1944	Paul Stothart			

1873 MKE Board of Fire Underwriters, p. 210

Bldg No. (150), Fred Tegtmeyer..., Cigar Store

Haer Inventory Form, Historic American Engineering Record (1980)

Name of Structure: Schueppert-Zoeller Printing Co.

Date of Construction: 1911

Architect/Builder/ Engineer: Stanley Kadow

Owner: G. W. Lewitzke

Owner Address: 6514-A W.Cleveland Milwaukee, Wisconsin

Danger of Demolition: No

Site Address: 216 South Second Street

Cong. Dist:04

Condition: Good, Altered

Description and Background History:

This 32' x 75', 2- story, brick building (**Stanley Kadow**, architect) was constructed in **1911** for the **Schueppert-Zoeller Printing Co.** Known since 1913 as the **Schueppert Printing Co.**, the firm operated here for 30 years. By **1941** the building was used for **sheet metal and insulation storage by the Louis Hoffmann Co.**, sheet metal contractors located in the same block, on W. Pittsburg St. A few years later **Diamond Ink & Adhesives** moved in, manufacturing here until 1966. After several years as a drafting supplies store, **Milwaukee Art Process Co.**, screen printers, purchased the structure. The facade has been significantly altered.

Original Use: Printing Co.

Present Use: Display, Retail Screen Printing Co.

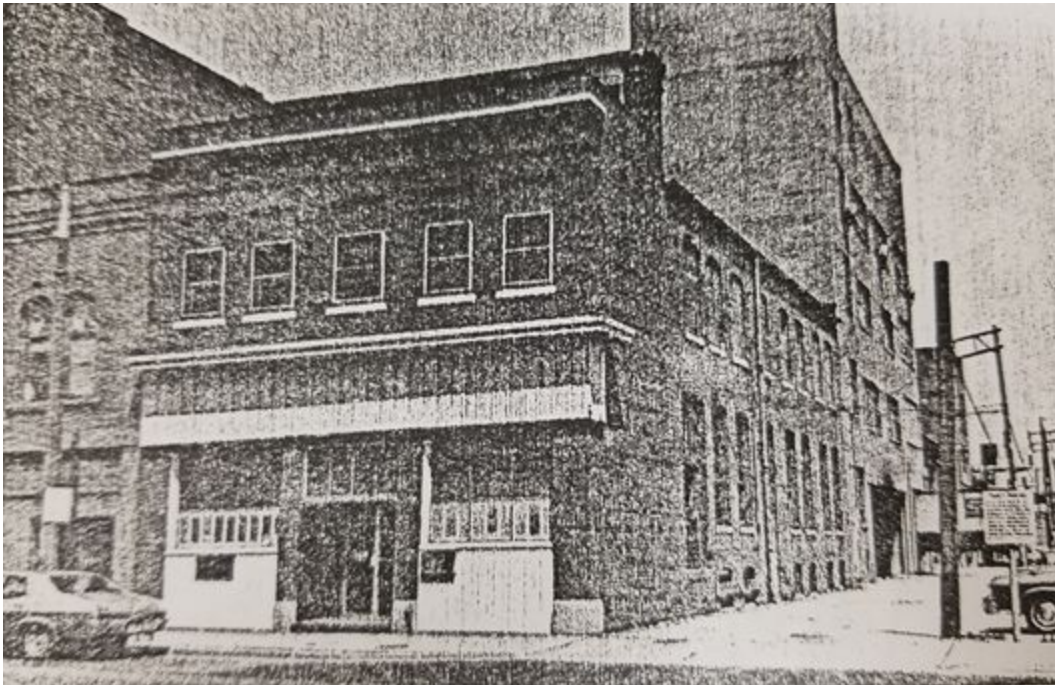
References: Building Permits

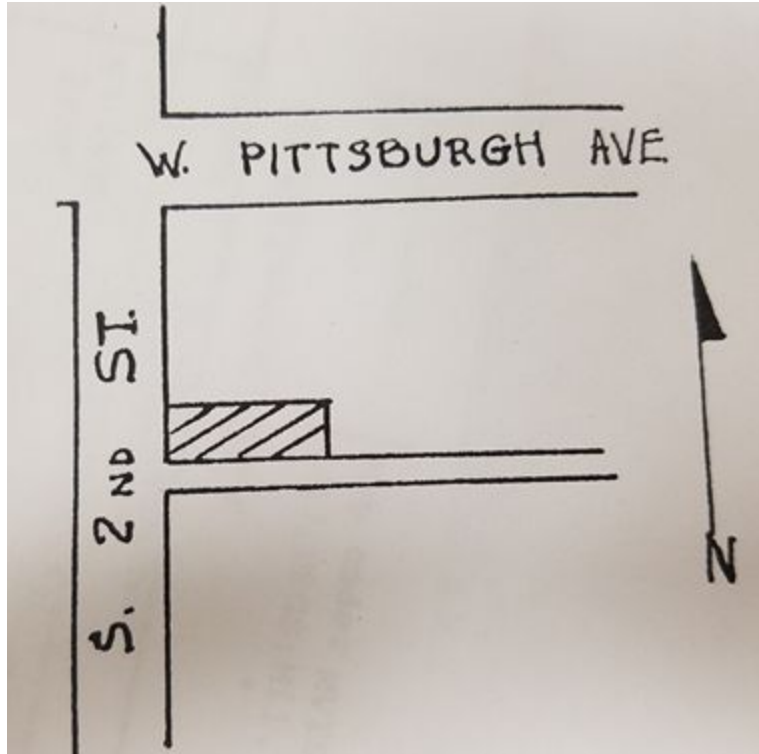
Sanborn Maps: 1910, 1969

City of Milwaukee., Master Property File

Wright's City Directories

Haer Inventory Form, Historic American Engineering Record (1980)





The simple commercial style Schueppert-Zoeller Building (No.15) (1911) at 216 S. 2nd. St is typical of the functional brick commercial buildings of the early 1900s.³

Milwaukee City Directory, 1863

MILWAUKEE CITY DIRECTORY.

107

Hensler Wm., harness mkr, w s Clinton b S Water and Lake bds
w s Reed b Lake and S Water

1867 - Wm. Hensler - harness maker

Report of the Commissioner of
Patents, Volume 1

By United States Patent Office

³ National Registration Nomination, Item Number 8, Page 3

No. 41,773.—WILLIAM HENSLER, Milwaukee, Wis.—*Bathing Apparatus*.—March 1, 1864.—This apparatus consists of a closet having a perforated floor, and provided with a shower-bath tank above. Within the closet is a chair, under which is placed a pan for the reception of a spirit lamp for heating the closet. Within the closet is also arranged an adjustable cloth partition for reducing the height of the closet and concentrating the heat in the same.

Claim.—The cloth partition I, fitted within the closet A, as shown in connexion with the pan H, and chair G, or any equivalent seat, for the purpose specified.

1873 - Fred Tegtmeier Cigar Store (MKE Bd of Fire Underwriters)

1874 - Fred Tegtmeier, Cigar Maker (City Directory)

1878 - Moves to 292 Lake (Pittsburg)

1883 - Last year FT Cigar Maker is listed

1884 - F. Tegtmeier becomes a deputy sheriff

216-218 S 2ND ST,

Architecture and History Inventory



<http://www.wisconsinhistory.org/Content.aspx?dsNav=N:4294963828-4294963814&dsNavOnly=N:1159&dsRecordDetails=R:HI108617>

Historic Name: Schueppert-Zoeller Printing Co.

Other Name: Heil Heating and Cooling

Reference Number: 108617

PROPERTY FEATURES

Year Built: 1911

Survey Date: 1984

Historic Use: Industrial building

Architectural Style: Commercial Vernacular

Property Type: Building

Wall Material: Brick

DESIGNATIONS

National/State Register Listing Name: [South First and Second Street Historic District](#)

National Register Listing Date: 1987-11-30

State Register Listing Date: 1989-01-01

Edwards' Annual Directory, 1868

Frayn Mathew, Main, cor Erie
Gartland Francis, 150 Reed
Gebhard John C. 231 Reed

Brown's gazetteer of the Chicago and Northwestern Railway, and branches, and of the Union Pacific railroad; a guide and business directory, **1869**

Grocers.

(Retail.)

Gartland Francis, 150 Reed.

Diehl Jacob, 262 W. Water.
Donnelly Patrick, 162 Detroit.
Eilers Fredk., 390 Grove.
Erdmann Valentine, 534 Elizabeth.
Faupel P. & Co., 200 Reed.
Fehrenkamp & Sons, 387 Reed.
Flentil Henry, 601 Elizabeth.
Folsom N. M., 133 Clinton.
Frank Jacob, 431 Third.
Gartland Francis, 150 Reed.
Gitm A., 504 Chestnut.

Murphy Mrs. Mary, 119 Huron.
Murphy T. J., 250 Milwaukee.
Nuark Joseph, 208 Vliet.
Oelhafen John, cor. 11th and Vliet.
Oldston Christian, 292 Milwaukee.
Otto Wm. E., 275 3d.
Patek G., 265 E. Water.
Pauly Henry, 201 3d.
Pierce A. J. W., 411 Milwaukee.
Pierce & Lamson, 334 Spring.
Poehlmann Fred'k., 596 E. Water.

The Inland Printer Inland Printer/American Lithographer, Volume 45
1910-11, P 401

THE
INLAND PRINTER

THE LEADING TRADE JOURNAL OF THE WORLD

IN THE

PRINTING AND ALLIED INDUSTRIES

VOLUME XLV.

April, 1910, to September, 1910

THE INLAND PRINTER

JOB COMPOSITION



BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

We show herewith the photographs and brief biographies of the prize-winners in the business-card contest, together with a complete list of names of the contestants. As announced in the May number of THE INLAND PRINTER, the first prize, \$25, was won by Walter E. Brock, San Francisco, California; the second prize, \$15, was won by Max Albert, Jr., Milwaukee, Wisconsin; the third prize, \$10, was won by Theodore Backen, New York city; and the

dock & Co., San Francisco, California. Thirty-two years of age.

Max Albert, Jr.—Served apprenticeship with Schueppert-Zoeller Printing Company, Milwaukee, Wisconsin. Now with the South Side Distributing Company, same city. Twenty years of age.

Theodore Backen—Served apprenticeship in Plattstadt, Norway. Came

L. A. Johnson
Dorchester, Mass.
boro, Vermont.
Otto Herman
of Printing, Boston
George Maché
Toronto, Canada.
Now with R. H. C
John H. Woo
with the Sparrell

WINNERS IN THE BUSINESS-CARD CONTEST



Max Albert, Milwaukee, Wis.
Second place.



Theodore Backen, New York city.
Third place.

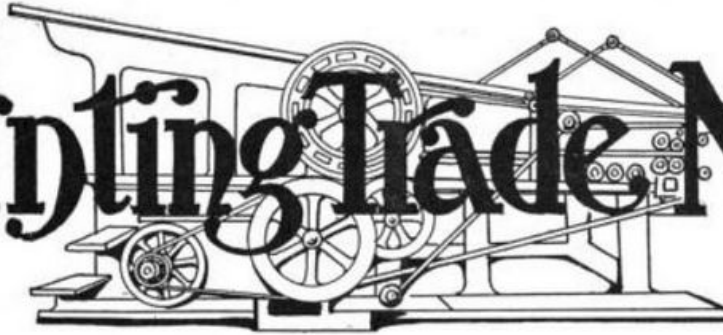


H. Rudgin, Roxbury, Mass.
Sixth place.

THE BUSINESS PUBLICATION OF THE AMERICAN PRINTING INDUSTRY

Printing Trade News

PUBLISHED
WEEKLY



PUBLICATION OFFICE
326-328 W. 41st STREET
NEW YORK CITY

VOL. XLII No. 28 1

NEW YORK, JULY 1, 1911.

By Subscription Only.

The Printing Trade News.

ing the two businesses under his own name, and thereafter conducting a printing and bookbinding plant.

MILWAUKEE PRINTING HOUSE TO HAVE NEW HOME.

The Schueppert-Zoeller Printing Co., Milwaukee, Wis., has increased its capital stock from \$7,000 to \$20,000. This company has razed the old buildings on the ground recently purchased and is now erecting a modern two-story solid brick building, to be entirely for its own use. Work is progressing very rapidly and it is intended to have the building ready for occupancy about October 15. The outlay will be about \$14,000.

ployees time and one work and seems to it is doing as much plant is the most quality of general n organization of the atmosphere savors of this institution has other large and med the stability of the been in the business

Printing Trade News, Volume 41, P 75

https://books.google.com/books?id=ng8hAQAAMAAJ&pg=RA3-PA75&lpg=RA3-PA75&dq=The+Schueppert-Zoeller+Printing+Co&source=bl&ots=3nXB-nP8_Q&sig=jb_vvYUcolzLwVZo27M4F8IZYZU&hl=en&sa=X&ved=0ahUKEwj2yPDj-6XOAhUE4oMKHdw7A88Q6AEINzAD#v=onepage&q=The%20Schueppert-Zoeller%20Printing%20Co&f=false

WILL MOVE TO NEW QUARTERS.

The Schueppert & Zoeller Printing Co., Milwaukee, Wis., is about to move into its new building that has been erected for the exclusive use of its printing establishment. It is a two-story solid brick building, having a frontage of 32 feet by 75 feet in depth. The Schueppert & Zoeller business was founded as the Emil Hartman Co. in 1881. It then became Hartman & Son, the Hartman Printing Co., the South Side Printing Co., the Milbrath Printing Co., and the Schueppert & Zoeller Co., which company was organized in 1903, and has been very successful under the present management, hence the demand for improved quarters. The company's specialty is show and theatrical work, but a line of commercial printing is also done. The capital of the company has just been increased from \$7,000 to \$20,000.

NEW HOME FOR LEGEMAN CO.

Saturday, September 1, 1917.

PERSONAL.

E. J. Meles, architect, 1048 N. Springfield ave., Chicago, Ill., would appreciate catalogs of manufacturers for his office files.

Stanley F. Kadow, architect, Milwaukee, will move September 3 to 453 Mitchell street, Milwaukee, at which new address he will be glad to receive new catalogs.

Frederick Westcott, architect, has

Polk's Wisconsin State Gazetteer and Business Directory, Volumes 31-32, 1911-1912

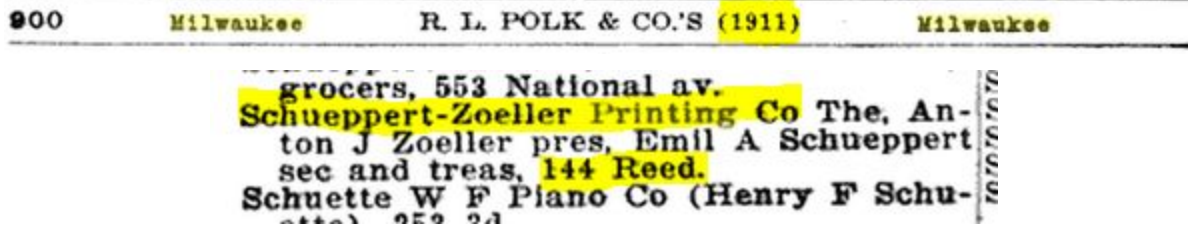
Keelyn Electric Company 134 W. Water Street
 : : : Milwaukee
 Installation of Complete Lighting and Power Plants a Specialty
 We can Repair any Electrical Machine on the Market

Printers	WISCONSIN GAZETTEER.	Probate Law	1801
Schueppert-Zoeller Printing Co The, 144 Reed Milwaukee	News Printing Co The (see p 1051) Prentice Bonn Henry Racine Commercial Press Co The (see p 1066) "	*PRIVATE DETECTIVES Manufacturers and Merchants Inspec- tion Bureau 504-5 Caswell Bldg (see right for lines and	
Spiekerman E H, 404 Montgomery bldg "	Journal Printing Co		

Schueppert-Zoeller Printing Co.

President: **Anton J Zoeller**

Secretary and treasurer: **Emil A Schueppert**



Title: Pike County herald: published once in a great while by the Thanhouser Company. : Extra! all about "Jim Bludso"

Subtitle: published once in a great while by the Thanhouser Company. : Extra! all about "Jim Bludso"

Contributors

Hay, John, 1838-1905 (creator)

Thanhouser Company (publisher)

Schueppert-Zoeller Printing Co (printer)

Academy Theatre (Milwaukee, Wis.) (creator)

Notes:

by Hon. John Hay, Secretary of State.

Advertisement for a dramatization of Jim Bludso.

At head of text: These are the Pike County ballads ... from which I.N. Morris dramatized "Jim Bludso".

At foot of sheet: Milwaukee union label, followed by printer's imprint: The Schueppert-Zoeller Printing Co., 144 Reed St.

At end of text: The first production of this stirring melodrama Jim Bludso in Milwaukee will be made by the Thanhouser Company at the Academy next Monday evening.

1932
HCT777

Pike County Herald

Published once in a great while by the THANHOUSER COMPANY.

EXTRA! ALL ABOUT "JIM BLUDSO" BY HON. JOHN HAY, SECRETARY OF STATE

These are the Pike County ballads written by Secretary of State John Hay, from which I. N. Morris dramatized "Jim Bludso."

JIM BLUDSO.

PEOPLE IN THE CAST.
Wall, no! I can't tell where he lives,
Because he don't live, you see,
Leastways, he's got out of the habit
Of livin' like you and me.
Whar have you been the last three year,
That you haven't heard folks tell
How Jimmy Bludso passed in his checks,
The night of the Prairie Belle?
He weren't no saint,—them engineers
Is all pretty much alike,—
One wite in Natchez-under the hill,
And another one here, in Pike;
A keerless man in his talk was Jim,
And an awkward wan in a row;
But he never flunked, and he never lied,—
I reckon he never knowed how

BANTY TIM.

(Remarks of Sergeant Tilmon Joy to the White Man's Committee of Spunky Point, Ill.)

I reckon I git your drift, gents,—
You 'low the boy shan't stay;
This is a white man's country;
You're Democrats, you say;
And whereas, and accin', and wherefore,
The times bein' all out of joint,
The nigger has got to mosey
From the limits of Spunky Point.
He's reason the thing a minute:
I'm an old-fashioned Democrat too,
Though I laid my politics out o' the way
For to keep till the war was through.
But I come back here, allowin'
To vote as I used to do.
I reckon it seem like the devil to train

LITTLE BREECHES.

THE MOST ELABORATE
I don't go much on religion,
I ain't never had no show;
But I've got a middlin' tight grip, sir,
On the handful of things I know.
I don't pan out on the proplets
And free will, and that sort of thing,—
But I believe in God and the angels,
Ever sence one night last spring.
I come into town with some turnips,
And my little Gabe come a'long,—
No four-year old in the country
Could beat him for pretty and strong.
Pert and chipper and sassy,
Always ready to swear and fight,—
And I larnt him to chaw terbacker
lest to keep his milk teeth white.

THE FIRST PRODUCTION of
this STIRRING MELODRAMA **Jim Bludso**

IN MILWAUKEE WILL BE MADE BY THE

Thanhouser Company

AT THE

ACADEMY NEXT MONDAY EVENING

SEATS ARE NOW ON SALE



THE SCHUERMERT-ZELLER PRINTING CO., 144 REED ST.

<https://repository.library.brown.edu/studio/item/bdr:274368/>



STANLEY F. KADOW
ARCHITECT

Announces the removal of his Office
from 988 Kinnickinnic Ave. to
Second Floor at 451 Mitchell Street
Corner 2nd Avenue,
Milwaukee, Wis.

New Office Opens September 3rd

<https://www.flickr.com/photos/profkaren/6062023393>

<http://nla.gov.au/nla.obj-150369106/view>

Brickbuilder competition for a \$2,000 brick house, Stanley Kadow, Milwaukee, Wisconsin, awarded prize [picture] / [Walter Burley Griffin]. Griffin, Walter Burley, 1876-1937.

At the recent annual meeting of the Seneca Wire & Mfg. Company, Fostoria, Ohio, President J. H. Jones reported that about \$50,000 had been expended the past year in plant extensions and that it is its intention to spend about \$100,000 this year in new buildings and equipment. The erection of

Milwaukee

MILWAUKEE, Wis., Jan. 31, 1916.

At the close of the first month of the new year, machine-

Stanley F. Kadow, architect, 988 Kinnickinnic Avenue, Milwaukee, is in charge of plans and erection of a foundry on Clinton Street, south of the Kinnickinnic River, to be 65 x 80 ft., to cost \$10,000. Owner's name withheld and further details not available at this time. Work will be undertaken about March 1.



Residence: 208 Howell Ave.
Phone Hanover 1439

STANLEY F. KADOW
Architect

Member of the Wisconsin Chapter of
A. I. A.

Phone Hanover 3156
451 Mitchell Street
Cor. 2nd Ave. MILWAUKEE

Brothers Edward and Francis Seely came to the United States in the 1870s from Norfolk, England and worked at the steel mill. They owned the adjacent land east of Immaculate Conception Catholic Church. Two Seely homes still stand (1112–1112A East Pryor Avenue and 2657–2659 South Clement Avenue), but this one was razed by Immaculate Conception as part of its 1959 building program. Seeley Street was named for the Seely family, although the name is misspelled.

Stanley Kadow (1868–1933) was a low-profile Bay View architect who started as a draftsman for Ferry & Clas. The majority of his work was for residences on the south side with 81 projects in Bay View that were solid and not flashy. He designed some commercial buildings with upper flats such as those at 2501 South Howell Avenue and 2475–2479 South Howell. His home and office still stand at 2466 South Howell Avenue.



| PROCEEDINGS |

OF THE

COMMON COUNCIL

OF THE

CITY OF MILWAUKEE

FOR THE

YEAR ENDING APRIL 11, 1912

FILE NUMBER 1685k

Referred to the Committee on Printing.

Riverside Printing Co., printing	3.00
Riverside Printing Co., printing	20.00
Schueppert-Zoeller Printing Co., placards...	4.00
The American City, sub. to magazine.....	1.00
Frank Transfer's Sons overhauling auto	142 21

THE
**GRAPHIC ARTS AND
CRAFTS YEAR BOOK**

AMERICAN ANNUAL REVIEW OF THE
PRINTING AND ALLIED INDUSTRIES

WALTER L. TOBEY, EDITOR



THE REPUBLICAN PUBLISHING COMPANY, HAMILTON, OHIO, U.S.A.

building for its accommodation.

In Milwaukee, the Schueppert & Zoeller Printing Company has a new brick building for the exclusive use of its printing establishment.

OUR BOYS

VOL. I.

JULY, 1907.

NO. 1.



"To Cure is the Voice of the Past
To Prevent
is the Divine Whisper of
To-Day"



Published Quarterly in the Interest of the

Wisconsin Home and Farm School

DOUSMAN, - - WISCONSIN.

Ten Cents a Copy

Thirty-five Cents a Year

CASH RECEIPTS.

Contributions to the work for the year 1908-09, continued from January Number of Our Boys:

Cash receipts for sale of produce from the farm—Jan., Feb., March.....\$ 312.18

Kilbourn State Bank, Kilbourn.....	5.00	Ryder, Mrs. Catherine C., Jefferson ((acre)....	67.00
Kilbourn, E. B., Beloit.....	3.00	Rahr Sons Co., The Wm., Manitowoc.....	10.00
Knell, Wm. R., Milwaukee.....	5.00	Rueping Leather Co., Fred, Fond du Lac.....	10.00
L.			
Lindsay, E. J., Milwaukee.....	100.00	Ruka Bros., Boscobel.....	5.00
Lindsay, George I., Milwaukee.....	25.00	Ruka, Land Agency, The, Boscobel.....	5.00
Lawrence, Abbott, Milwaukee.....	10.00	Russell, Mrs. Geo. H., Milwaukee.....	5.00
Lane, Miss Ida M., Milwaukee.....	5.00	Roberts, Mrs. Mary A., Woodworth.....	5.00
Lotz, Louis, Milwaukee.....	5.00	Roenius, E., Grand Rapids.....	3.00
Luehring, George F., Milwaukee.....	5.00	S.	
Lundy, J. E., Wauwatosa.....	4.00	Strohmeyer, George W., Milwaukee.....	\$ 25.00
Lutz, Edw. G., Milwaukee.....	5.00	Skinner, J. W., Milwaukee.....	10.00
Lamp, Mrs. Katherine, Milwaukee.....	5.00	Smith, Clement C., Milwaukee (acre).....	67.00
LeFevre, George H., Omro.....	5.00	Second Ward Savings Bank, Milwaukee.....	10.00
Lewis, S. I., Lodi.....	5.00	Swallow, Mrs. George C., Milwaukee.....	25.00
Lueck, Martin L., Juneau.....	5.00	Sidenberg, Paul, Milwaukee.....	25.00
Logerquist, Andrew, Baileys Harbor.....	3.00	Schuster & Co., Ed.....	5.00
M.			
Marshall & Hsley Bank, Milwaukee.....	\$ 25.00	Sexton, Mrs. Alonzo G., Milwaukee.....	5.00
Markham, George C., Milwaukee.....	25.00	Schaeffer, Dr. F. X., Milwaukee.....	5.00
Mayer, F. P., Milwaukee.....	10.00	Stekney, Mrs. Gardner P., Milwaukee.....	5.00
Mariner, Mrs. E., Milwaukee.....	10.00	Schueppert, Zoeller Printing Co., The, Milwaukee.....	5.00
Maag & Co., A. S., Milwaukee.....	3.00	Stanz, H. B., Milwaukee.....	3.00
		Spencer, R. C., Milwaukee.....	3.00
		Stafford Chas Wauwatosa.....	5.00

Public Documents of the State of Wisconsin: Being the Reports of the Various 1907-1908

FACTORY INSPECTION.

589

ESTABLISHMENTS INSPECTED.

Location, Name and Business.	Buildings.		Employees.			Boilers.	
	Under 3 stories.	Three stories or more.	Male.	Female.	Total.	Under 16 years of age.	Number. Total horse power.
SCHUHF, WM., CHURCH ORGANS.....			13		13	4	
Schueppert & Zoeller Printing Co.....	1		10		10	2	
Schulhof, Sam'l. Knitting Co.....	1		1	4	5	1	

Biennial report of the Bureau of Labor and Industrial Statistics, ...

Wisconsin. Bureau of Labor and Industrial Statistics, Wisconsin.
Bureau of Labor, Census and Industrial Statistics

FOURTEENTH BIENNIAL REPORT
OF THE
BUREAU OF LABOR
AND
INDUSTRIAL STATISTICS

STATE OF WISCONSIN
1909-1910

FACTORY INSPECTION.

679

TABLE I—ESTABLISHMENTS INSPECTED—Continued.

Location, Name and Business.	Buildings.		Employees.				Boilers.	
	Under 3 stories.	Three stories or more.	Male.	Female.	Total.	Under 16 years of age.	Number.	Total horse power.
MILWAUKEE, MILWAUKEE CO.—								
Con.								
Schmitz & Son, P., elevator.....	3		3		3			
Schmitt Bros. Tobacco Works.....		1	7	14	21			
Schneck Machine Co.....	1		7		7	1		
Schneider, P., cigars.....	1		2	1	3			
Schneider, H., cigars.....	1		1		1			
Schnelke, W., church organs.....	1	1	17	1	18	1		
Schoelke, W., church organs.....	1	1	16		16			
Schoen & Walter Co., trunks and traveling bags	3	1	67	11	78	7	1	50
Schoenecker Boot & Shoe Co., V.....	1	3	96	52	148	16	2	100
Scholz & Sons, C., wood turning.....		1	3		3			
Scholz, E., printing	1		1		1			
Schok, H., carriage and wagon shop..	1		5		5			
Schroeder Lbr. Co., J.....	14		210	3	213		3	450
Schubert, A. W., printing.....	1		1		1			
Schuck, J., cigars.....	1		1		1			
Schueppert & Zoeller Printing Co., The		1	12		12			
Schueler, F. E., buggies and wagons..	1	1	6		6			
Schulz Co., A. G., paper boxes.....	12		165	290	455		2	300

POLK'S WISCONSIN STATE GAZETTEER

AND
BUSINESS DIRECTORY
(WITH LATEST MAP OF THE STATE)

1919-1920

(Thirty-Ninth Year)

Phone **YAWKEY** • **LUMBER** © Madison,
123 Y CROWLEY L ☿ ☿ ☿ **© Wisconsin**

WISCONSIN GAZETTEER (1919)	TEAS. COFFEE, ETC	1971
*Tax Title Examiners Milwaukee—CHURCHILL, BENNETT & CHURCHILL, 1010-12 First Natl Bank Bldg (See page 1699)	Milwaukee—Spangenberg C E, 144 Reed Tindall, Kolbe & McDowell Co. 227 Broadway	

OFFICIAL
Directory of Corporations

—OF—

MILWAUKEE, WISCONSIN.

MILWAUKEE.

ODELL & OWEN, PUBLISHERS,

1904.

Zimmers, Matthew, 144 Reed St.

Director Kalt-Zimmers Mfg Company.

Superintendent Kalt-Zimmers Mfg. Company.

Zimmers, Michael, 140-144 Reed St.

Secretary, Treasurer and Director Kalt-Zimmers Mfg. Company.

Our Young People, Volumes 29-30

OUR Young People.

The Deaf-Mutes' Friend



Thou shalt not speak
evil of the deaf, nor
put a stumblingblock
before the blind.
Lev. XIX, 14.

Open thy mouth for
the dumb, and for the
causes of all the chil-
dren that pass.
Prov. XXXI, 8.

Ephpheta!

St. John's Institute,
Publishers,
St. Francis, Wis.

JAN.
Vol. 29

1920
No. 1

SUBSCRIPTION, \$1.50 A YEAR

LOUIS HOFFMANN CO.

Successor to

HOFFMANN & BAUER

Galvanized Iron and Copper Cornices,
Tin, Iron and Slate Roofing, Furnace
and Blow Pipe Work.

270 Lake Street. MILWAUKEE, WIS.
Telephone Hanover 345.

THE
UNIVERSITY OF WISCONSIN
CATALOGUE
1921-1922

LETTERS AND SCIENCE—SOPHOMORES

559

Taylor, Susan Lois B.S.
Tegtmeyer, Gamber Fred
Tegtmeyer, Henriette Dorothy

Mason
Milwaukee
Chicago, Ill

1947, Diamond Ink Company

DIAMOND CHEMICAL WRITING FLUID.

FOR PUBLIC RECORDS AND
GENERAL BOOKKEEPING USE

FOR PERMANENCY
AND EASY FLOW
IT HAS NO EQUAL

INKS
TRADE MARK

IT IS THE STANDARD INK
FOR FOUNTAIN PENS.

DIAMOND INK CO.
MILWAUKEE, WIS. U.S.A.

FOR SALE BY

DIAMOND
CREAM
PASTE
ALPHA PASTE JAR

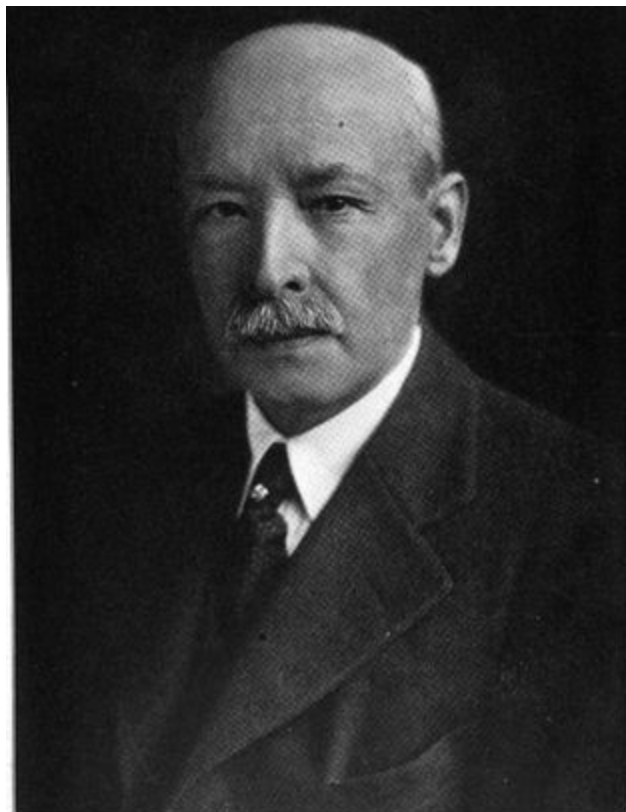
CREAM
PASTE
ALPHA

The advertisement features a large bottle of Diamond Writing Fluid on the left and a jar of Diamond Cream Paste on the right. A fountain pen is shown dipping into the jar. The text is arranged in a central column, with the product name at the top, followed by its uses and benefits. A diamond-shaped logo with the word 'INKS' is prominently displayed. At the bottom, the company name and location are given, along with a note about where to buy the product.

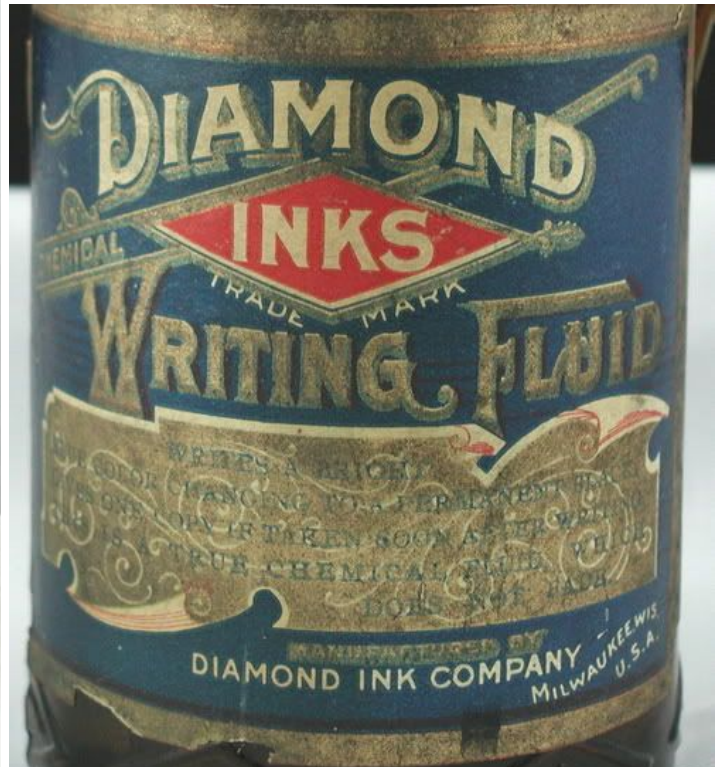
August Nicholas Ritz, president and founder of the Diamond Ink Company of Milwaukee, was born in Germany in 1853. He grew up in Rochester, New York where he attended school and began his working career in a local drug store, which he and Charles Simonds later purchased. Like many a young man of the day, he headed West to make his fortune, first in the Wholesale Drug business and finally in the Diamond Ink company established in 1875.

Under Ritz's competent management, the company became a worldwide concern selling million of bottles per year by the turn of the century. For bottle collectors, this means that Diamond ink bottles are plentiful and come in a great variety. supposedly, the Diamond Ink company was the first to put up ink in square bottles. Another innovation of Mr. Ritz's was to put out an annual catalog. [Adapted from *History of Milwaukee County and City* by William George Bruce] (http://www.bottlebooks.com/inkcompanyhistory/diamond_ink_company.htm)

History of Milwaukee, City and County, Volume 3



AUGUST N. RITZ



Brown glass ink bottle by the Diamond Ink Company out of Milwaukee, WI., circa 1920.

<http://www.fountainpennetwork.com/forum/topic/110701-fs-diamond-ink-co-16-oz-brown-glass-ink-bottle/>

History of Milwaukee, City and County, Volume 3

HISTORY OF MILWAUKEE CITY AND COUNTY

VOLUME III

CHICAGO—MILWAUKEE
THE S. J. CLARKE PUBLISHING COMPANY
1922



Diamond Ink Co. Milwaukee, WI

<https://oldmainartifacts.wordpress.com/2014/11/17/diamond-ink-co-milwaukee-wi/>

221-25 South Second Street
Old Address: 155-157 South Second Street



Historic Name: C.F. Stamm Building

Address: 221-225 South 2nd St. **Old Address:** 155-157 Reed St.

Original Owner: C.F. (also as C.T.) Stamm

Other Tenants & Owners:

- 1869-1873(?) - C.F. Stamm & Son (157)**
 - 1868 - Stamm's Hall** - used by many fraternal orders
- 1867 - Frank Gaskuminn (155)**
- 1869-73 - Henry Hyman (155)**
- 1909-1985 - HB Gregory, HB Gregory Co.**
 - Occupants:** 1909 - Luther & Jacobi Co.
- 1987-2000 - Clarence Germershausen**
 - Occupant 1987** – Ronald Geiman – *In Step Magazine*
 - Occupant 1988** – Cream City Foundation
 - Occupant 2000** – Studs Woodworking



NAMES ▶

Historic Name: **C.T. STAMM BUILDING**

Other Name: **H.B. GREGORY CO.**

Contributing: **Yes**

Reference Number: **41966**

PROPERTY FEATURES ▶

Year Built: **1865**

Additions:

Survey Date: **1984**

Historic Use: **hardware**

Architectural Style: **Italianate**

Property Type: **Building**

Structural System:

Wall Material: **Brick**

Architect:

Other Buildings On Site: **0**

Demolished?: **No**

Demolished Date:

DESIGNATIONS ▶

National/State Register Listing Name: [**SOUTH FIRST AND SECOND STREET HISTORIC DISTRICT**](#)

National Register Listing Date: **1987-11-30**

State Register Listing Date: **1989-01-01**

National Register Multiple Property Name:

Stamm's Building, Brick Frame.¹

1873 MKE Board of Fire Underwriters, p. 217

Bld No. (155), Henry Hyman, Retail Clothing,

Bld No. (157), C.T. Stamm & Son, Retail Hardware, Good Templars Hall, 4th floor,
Brick Frame

1873 - MKE Bd. of Fire Underwriters

Henry Hyman, retail clothing

[1865 - City Directory - Hyman & Wm. Katzeustein Co. - retail clothing @ 300 E. Water

1865 - brick building erected on south side

1867 - CF Stamm & Son hardware (155)

Frank Gaskuminn, Retail dry goods & grocer (157)

1868 - Hyman & Katzeustein - Move to 155 Reed St. (S. 2nd)

Upper Floor Housed Stamm's Hall, Used by many Fraternal Groups

-Sons of Hermann Harmonie Lodge - 1873-1883

-American Legion of Honor - Carpenter Council No 818 - 1883

-Oddfellows CC Lodge No 139 - 1880-1883

-CC Encampment No. 62 - 1880-1883

-Masons Excelsior Lodge No. 175 - 1880-1883

-Masons Excelsior Chapter No. 40 - 1880-1883

¹ . 1873 MKE Board of Fire Underwriters, p. 217.

OF THE

CHICAGO AND NORTHWESTERN RAILWAY,

AND BRANCHES,

AND OF THE

UNION PACIFIC RAIL ROAD.

A GUIDE AND BUSINESS DIRECTORY.

COMPLETE IN ONE VOLUME.

A Complete Directory to Each Place in Itself, as well as Universal to All;

CONSISTING OF THE NAMES OF BUSINESS FIRMS, THEIR
OCCUPATION, TOWN, COUNTY, AND COUNTY SEAT;
INTRODUCING A BRIEF DESCRIPTION OF EACH
PLACE, SHOWING ITS PROMINENCE, LEAD-
ING FEATURES, SURROUNDINGS, etc.

It contains a general review of the Towns along the line of the Union Pacific Rail
Road, and South of it to Salt Lake City. Also to Denver, Golden City,
Central City, Nevada, Idaho, Georgetown, of their products in Gold,
Silver, Copper and Iron Mines, Coal Beds, Fire-Clay,
process of working them, etc., etc.

BY C. EXERA BROWN.

COMPILED AND PUBLISHED—CHICAGO, ILL.

PRICE, \$4.00.

CHICAGO, ILL.:

BASSETT BROTHERS' STEAM PRINTING HOUSE,
95 & 97 West Randolph St.

1880.



Clothing.

(Retail.)

Beernink, H. J., 117 Galena.
Boguslawsky Marcus, 309 Chestnut.
Breslauer Abraham, 359 3d.
Buening Bros., 196 Reed.
Carpenter & Steel, clothing and gents' fur-
nishing, 68 Wis.
Cohn Simon, 310 W. Water.
Drielsman J. A., 312 3d.
Evans F. C. & Co., 284 E. Water.
Fischel Abraham, 347 3d.
Goetz Berthold, 323 Chestnut.
Grassler M., 296 3d.
Gross John, 306 3d.
Grossenbach Adam, 296 E. Water.
Hackendahl & Co., 300 3d.
Harris Jacob, 244 E. Water.
Harris Leopold, 244, 268 E. Water.
Hochherz Bros., 113 Clinton.
Hyman Henry, 155 Reed.
Jruppe Chas., 141 Reed.
Klann J. & Bro. 246 E. Water.
Kohn L. M., 145 Reed.
Lederer David S., 298 E. Water.
Leopold & Crandall, 140 Reed.
Lufsky Wm. & Ernst, 300 3d.
Lynch Patrick, 245 E. Water.
Mendelson Morris, 317 Chestnut.
Mullen Bros., 384 E. Water.
Wathan Alex., 320 3d.
Noll John, 326 Chestnut.
Ogden P. G., 395 E. Water.
Ross Wm., 316 Chestnut.
Schwarnt Chas. A., 99 Ferry.
Seeger J., 608 Galena.

Life Story of Rasmus B. Anderson

By Rasmus Björn Anderson, Albert Olaus Barton

In Milwaukee I was present at a meeting in Stamm's hall on the south side called by Hans C. Heg for the purpose of getting volunteers for the Fifteenth Wisconsin regiment. Hans C. Heg had twice been elected state prison commissioner at Wau-pun, an office which at that time was elective. He was the first Norwegian-American to be elected to a state office in this country. He resigned the office for the purpose of organizing a regiment to help put down the rebellion. He succeeded in raising the regiment, became colonel and fell at the battle of Chickamauga. Mr. Heg impressed me as a fine-looking, eloquent man and very earnest and enthusiastic.

My brother Andrew sold out his business on Reed street in

I Leave Home.

29

Milwaukee to Hatlestad, Hjelm & Ole Heg. Hatlestad was a brother of Rev. O. J. Hatlestad and Ole Heg was a brother of Col. Heg. Ole Heg afterwards became a sutler in the 15th regiment. I was engaged as clerk in the new firm and continued in their employ for a few weeks. Then, I presume in October, 1861, I one day met a stranger on the Walker's point bridge (the whole south side was called Walker's point then). He spoke to me and asked me whether I knew of any boy that could speak Norwegian. I informed him that my parents were Norwegian and that I was able to speak the language. He then told me that he had a general store in La Crescent, Minn., across the Mississippi from La Crosse, and that he needed a clerk that could speak the Norwegian language. This man was W. H. Merrick. His father was a prominent attorney in Milwaukee, having an office on the north-west corner of East Water and Wisconsin streets. I indicated a willingness to go to La Crescent and so he took me to his father's office where a contract was made and I received a railroad ticket from Milwaukee to La Crosse, agreeing to leave

Hardware.

(Retail.)

Abraham Henry, 519 Chestnut.
Buchholz, Gross & Co., 313 Chestnut.
Buttles C. A., 194 W. Water.
Coe & Webster, 300 Spring.
Creswell N. B., 110 Spring.
Erust Adam & Son, 98 Mason.
Frankfurth Wm., 306 and 308 Chestnut.
Gallun Bros., 511 E. Water.
Greene Geo. G. & Co., 283, 285, E. Water.
Kroeger Wm., 359 Grove.
Leu John F., 297 and 299 3d.
Maschauer & Frankfurth, 146
Reed.
Mueller L. J., 197 **Reed.**
Peterman, Stredy & Co., 433 E. Water.
Pierce J. D. & Co. 128 Mason cor
Milwaukee.
Fritzlaff John, 303 3d.
Schalock & Meacle, 220 W. Water.
Schulder C., 449 E. Water.
Sexton K. & Son, 338 E. Water.
Stamm Bros. 271 Lake.
Stamm C. T. & Son, 157 **Reed.**
Voigt Herman, 327 3d.

1869 - Brown's Gazetteer - 157 Reed -

Hardware

Millinery.

McGRATH MISS C.,
fashionable millinery, 104 Mason.
Meyer Mrs. O. E. 121 Spring.
Tracumer George P. latest styles in
millinery, 205 **Reed.**
Walsh Miss M., fashionable milliner,
157 **Reed.**

PERMIT RECORDS

RICHARDSON & **GREGORY**; Druggists; Corner National and **Reed** Streets.—The growth of the Cream City in fifty years to a populous and prosperous metropolis, with a population in the city and suburbs fast approaching 300,000, is one of the marvelous results of a half century of progress. The people here enjoy a rugged health and drug stores flourish, because the people appreciate and make use of the means which science and medical skill have provided. One of the representative drug stores of **Milwaukee**, is that of **Richardson & Gregory**, at the Cor. of National Avenue and **Reed Street**, which was opened in 1891, and is handsomely fitted up with oak fixtures. A large stock of pure drugs, medicines, chemicals, standard proprietary preparations, perfumes, toilet requisites, druggists' sundries, and a line of choice cigars is always carried, while special attention is given to the accurate compounding of physicians' prescriptions and family receipts. A branch store at Layton Park, opened in 1894, is similarly well-stocked. Messrs. A. B. Richardson and **H. B. Gregory** are both practical pharmacists of long experience and they employ a competent staff of skilled assistants.

Milwaukee, a half century's progress, 1846-1896

Consolidated Illustrating Company

223-25 S 2nd St/155 Reed St.

1909 - Owner: H. B. Gregory | Occupant: Luther and Jacobi Co.

-According to Permit for Elevator Installation

Luther & Jacobi, Milwaukee, Wis., agricultural implements.

Annual report of the Wisconsin State Board of Agriculture

Wisconsin. State Board of Agriculture, University
of Wisconsin—Madison. Libraries

1910 - Owner: H.B. Gregory

-According to Permit to build a Private Barn (Architect: H. Stoelz?, Mason: Ludwig and Jordan)

1911 - Owner: H. B. Gregory

-March: According to Application for Construction & Erection of Elevators

-Building 3 stories

-June: According to Application for Construction & Erection of Elevators

-Building 4 stories

1955 - Owner: H. B. Gregory Company

-Application for Permit to install Used Model DL-30 Iron Fireman Stoker

1969 - Owner: Gregory Baking Supply Company

-According to Application for Construction/Erection/Remodeling of Elevators

-Building has 4 Stories

1985 - Owner: H.B. Gregory Company

-Application for Occupancy: The Spice House (William Penzey) CANCELLED

REQUEST

1987 - Owner 225: Clarence Germershausen | Occupant: Ronald Geiman-In Step Magazine

<http://www.mkelgbthist.org/media/print/instep.htm>



In Step office on S. 2nd St.

In Step was the brainchild of David Iraci and Ron Geiman, who, after their stints in the Marine Corps and Army in the 1970s, became involved in Milwaukee's gay community. In the early 1980s, a series of gay papers and entertainment guides started and folded in very short order. Geiman sold ads for two of those publications, [Escape](#) and [Gay Milwaukee](#), but local businesses were reluctant to advertise because the owners and publishers were based in Chicago. Geiman became convinced he could win local advertising support for a locally run newspaper, and *In Step* was born.

1988 - Owner 223: Clarence Germershausen | Occupant: Cream City Foundation

-According to Inspection Order

-Paint or remove paint from masonry surfaces

- Replace mortar missing from exterior wall
- Protect all wood trim with paint or other approved coating
- Replace missing or defective porch floor boards and secure to supporting structure

http://www.mkelgbthist.org/organiz/act_pol/ccf/fnd-comctr.htm



The Foundation Community Center was opened early in 1988 to fill a badly needed resource in the Milwaukee LGBT community: a place for groups to meet on a regular basis at little or no cost. Although such a center had existed at one time, operated by the Gay Peoples Union (GPU), it had been some years since the GPU had ceased to operate such a center, and in the meantime gay/lesbian groups were forced to meet in libraries, the back rooms of bars or other friendly businesses, or the homes of volunteers. All of these had their drawbacks, and a place where groups could hold regularly scheduled meetings was seen as critical to the continued development of the LGBT community.

The Foundation Community Center was located at **225 S. 2nd Street- a building between the popular Club 219 and C'est La Vie.** (In fact, the owner of Cest La Vie, John Clayton, was also the owner of the Center building, and provided great support to the effort.) The facility included three rooms: while all of them were available for meetings of various sizes, one was primarily set up as an office (used by the CCF and some other groups, with a shared computer and other office equipment); one was a conference room (the Peter Johnson Memorial Conference Room); plus a larger room which could be set up for social gatherings or larger group meetings.

The Foundation Community Center was used by numerous organizations for meetings and events. Larger gatherings included a Candidate Forum for the 5th District sponsored by the Lambda Rights Network in Sept 1988, and the Midwest Gathering of Oberons weekend. Regular

meetings were held there by Saturday Softball League, Dignity, New Hope MCC Church, and Pride Celebration.

2000 - Owner: Clarence Germershausen

-Application for Occupancy of 221 - Studs W. W. (Office & Store - Overstock Outlet)

-”Former Use: Newspaper (9 years)”

231-33 South Second Street



1952-53 – Edward Peterson

Old Address: 161-62 South Second Street

Aka Zak's Cafe
Year Built: 1887 (?)
Additions: 1890
Survey Date: 1984
Historic Use: tavern/bar
Architectural Style: Queen Anne
Property Type: Building
Structural System:
Wall Material: Brick

Historic Name: Richard Seidel Building

Address: 231-233 South 2nd St.

Old Address: 161-163 Reed St.

Original Owner:

Other Tenants & Owners:

1867 - J. Butsch, Tavern

1898 – John Hauser

1948 – Mary Glojek, tavern & dwelling

Tenants in 1940 Census: John Shuenzel, Anton Kovicienski, Joseph Merton, Frank Fruckis, James Morgan, Fritz Gregor, James Melo, Michael Drseckowski, John First, Frank Pouell, Louis Praznick, Clifford Linstad, Malinewski)

1969 – Clarence Germershausen

1971 – Alvin Glojeck & Mary Glojeck

1979-2006 – Clarence Germershausen

Occupancy: 1981- Mary Hubert, Tavern

1982-90 – C'est la Vie, Tavern

Bldg No. (161), Saloon and Dwelling,
Bldg No. (161 ½), Gents' Furnishing Goods,
Bldg No. (162), G. Maier, Bakery and Dwelling,

1867 - J. Bustch saloon & Dwelling (161)
Maier, Bakery & Confectionary (162)

BUSINESS OWNERS MISSED ON THE 1870 US FEDERAL CENSUS FOR MILWAUKEE WI

<http://docplayer.net/9269816-Business-owners-missed-on-the-1870-us-federal-census-for-milwaukee-wisconsin.html>

Butsch, Adam

161 Reed

Saloons

1887 - MS to erect brick store on Reed St.

PERMIT RECORDS

231-33 S. 2nd St./161 Reed St.

1898 - Owner: John Hauser

-Inspector of Buildings Report-"To make alterations in the exterior of present building and arrange 3rd story for rooms, a fire escape to be attached to the rear"

-Architect: Carl Trotsche

Carl Trotsche.

Carl Trotsche, brewery architect died suddenly in New Orleans on June 14. The deceased was a very capable architect in the brewery line, and highly respected by his patrons. He was a resident of Chicago for many years, is well known and has many friends there. Trotsche was for the past years connected with the L. Schreiber & Sons Co., brewery architects and engineers of Cincinnati, and for about one year with the Cincinnati Brewery Engineering and

AMERICAN BREWERS' REVIEW.

Construction Company. The deceased was in poor health for some time, and had left for the South to seek relief, but the first day he sojourned there the sudden end came. Heart failure was the cause. He was about 50 years of age and born in Mecklenburg, Germany.

-Builder: William Ziemann

From ["House Confidential: A Mayor's House is still Notable"](#):

Notes on The Mayor's Residence & Ziemann

New residents needed new housing, and for that they would turn to folks like **Henry B. Ziemann**, 27, a Milwaukee native and a carpenter. He took out a permit to build this home with its cedar post foundation, and hired **William B. Ziemann**, also a carpenter, as the builder.

What they called a "carpenter" in the late 1880's might better be called a "developer" or a "builder" today. Ziemann built his home in the same year he married **Sophie Kurtz**, and his bride received a very attractive place to raise their two children. Henry had a carpenter shop in the back, which he later expanded to two stories, as it remains today, although it is now a garage. The large 60' x 140' lot had another home on it to the south, but that structure was gone by the turn of the century, leaving the Ziemann residence even more prominent due to its expansive garden area, as we see it today. In his time, it was probably piled with lumber, carts and other tools of the trade.

So, with Ziemann busy in his carpenter shop in the back yard, we see that he had the means, motive and opportunity to make his home just a little bit better than the others, if only to advertise his skill to potential customers and to keep his wife and family comfortable.

The residence has Queen Anne aspirations, minus the regalia that often plagued architecture of the gingerbread era. Still, the home has its moments, and packs a lot of architecture into its 1,953 square feet of finished living area. An eyelet window centered in the equilateral triangle that delineates the attic area is an elegant touch. The soffits, fascia and trim are all just a little more substantial than absolutely necessary, and the roofline on the north of the home shows an adventurous asymmetry that may have been quite radical for the era. Where the neighbors have regular windows, Ziemann outfitted his house with bays. While the neighboring homes had stoops — Ziemann's home has porches, their columns topped with Ionic capitals supporting a dentilated architrave. A Dutch gable tops the building's southern and eastern exposures; the latter one surmounts a secluded second-story deck off the master bedroom.

Ziemann prospered in his trade, and built a number of fine Milwaukee residences and commercial structures, including a large building for Concordia College at 3121 W. State St., which is still standing. Ziemann had over a dozen men working for him by 1909.

PERMIT RECORDS CONT'D

1948 - Owner: Mrs. Mary Glojek

-Application for Permit

-Kind of Building; Tavern & Dwelling

-"Remove Bay Front and remodel front with structural glass on 1st story, to to be recessed and swing outward"

According to 1940 Census, Mrs. Glojek had 13 Lodgers in 231 S. 2nd St

Line No.	Street	House No.	Visited	Home On	Home Va	Farm	Name	Relation	Code A	Sex	Race	Marital S	Attended	Grade	Code B	Birthplace	Code C	City	County	State	Farm	Code D	At Private	At Public	Seeking	Has a Job	Other Wo	Code E	Hours Wk	Weeks O	Occupation	Industry	Worker C	Code F	Weeks W	Income	Income C	Farm Sch	Line No.						
3							DOROTHY	WIFE		F	W	19	3			WISCONSIN		SAME PLACE																						3					
4							UGRINO, JOSEPH	LODGER		M	W	20	M	No 8		AUSTRIA	AL	SAME PLACE					No	No	No	No	U														4				
5							WILTON, JAMES	LODGER		M	W	40	S	No 8		WISCONSIN	AL	SAME PLACE					No	No	No	No	OT															5			
6							ECHING, PETER	LODGER		M	W	45	S	Yes 2		SWEDEN	AL	SAME PLACE					No	No	No	No	OT															6			
7							BOY, JOSEPH E	LODGER		M	W	40	S	No 4		POLAND	MA	SAME PLACE					Yes																			7			
8							BAREND, JOHN	LODGER		M	W	48	S	No 3		ROMANIA	PA	SAME PLACE					No	No	Yes																		8		
9							KUZIC, MIKE	LODGER		M	W	35	S	No 2		RUSSIA	PA	SAME PLACE					No	No	Yes																		9		
10							GLOJEK, MARY	HEAD		F	W	46	HD	No 2		AUSTRIA	PA	SAME PLACE					Yes																			10			
11							SHUENZEL, JOHN	LODGER		M	W	38	W	No 3		POLAND	PA	SAME PLACE					No	XXXX	No	No	Yes																	11	
12							KOVICIENSKI, ANTON	LODGER		M	W	45	S	No 0		POLAND	PA	SAME PLACE					No	XXXX	No	No	Yes																	12	
13							MERTON, JOSEPH	LODGER		M	W	37	S	No 2		WISCONSIN		SAME PLACE					No	XXXX	No	No	Yes																	13	
14							FRUCKIE, FRANK	LODGER		M	W	39	S	No 4		C. I. D.		SAME PLACE					No	XXXX	No	No	Yes																	14	
15							MORGAN, JAMES	LODGER		M	W	36	S	No 8		MINNESOTA		SAME PLACE					No	XXXX	No	No	Yes																	15	
16							GREGOR, FRITZ	LODGER		M	W	31	S	No 8		WISCONSIN		SAME PLACE					No	XXXX	No	No	Yes																	16	
17							MELO, JAMES	LODGER		M	W	31	W	No 4		WISCONSIN		SAME PLACE					No	XXXX	No	No	Yes																	17	
18							DRSECKOWSKI, MICHAEL	LODGER		M	W	37	S	No 8		AUSTRIA	PA	SAME PLACE					No	XXXX	No	No	Yes																		18
19							FIRST, JOHN	LODGER		M	W	36	D	No 8		AUSTRIA	PA	SAME PLACE					Yes																					19	
20							POUILL, FRANK	LODGER		M	W	38	S	No 4		WISCONSIN		SAME PLACE					No	XXXX	No	No	Yes																		20
21							PRAZNICK, LOUIS	LODGER		M	W	38	S	No 8		JUNE SWEDEN	PA	SAME PLACE					No	XXXX	No	No	Yes																		21
22							LINSTEAD, CLIFFORD	LODGER		M	W	43	S	No 6		ENGLAND	MA	SAME PLACE					No	XXXX	Yes																			22	
23							MALINEWSKI	LODGER		M	W	50	S	No 2		POLAND	PA	SAME PLACE					No	XXXX	No	No	Yes																	23	

<http://interactive.ancestry.com/2442/M-T0627-04545-00013?pid=76754250&backurl=http%3a%2f%2fsearch.ancestry.com%2f%2fcgi-bin%2fse.dll%3fh%3d76754250%26db%3d1940usfedcen%26indiv%3d1%26gss%3dseo1940%26nreg%3d1&treid=&personid=&hintid=&usePUB=true>

Mary Glojek	OPERATOR	TAVERN
John Shuenzel	FREIGHT HANDLER	TRANSPORTATION
Anton Kovicienski	LABORER	BUILDING TRADES
Joseph Merton	LABORER	BUILDING CONSTRUCTION
Frank Fruckie	CARPENTER	BUILDING TRADES
James Morgan	STEVEDORE	FREIGHT DOCK
Fritz Gregor	STEVEDORE	FREIGHT DOCK
James Melo	STEVEDORE	FREIGHT DOCK
Michael Drseckowski	STEVEDORE	FREIGHT DOCK
John First	PEDDLER	JUNK BUSINESS
Frank Pouell	STEVEDORE	FREIGHT DOCK
Louis Praznick	STEVEDORE	FREIGHT DOCK
Clifford Linstad	PAPER BOY	NEWSPAPER
Malinewski	BARTENDER	TAVERN

1952 - Owner: Peterson

-Application for Permit: Fire Escape from 3rd floor to 10' above grade

-Building: Dwelling & Tavern

1953 - Owner: Edward Peterson

-Fire Report: Overheated smoke pipe set fire to ceiling & walls in basement

-3 Story brick tavern & rooming house

-1st Floor Tavern & Kitchen

-2nd and 3rd Floor: Rooming House

1969 - Owner: C. Germershausen

-Application for Electrical Permit: Use of Premises: Dwelling and Tavern

1971 - Owner: Alvin Glojeck & Mary Glojeck

-Application for Occupancy: Tavern

1975 - Owner: Pabst Brewing Co. - Application for Sign

1977 - Owner: Heilman Brewery

-Application for Permit: Install Sign

1979 - Owner: Clarence Germershausen

-Application for Occupancy: Clarence Germershausen

-2nd & 3rd Floors for Housing

-BOZA Refused, Industrial Zoning

1981 - Owner: Clarence Germershausen

-Application for Permit: Rooming House and Tavern

-Application for Occupancy: Mary Hubert, Tavern

-Inspector Report: 1st Floor Tavern, 2nd & 3rd Floor Rooming House

1982 - Owner: Clarence Germershausen

-Application for Occupancy: C'est la Vie Inc. - Tavern 1st Floor

1985 - Owner: C. Germershausen

-Application for Occupancy: Owner, Rooming House on 3rd Floor (6 Rooms, 8 People)

1989 - Owner: C. Germershausen

-Renewal of Rooming House License for 3rd Floor

1990 - Owner: C. Germershausen

-Occupancy Limit: C'est La Vie - 1st floor Tavern

2000 - Owner: C. Germershausen

-Renewal of Rooming House - 10 Units, 9 Roomers

2006 - Existing Building 231-233 S 2ND ST ROOMING HOUSE GERMERSHAUSEN, CLARENCE C



After working 25 years in a factory, Clarence Germershausen (a.k.a. John Clayton) opened C'est La Vie (231 South Second Street) in December 1974. Incredibly, C'est La Vie was one of seven gay bars in a one-block radius at the time. "If you drive south on S. Second St. . . . it will appear as though you are driving into a canyon with no other way out," warned a *Milwaukee Journal* article. C'est La Vie was known as a pickup place for older men to cruise younger men. The bar specialized in hiring the young and attractive, including doormen, bartenders, and dancers. "Chicken Night" welcomed 18-to-20-year-olds for a special Saturday happy hour, followed by "Tricking Hour" with 25¢ drinks and a free Sunday buffet. "Dirty Old Man" night encouraged 40-plus customers to leave their clothes on for free beer. (Both, Milwaukee County Historical Society.)

When bar, boardinghouse, and barely legal are combined, trouble follows. After 1978, C'est La Vie became the target of continuous police harassment. Clayton reported that officers would drive by, yelling "faggot," "queer," "she-male," and other insults. Undercover detectives, posing as lovers, rented rooms in the building to build a case. After losing his license in 1981, Clayton and his mother filed a harassment suit. The bar remained open. C'est La Vie's audience shifted in later years. It became known as a safe and welcoming space for every gender expression, in a way unlike any bar before or since. Although John Clayton passed away in August 2005, his dream survived three more (smoke-free) years. After a May 3, 2008, farewell show was announced and then abruptly cancelled, C'est La Vie simply ceased to exist. Now it is Zak's Cafe. (Both, Wisconsin LGBT History Project.)



235 South Second Street
Old Address: 163 Reed Street
Historic Name: John Borger Building



Date of Construction: 1859¹

Architect: N/A

1863	J.A. Borger, Dry Goods, Wholesale and Retail ²
1867	J.A. Borger, Retail dry goods ³
1869	163 Reed, H. J. Millmann, ⁴ Retail dry goods,
1873	163 Reed, H. J. Millmann, Retail Dry Goods and Dwelling. ⁵
1883	255 S. Water, Drake Bros + 365-67 E. Water St. ⁶ 169 Reed, Geo. A. Berwin Ret, Clothing 163 Reed, Woods + Tieken Ret, Clothing 165-167 Reed, Leo Freudenfeld Retail Dry 600 155-157 Reed, Pritzlaff Bros, Hdwr
1884	165 Reed, Drake Bros + 365-67 E. Water St. ⁷
1885-1886	165 + 167 Reed, Drake Bros + 365-67 E. Water St. ⁸
1888	Pritzlaff John, Hdwr.Co' sTinsmith
1887-1893	167 Reed, Drake Bros + 365-67 E. Water St. ⁹
1917	165-167 Reed, Drake Bros. Co., Harvey W. Drake P. SM Drake S-T, whole _retail Drug + 315-67 E. Water St. ¹⁰

¹ 1858 tax rolls show nothing but in 1859 we can see the remarkable improvement in lot 6.

The first known occupants of this building, John Borger, was listed as early as the 1858-59 Milwaukee City Directory. (As stated in National Registration nomination, Footnote# 7, Page 11)

² Milwaukee City Directory for 1863

³ Commercial Directory of Western States, For the years 1867-8

⁴ Brown's Gazetteer 1869

⁵ 1873 MKE Board of Fire Underwriters, p. 210

⁶ Milwaukee City Directory for 1883

⁷ Milwaukee City Directories

⁸ Ibid

⁹ Ibid

¹⁰ Ibid

1921	165-169 Reed , Bloom-Feld Co., Hides + Furs, Max Bloom P. Alex Feld S-T
------	---

Year	163 Reed
1921	Saml Polland / dry goods
1922	Saml Polland / dry goods
1923	Saml Polland / dry goods
1924	Jacob Jagodich / restaurant (formerly at 151)
1925	Jacob Jagodich / restaurant (formerly at 151)
1926	Jacob Jagodich / restaurant (formerly at 151)
	1927: <u>(Lake ave. is changed to Pittsburgh ave.)</u>
1927	Jacob Jagodich / restaurant (formerly at 151)
1928	Jacob Jagodich / restaurant (formerly at 151)
1929	Jacob Jagodich / restaurant (formerly at 151)
	****163 aka 235 s .2nd 1931 <u>(Reed st. is changed to 2nd ave.)</u>
1931	Stanley Skrzeczkowski / Restaurant

1932	Jacob Rozman / restaurant
1936	Frank Bisjak / tavern
1937	Anton Salatnik / tavern
1938	California Restaurant + Carl Kiefer
1939	Jacob Rozman #10 / restaurant
1941	Jacob Rozman #5 / restaurant
1942	Jacob Rozman #5 / restaurant
1947	Leo A Rogowski / tavern
1949	Leo A Rogowski / tavern
1952	Leo A Rogowski / tavern

1940 Census Data

235	49	0	6500	ROZMAN, JACOB	HEAD	M	W	49	M	No	8	AUSTRIA	NO	SAME HOUSE			Yes	-	-	-	70		PROPRIETOR	TAVERN + RESTAURANT					0	0	Yes	26	
				AMMELIA	WIFE	F	W	31	M	No	8	YUGOSLAVIA	AL		JUGO SLAVIA	No	No	No	No	No	H								0	0	No	27	
				MARGARET	DAUGHTER	F	W	7	S	No	0	WISCONSIN																					28
				STREHLOW, PAUL	LABORER	M	W	49	S	No	6	GERMANY	PA	SAMUEL	No	XXXX	No	No	Yes	-	-	104	LABORER	COAL	YARD	PA			0	0	Yes	29	
				WITT OSCAR	LABORER	M	W	47	S	No	3	GERMANY	WI	COLLAGE	CORN	ILLINOIS	No	No	Yes	-	-	19	CUTTER	WHOLESALE	PAPER	PA			52	750	No	20	

<http://interactive.ancestry.com/2442/M-T0627-04545-00013?pid=76754250&backurl=http%3a%2f%2fsearch.ancestry.com%2f%2fcgi-bin%2fsse.dll%3fh%3d76754250%26db%3d1940usfedcen%26indiv%3d1%26gss%3dseo1940%26nreg%3d1&treeid=&personid=&hintid=&usePUB=true>

National Register Document

Date of construction: 1859

Survey Date: 1984

Historic Use: tavern/bar

Architectural Style: Commercial Vernacular

Wall Material: Brick

1863 Milwaukee City Directory

MILWAUKEE
CITY DIRECTORY,
FOR 1863.

Dry Goods, Wholesale and Retail

Black John, 34 Lake
Boguslauskey Marcus, 15 Chestnut
Bohan James, 216 E Water
Borger J. A., w s Reed b Oregon and
Lake

1867 - J.A. Borger, Retail dry goods

COMMERCIAL
DIRECTORY
OF THE
WESTERN STATES;
FOR THE YEARS 1867-8,

Dry Goods, Fancy.

Black John, 147 1/2 Reed
Borger J. A. 163 Reed
Chapman T. A. & Co. 202 E Water

BUSINESS OWNERS MISSED ON THE 1870 US FEDERAL CENSUS FOR MILWAUKEE WI

<http://docplayer.net/9269816-Business-owners-missed-on-the-1870-us-federal-census-for-milwaukee-wisconsin.html>

Millman, Henry J. 163 Reed Dry Goods – Retail

1873 MKE Board of Fire Underwriters, p. 210

Bldg No. (163), H. J. Millmann, Retail Dry Goods and Dwelling

Haer Inventory Form, Historic American Engineering Record (1980)

Name of Structure: Drake Brothers Company (Oregon House)

Date of Construction: 1890?

Architect/Builder/ Engineer: Unknown

Owner: Stanley & John Mazur

Owner Address: 2153 South 20th Street, Milwaukee, Wisconsin

Site Address: 235-39 South Second Street

Cong. Dist:04

Condition: Good

Original Use: Drug, oils warehouse

Present Use: Tavern/vacant

Description and Background History:

In **1859** New York natives **John Harvey**, and **Henry Drake** bought out L.F. Lake's drug business and established a wholesale and retail drug operation on **Water and Michigan Sts.**, later described as "the most reliable and prominent" of its kind in the city. The **Drake Bros. Co.** prepared tinctures, extracts, and prescriptions, and dealt in "druggists, sundries, oils, paints, and glass." In **1893** the company was issued a permit to move a brick-cased frame warehouse to this site on the corner of S. 2nd and Oregon Sts. The 4- story, 30' x 60' building is believed to

have been constructed in **1890**; it is unknown when its 20' northern section and 46', 1-story rear garage were added. Drake Bros. Co. stored a variety of drugs, chemicals and oils here until about 1920. The following year this housed **Bloom-Feld Co.**, hide and fur dealers, followed in the 1940s by a chemical company, and in the '50s by **Milkex Specialty Co.** The 1st story facade has been altered, and the building is in fair condition, currently functioning as a tavern called the **Oregon House.**

References and, Personal contacts:

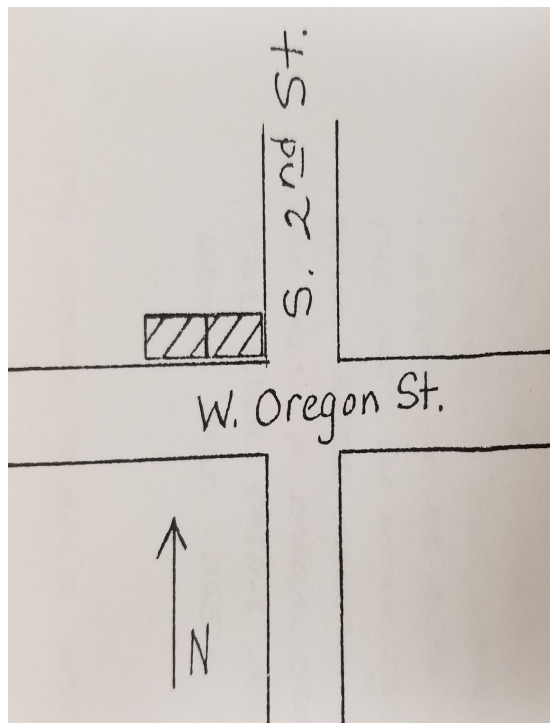
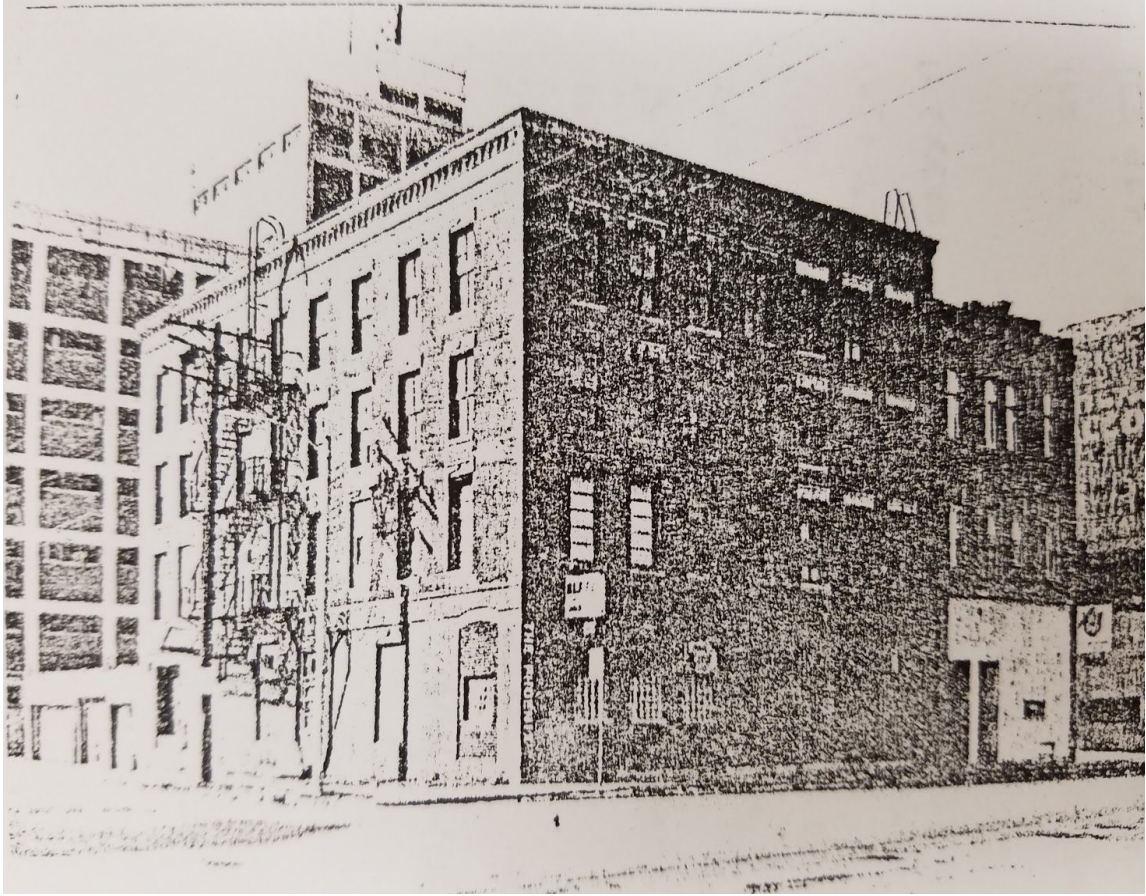
City of Milwaukee, Master Property File

Sanborn Maps: 1910, 1969

Building Permits

Wright's City Directories

Flower, ed., History of Milwaukee., Wis. (Chi.: Western Hist. Co., 1881), pp. 1038-1041.



Carlen's Note on 235-39 S.2nd:

Permit to move refers to a site at S. Water + E. Florida Sts. Not here.

4/5/1893 (aka 200-216 W.Oregon)

235 S. 2nd is in block 11 of Walker's point

Permit to move bldg from block 65 W5 S. Water to lot 167 Reed block 57 W5 Florida St. (this appears to have been written in later)

235-39 S.2nd

1921: 165-169 , Bloom-Feld Co., Hides + Furs, Max Bloom P. Alex Feld S-T

1917: 165-167, Drake Bros. Co., Harvey W. Drake P. SM Drake S-T, whole _retail Drug + 315-67 E. Water St.

1893-1887: 167 Reed, Drake Bros + 365-67 E. Water St.

1886-1885: 165 + 167 Reed, Drake Bros + 365-67 E. Water St.

1884: 165 Reed, Drake Bros + 365-67 E. Water St.

1883: 255 S. Water, Drake Bros + 365-67 E. Water St.

169 Reed, Geo. A. Berwin Ret, Clothing

163 Reed, Woods + Tieken Ret, Clothing

165-167 Reed, Leo Freudenfeld Retail Dry 600

155-157 Reed, Pritzlaff Bros, Hdwr

1869 - Brown's Gazetteer **Dry Goods.**
(Retail.) Millmann H. J., 163 Reed.

WRIGHT'S
MILWAUKEE CITY
DIRECTORY
OF
MILWAUKEE
FOR
1888

Tin Plate and Metals.

PRITZLAFF JOHN

HARDWARE CO., 41-49 W. Water.
Starkweather & Co., 283-285 E. Water.

***Tinnners' Machinery.**

Walsh F. A. & Co., 225-231 Cly-
bourn.

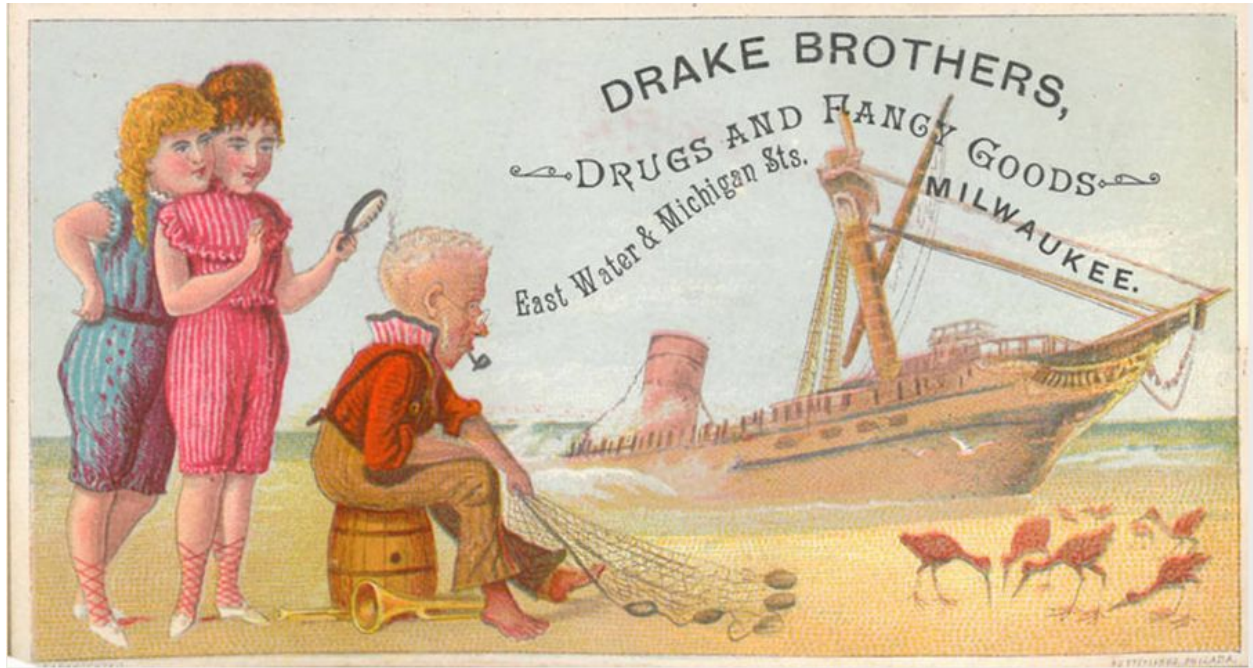
Tinsmiths.

Baumann Gustav, 294 Hamilton.
Bischof John, 609 Chestnut.
Burr Henry, 674 19th.
Buttles F. S., 108½ Clybourn.
Dickelman Henry Jr., 152 5th.
Dobl Michael, 155-157 Reed.
Ernst Adam, 906 National av.

Garment Manufacturer's Index, Volume 2, 1920

tal. \$20,000.
Bloom-Feld Co., Milwaukee. To deal
and job in all kinds of furs, hides,
wool, etc. Capital, \$40,000. Incorpora-
tors: Max L. Bloom, Alex Feld and
Hattie Buehlet.

Drake Brothers Company



Title:

Drake Brothers, Drugs and Fancy Goods

Description: Girls in bathing suits setting fire to an old fisherman's head with a magnifying glass.

Large ship and birds in the background. Business: Drake Brothers

Address: East Water & Michigan Sts., Milwaukee

United States Department of Agriculture,

OFFICE OF THE SECRETARY.

NOTICE OF JUDGMENT NO. 605, FOOD AND DRUGS ACT.

MISBRANDING OF OLIVE OIL.

On or about June 15, 1909, Drake Brothers Company, a corporation, Milwaukee, Wis., shipped from the State of Wisconsin to the State of Michigan a quantity of a food product labeled "Superior French Virgin Olive Oil, inspected by the United States Government Chemist and guaranteed pure. Imported by Drake Brothers Company, Importers, wholesale and retail druggists, Eastwater & Michigan Streets, Milwaukee, Wisconsin." Samples from this shipment were procured and analyzed by the Bureau of Chemistry, United States Department of Agriculture. As it appeared from the findings of the analyst and report thereon that the product was misbranded within the meaning of the Food and Drugs Act of June 30, 1906, the Secretary of Agriculture afforded said Drake Brothers Company and the party from whom the samples were procured opportunities for hearings. As it appeared after hearings held that the said shipment was made in violation of the act, the Secretary of Agriculture reported the facts to the Attorney-General, with a statement of the evidence upon which to base a prosecution.

HARVEY W. DRAKE

of the firm of **Drake Brothers**, was born near Springville, Erie County, New York, in 1832. He came to Milwaukee in 1846 with Lake & Williams, who had a drug store on East Water street. The next year he went into the *Sentinel* office, where he served a regular apprenticeship; was afterwards foreman in the job printing office of Starr & Son, but returned to the drug business, and in the latter part of 1859 joined his brothers in establishing the house of **Drake Brothers**.

Source: History of Milwaukee, Wisconsin, The Western Historical Company, Chicago; A.T. Andreas Proprietor, 1881, pg. 1038

<http://www.linkstothepast.com/milwaukee/1881historybiosD.php>

HENRY T. DRAKE

was born near Springville, Erie County, New York, in 1840, and came to Milwaukee with his brother, John R., in 1851. Served an apprenticeship in the drug store of L.F. Lake, on the South Side, and **joined his brothers on the formation of the house of Drake Brothers, in 1859.** In 1861, he enlisted as a private in Company A, Twenty-fourth Regiment Wisconsin Volunteers, and was soon afterward promoted to Lieutenantcy. He served with his regiment until disabled by sickness when he returned to the drug trade.

Source: History of Milwaukee, Wisconsin, The Western Historical Company, Chicago; A.T. Andreas Proprietor, 1881, pg. 1039

<http://www.linkstothepast.com/milwaukee/1881historybiosD.php>

JOHN R. DRAKE

was born near Springville, Erie County, New York, in 1824. He came to Milwaukee in 1851 and entered the drug store of Lake & Williams, was afterward in the employ of W.L.Hopkins & Co., wholesale druggists, who were succeeded by John Rice; then with L.F. Lake, who had established himself in the drug trade on South Water street, where he remained until the **latter part of 1859, when with his brothers he bought out Lake and commenced business under the firm name of Drake Brothers.** The firm thus established has grown with the city and now recognized throughout the Northwest as one of the foremost business houses. Their fine store on the corner of East Water and Michigan streets is one of the most complete in the whole country, and the admiration of both citizens and strangers.

Source: History of Milwaukee, Wisconsin, The Western Historical Company, Chicago; A.T. Andreas Proprietor, 1881, pg. 1038

<http://www.linkstothepast.com/milwaukee/1881historybiosD.php>

PROCEEDINGS
OF THE
COMMON COUNCIL

OF THE
CITY OF MILWAUKEE

FOR THE
YEAR ENDING
APRIL 14, 1913

July 8]

382

[1912

THIRD WARD.

Drake Brothers Co., 365-367 East Water street.
A. J. Loepfe, 507 East Water street.
Hackendahl Drug Co., 607 Jackson street.

THIRD WARD.

Carl Petzel, 512 Market street.
Salvatore Dovi, 296 Jefferson street.
Peter Logue, 243 Jefferson street.
Fred Church, 148 Detroit street.

Commercial Directory of the Western States, 1867-8

Drugs and Medicines.

Anneke O. 192 Reed
Allcott J. M. & Co. 408 E. Water
Bakeman & Co., H. S. Lock, agent, 205 2d
Battell W. T. 201 W. Water
Baumbach Charles Von, 437 E. Water

DRAKE BROTHERS,

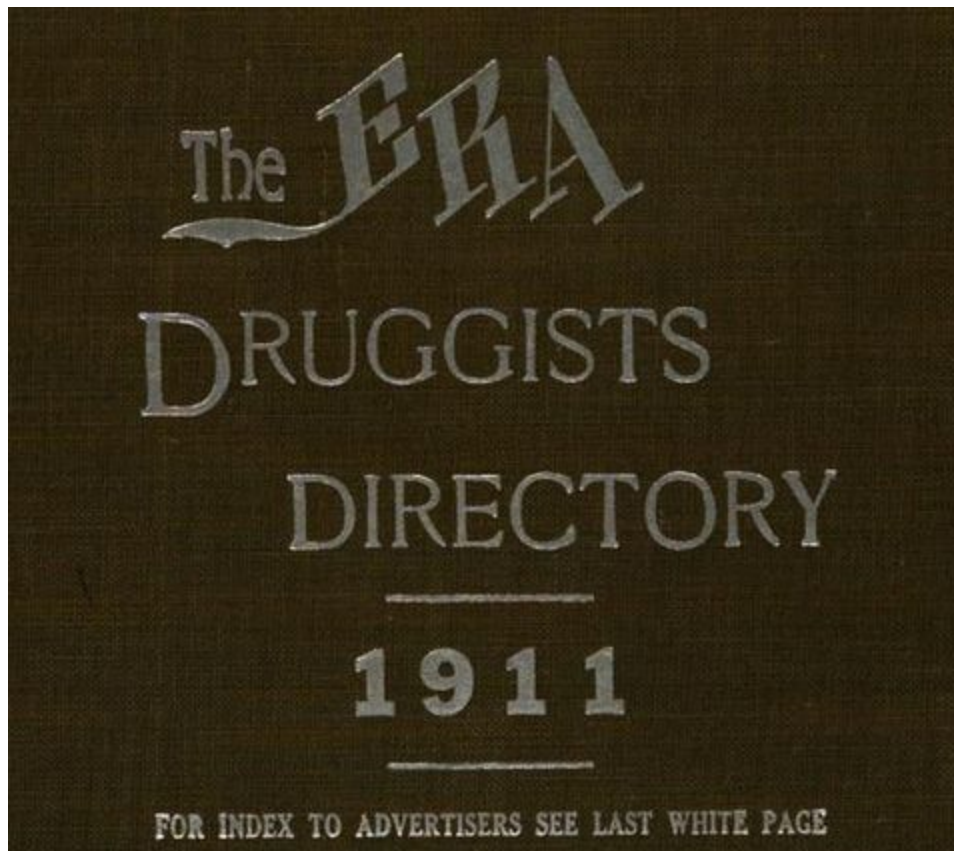
255 S. Water
Kalckhoff P. 312 Chestnut

DRE	DRY
<p>Rindskopf P. & Bro. 277 E. Water Winner G. & Co. office, 140 W. Water</p> <p>Dress and Cloak Makers. <i>(See also Milliners.)</i></p> <p>Bartlett Hannah Mrs. 207 2d</p>	<p>Drugs and Medicines. <i>(Wholesale and Retail.)</i></p> <p>DRAKE BROTHERS, 255 S. Water</p>

The Pharmaceutical Era, Volume 26, July-December 1901

674—Dows & Co., A. W., Lowell, Mass.
675—Drake Bros. Co., 365-367 E. Water St., Mil-
waukee, Wis.
676—Drake, Dr. J. A., La Grange, Ind.
677—Drake, Dr. B. Pleasant Hill, Indiana

The Era Druggists' Directory, Volume 15



PART II.—RETAIL DRUGGISTS

WISCONSIN 205

	102 Germania	
	Dietz, M. A.,	
	1655 Hopkins	
...602	Drake Brothers Co.,	
	165 Reed	
	Drake Brothers Co.,	
	365 E. Water	
p..706	Dróżniakiewicz, F. L. E.,	
	760 Lincoln Av.	

**POLK'S
WISCONSIN
STATE GAZETTEER**

AND
BUSINESS DIRECTORY
(WITH LATEST MAP OF THE STATE)

1919-1920

(Thirty-Ninth Year)

WISCONSIN GAZETTEER (1919)

DRUGGISTS—RETAIL

1493

Druggists—Wholesale

LaCrosse—Spence-McCord Drug Co
Milwaukee—Drake Bros Co, 365 E Water and 165 Reed
Milwaukee Drug Co, 147 Michigan
**Yahr & Lange Drug Co, 207-215
E Water**

History of Gay and Lesbian Life in Milwaukee, Wisconsin

<http://www.mkelgbthist.org/business/bars/oregon-house.htm>

Oregon House

Location: 235 S. 2nd Street
Opened: July 1976?
Closed: circa 1979
Clientele: Male/ female
Bar



Oregon House first advertised in the August **1976** issue of the GPU News, and the August 1976 issue of the local "[GLIB Guide](#)" describes the business as follows: "The first of the new bars, the Oregon House, opened on the growing gay bar block of south Second Street. The Oregon House features a lobby, and the entire bar is paved in shag carpeting. Recently a dance floor was opened, called the Loading Dock. It's no disco, but is interesting. The Oregon House may expand upstairs in the future." The Guide in the same issue sums it up: "If you like shag carpeting, paneling and tasteful decor. May expand upstairs in the future. New."

Although this business did appear in the 1978 issue of the Damron Guide, it does not appear to have survived much past mid-late 1977. This location was the site of another bar, [The Phoenix](#), from about 1979 on.

Advertisements: Club Bath Milwaukee & Oregon House

Gay Business Guide- Issue Excerpts , Volume 1, issue 1 -- 1977

OREGON HOUSE
You'll usually
find Oregon
House an in-
teresting
place. A large
dance floor,
with a pool
table, and
pinball, etc.



OREGON HOUSE

Open
11am

235 S. 2nd St.

278-9659

Gay Business Guide- Issue Excerpts , Volume 1, issue 1 -- 1977 page 15

GPU News- Issue Excerpts, Advertisement, August 1976



CLUB MILWAUKEE BATHS

PHONE 276-0246
704-A WEST WISCONSIN AVENUE (REAR ENTRANCE)

DOLLAR NITE

TUESDAYS: 8-MIDNIGHT LOCKERS ONLY \$1

THURSDAYS: BUDDY NIGHT 2 for 1 8PM to 3AM

STUDENT RATE: \$2 Monday 8AM to Friday 4PM

LOCKERS: \$2.50 ANYTIME (when you purchase our DISCOUNT CARD— Four visits for \$10)



ALWAYS OPEN MEMBERS ONLY



THE OREGON HOUSE

OPEN DAILY AT 11 AM
SAT & SUN AT 10 AM

Bar Stock — 60¢, Beer — 50¢ until 7 PM

278-9659

235 S. Second

Phoenix

Location: 235 S. 2nd Street

Opened: May 1979

Closed: March 1993

Clientele: Male/ female
Bar/ social



The Phoenix was the southern anchor of an area of several gay bars in a 1 block area: also including [C'est La Vie](#), [Gary's/ Circus/ Club 219](#), and [the BallGame](#) to the north. During its years it had a few remodelings, but generally consisted of two rooms, and always had an active dance floor, good music, and a party atmosphere. It was generally one of the more popular bars in the area, with people going back and forth between this bar and [Club 219](#) (or Gary's, or Circus, or whatever name that bar was using at the time).

In the 1990's the area as a gay mecca lost ground, mostly due to the neighborhood. The Club 219, which for a while was THE largest and most popular gay dance club in Milwaukee, was eclipsed by [La Cage](#), and that area (about 8 blocks to the south, around National Avenue) became the center of gay bars and activity. The neighborhood in this area also began to become gentrified, with condos and art galleries moving into the area; these detracted from the closed "gay neighborhood" feeling, and also greatly restricted availability of parking.

Previously a popular bar called [Oregon House](#) had occupied this space. After The Phoenix closed, the location was briefly occupied by two lesbian bars: first DeJa-Vu (about one year), and then a more mixed bar, Dish.

<http://www.mkelgbthist.org/business/bars/phoenix.htm>



1979- Advertised as "The New Phoenix" and welcoming Series III players. <http://www.mkelgbthist.org/business/bars/phoenix.htm>

PHOENIX 235 SOUTH SECOND STREET
MILWAUKEE, WISCONSIN

235 SOUTH SECOND STREET
PHOENIX MILWAUKEE, WISCONSIN

*NEW
Specials*

MONDAY
noon - closing **DOG NIGHT**
25¢ Hot Dogs or Tap Beer

TUESDAY
5pm - 10pm **CHILI NIGHT**
50¢ Bowl of Chili

WEDNESDAY
5pm - 10pm **PICKLE NIGHT**
Complimentary cheese & Pickles

THURSDAY
5pm - 10pm **MEET NIGHT**
Free Munchies

Cocktail Hour
Mon.-Fri. 5pm-9pm
25¢ Off all drinks

HALF-TIME BUFFET Sunday 5pm-?

DISCO NIGHTLY
10pm-closing

Enjoy Tombstone Pizzas,
Brats & Hot Dogs

COCKTAIL LOUNGE & PATIO Available for Private Parties
Catering Available - Your home or our bar