









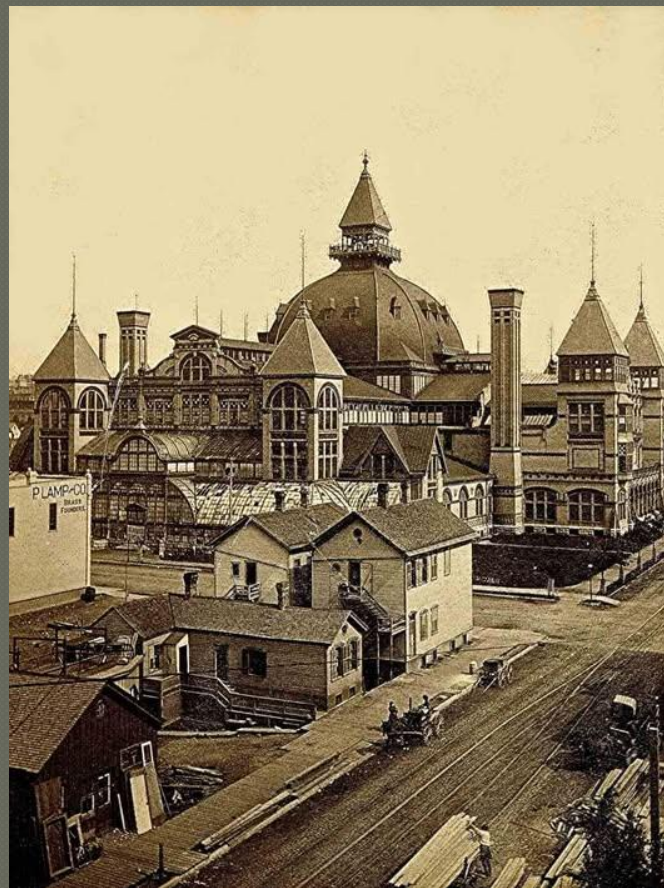
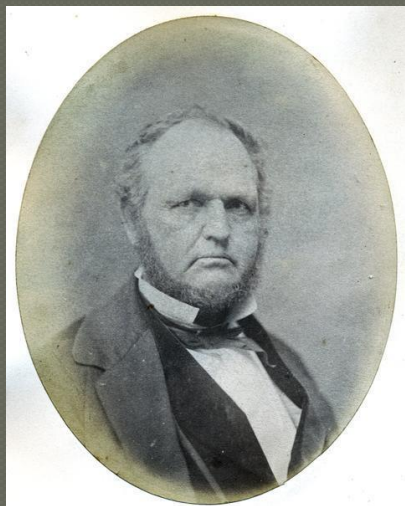


- Ferry & Class (1907-1909)
- Neoclassical/Beaux Arts





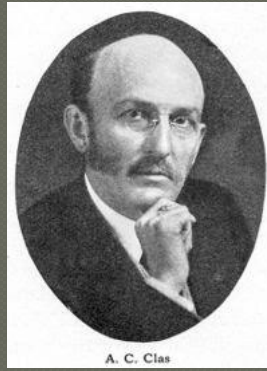
- Eschweiler & Eschweiler (1948-1950)
- International style





THE RUINS OF THE OLD EXPOSITION BUILDING,  
After the Fire, June 4, 1905.





## Ferry & Clas, 1890-1912

- George B. Ferry (1851-1918)
- Alfred Clas (1858-1942)
- Residential commissions, grand public buildings
- Classical Revival and Beaux Arts designs



Milwaukee Public Library and Museum(1895)



Frederick Pabst Mansion (1890)

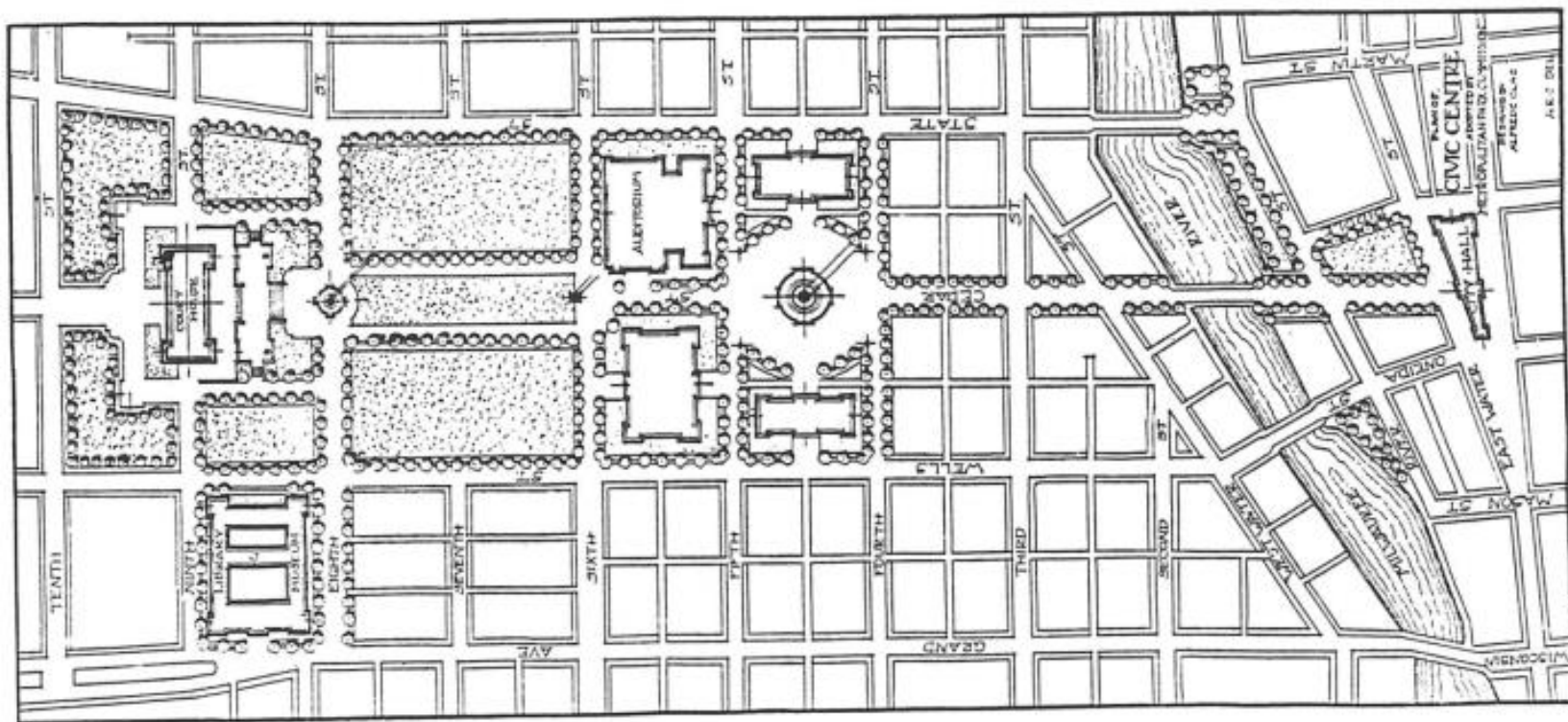




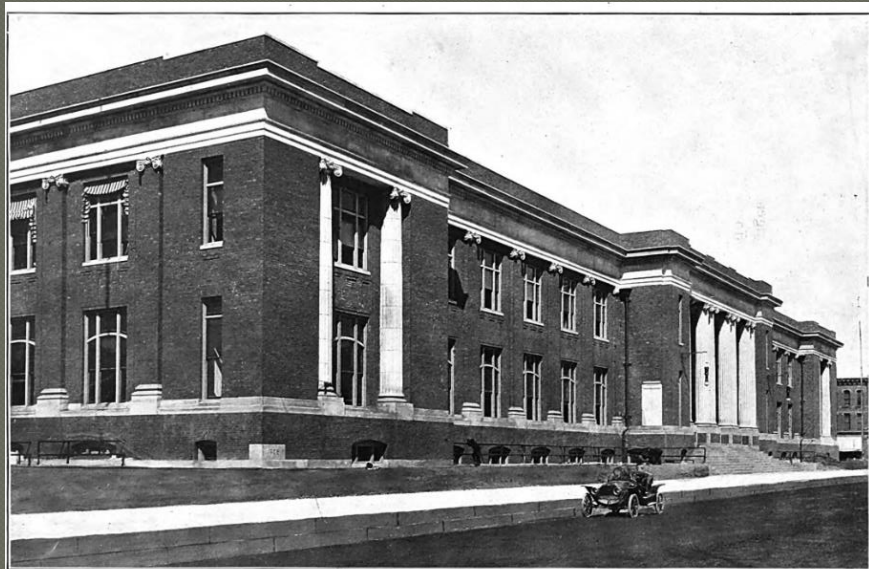
CORNER STONE LAYING—PARADE ON CEDAR STREET,  
August 1, 1908.



AUDIENCE AT THE CORNER STONE LAYING,  
August 1, 1908.



PLAN FOR THE CIVIC CENTER OF MILWAUKEE ON THE AXIS OF  
CEDAR STREET



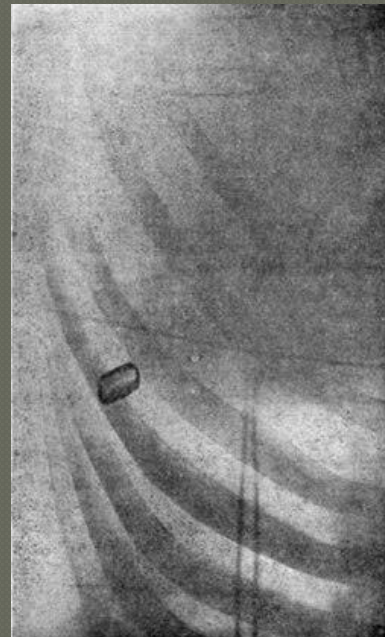
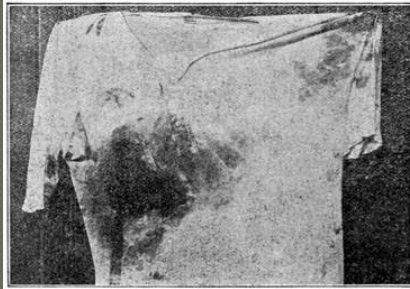
THE AUDITORIUM. FRONT FACADE ON FIFTH STREET.



ENTRANCE ON CEDAR STREET.





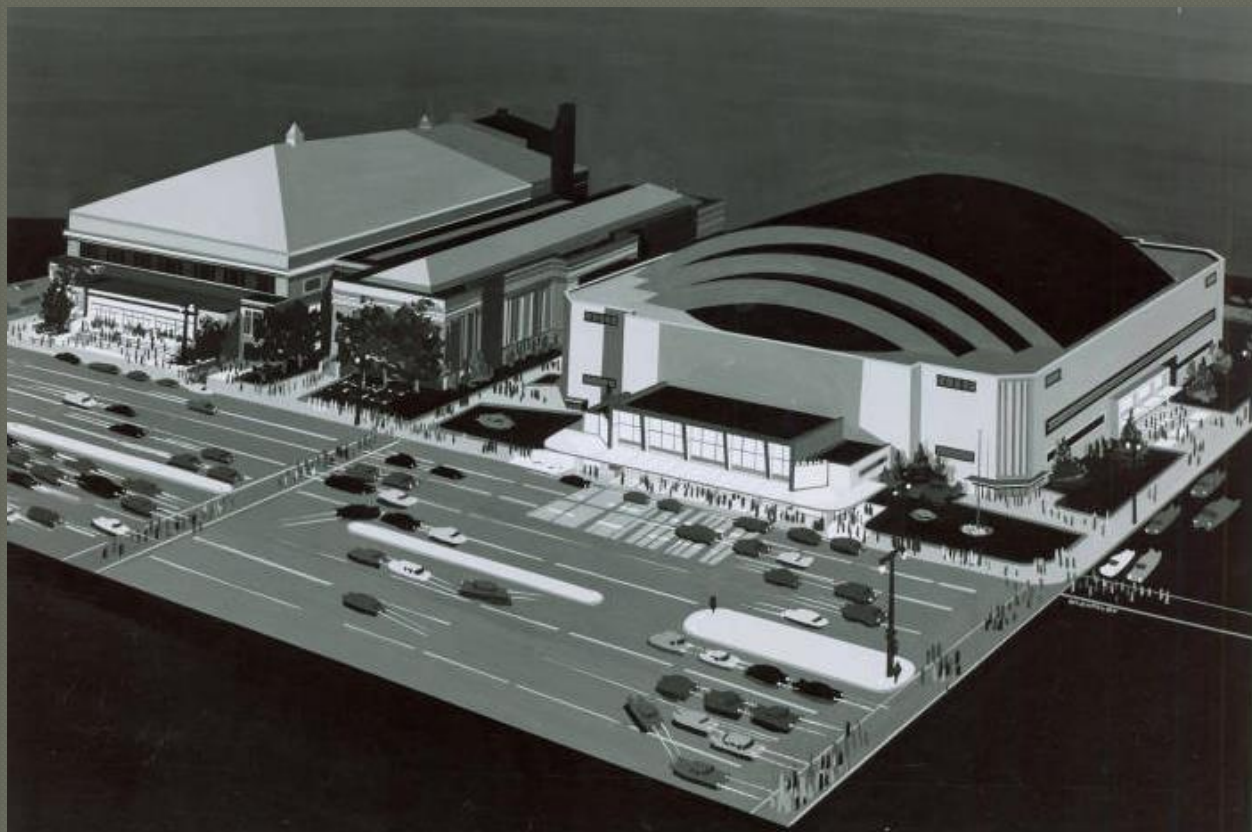


# PICK PLANNER OF AUDITORIUM

Board Unites on A. C.  
Eschweiler Jr.

Plans for Milwaukee's new Auditorium 'addition moved a long step forward yesterday when the Auditorium board voted, in closed session, to employ A. C. Eschweiler Jr., of Eschweiler and Eschweiler, as advisory architect in the big building program.

Eschweiler will be asked to develop tentative plans for the new building, which will contain an arena seating 13,000 to 14,000 persons. It will be just east of the present Auditorium building, on the block bounded by W. Kilbourn, W. State, N. 4th and N. 5th Sts. N. 5th will be vacated between Kilbourn and State so the new building may be connected directly to the present structure.







## Eschweiler & Eschweiler, 1893-1972

- Alexander C. Eschweiler (1865-1940)
- Alex C. Jr., Theodore, Carl
- English-inspired residential commissions, grand public buildings
- Art Deco, International, Moderne



WTMJ "Radio City" (1941)



Frank P. Zeidler Municipal Building (1958)



Milwaukee Gas Light Building (1930)





SUNDAY, APRIL 9, 1939

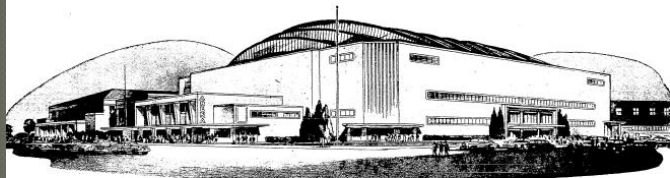
## *A New Skyline...and Progress*



Milwaukee's new Arena bulks large on the city's skyline and in the long range plans for cultural and civic advancement

—By Carl Cummings, Journal Artist

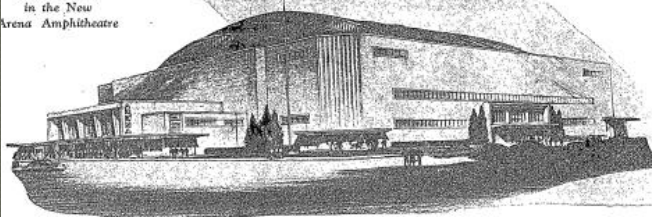
## A BLUE RIBBON TRIBUTE TO THE CITY OF MILWAUKEE



(MILWAUKEE PROGRESS WEEK — APRIL 9-15)

## Gimbels salutes a job well done! Congratulations to MILWAUKEE on its NEW ARENA

Be sure to see  
Gimbels booth  
in the New  
Arena Amphitheatre



Congratulations, Milwaukee! The completion of the Arena marks a new era in the history of our city. It's a dream-come-true for forward-looking citizens who have worked for Milwaukee's progress.

Congratulations to the Mayor's committee on securing for Milwaukee's week of celebration "a million dollars worth of entertainment" by top-flight radio, theater and television stars. Every night, Sunday, April 9 through Saturday, April 15, is packed with spectacular entertainment.

Congratulations to the people of Milwaukee, who have shown their appreciation at the box office. All general admissions to the Arena during the week of celebration are sold out. For those unable to secure tickets, the arena will be open daily for inspection only, 1:30 to 3:30 p. m., without charge.

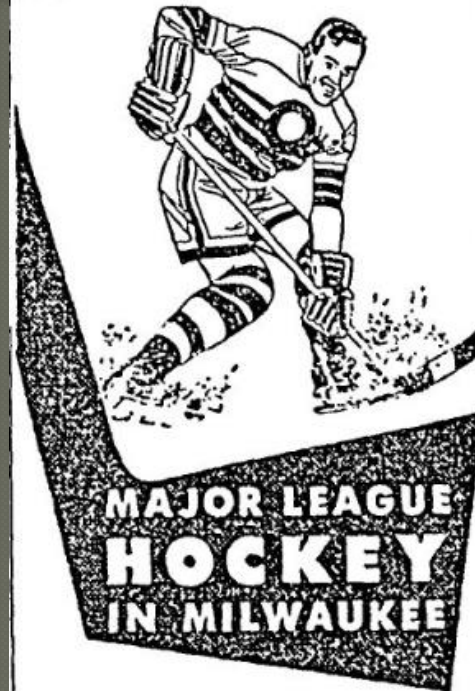






MILWAUKEE HAWKS — 1952 - 53

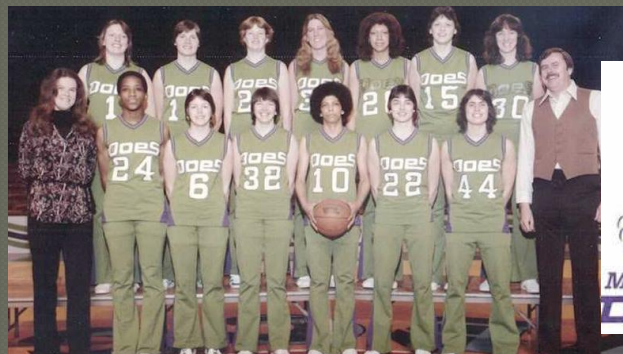
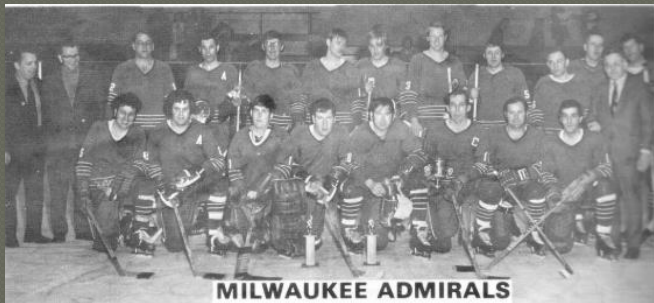
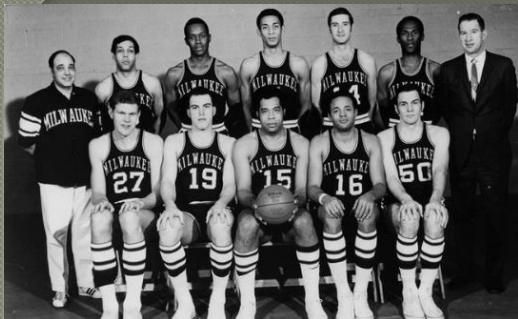
Back Row (left to right): Hutchins, Ratkovicz, Nichols, Masek, Calhoun.  
Front Row: Cracker.



CHICAGO  
BLACK HAWKS

VS

DETROIT  
RED WINGS











# Remodeling Study OK'd for the Arena

The Auditorium and Arena board voted Thursday to hire Daverman Associates, Grand Rapids (Mich.) architectural and engineering firm, to prepare remodeling and improvement plans.

The study will cost \$28,000 and will take 120 days to complete, said Howard J. Tobin, president of the Wisconsin Gas Co. and chairman of the board's building committee.





## Major renovation planned for Milwaukee Auditorium



May 6, 2000 | Milwaukee Journal Sentinel (WI)

Author/Byline: GREG J. BOROWSKI; Journal Sentinel staff | Page: 01  
Section: BNews

910 Words | Readability: Lexile: 1390, grade level(s): >12



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The Wisconsin Center District is planning a major renovation of the Milwaukee Auditorium, a building that has sidestepped the wrecking ball to become a key part of plans for the future of the convention center.

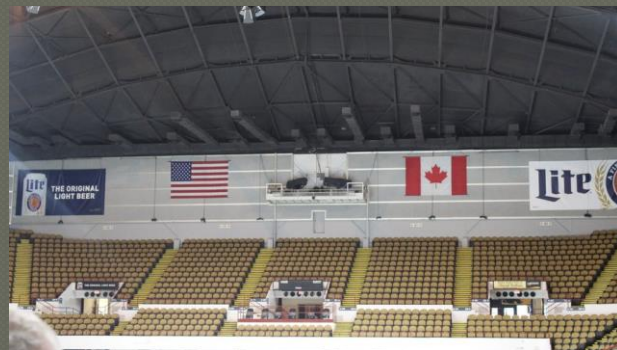
Officials say the makeover, similar to the recent \$10 million upgrade of the adjacent U.S. Cellular Arena, could spur the hoped-for third phase of the Midwest Express Center and, eventually, an underground connection that ties the three downtown buildings together.

The auditorium project, which still needs the approval of the Wisconsin Center District board, is expected to cost between \$10 million and \$15 million. Work could begin next year, with completion sometime in 2002.











# Recommendation

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- f-1 Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States.
- f-2 Its location as a site of a significant historic event.
- f-5 Its embodiment of distinguishing characteristics of an architectural type or specimen

# Recommendation

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- f-6 Its identification as the work of an artist, architect, craftsman or master builder whose individual works have influenced the development of the city.
- f-9 Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city..

The Historic Preservation Commission recommends that the Milwaukee Auditorium & Milwaukee Arena be given permanent historic designation as a City of Milwaukee Historic District as a result of its fulfillment of criteria f-1, f-2, f-5, f-6, & f-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.