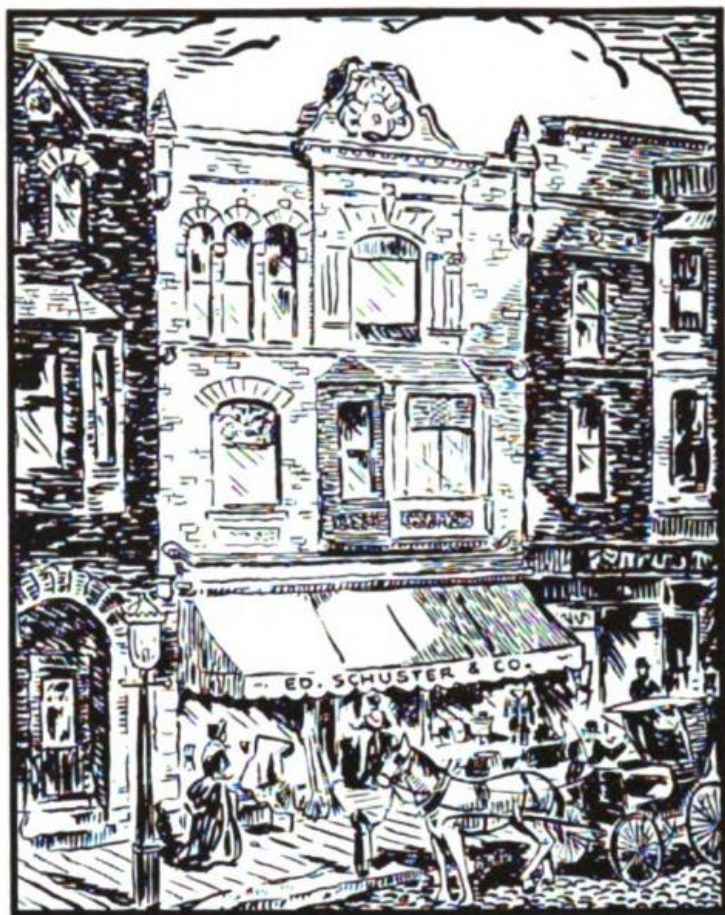






1220 West Vliet Street

Edward Schuster & Co.



EDWARD SCHUSTER

1833-1904

Through the Years—A Chronology

- 1825 Juneau established a trading post at Milwaukee.
- 1832 Edward Schuster born at Bad-Driburg, Westphalia, Germany.
- 1854 Edward Schuster made his first trip to America.
- 1865 February 13. Albert T. Friedmann born in Vienna.
- 1883 Edward Schuster came to Milwaukee.
- 1883 Albert T. Friedmann came to Milwaukee.
- 1883 Edward Schuster bought a partner's interest in the store of Jacob Poss, at Twelfth and Walnut Streets, and the firm became Poss & Schuster.
- 1883 Albert T. Friedmann obtained employment at Poss & Schuster.
- 1884 Edward Schuster withdrew from partnership of Poss & Schuster.
- 1884 Edward Schuster and Albert T. Friedmann form the firm of Ed. Schuster & Company, buying out the store of Edward Housman.
- 1887 Weekly handbills, in English and German (afterwards Schuster's Weekly), first distributed.
- 1889 Edward Schuster & Company leased a new building and moved into larger quarters at Third and Harmon (now Brown) streets.
- 1893 First deliveries of merchandise made by contract wagons.
- 1893 Fire destroyed Schuster's store and stock at Third and Harmon streets.
- 1894 Store was rebuilt and opened after a period of being closed.
- 1894 A second Schuster store was opened, at Twelfth and Walnut Streets.
- 1900 First definite use of newspaper advertising for two Schuster stores.
- 1900 Twelfth Street Store moved to larger quarters at Eleventh and Winnebago Streets.
- 1901 Warehouse built back of the Third Street Store.
- 1904 September 13. Edward Schuster died. Albert T. Friedmann became president.
- 1907-8 New building at Third and Garfield Streets, erected.
- 1911-12 New building for Twelfth Street Store erected at Twelfth and Vliet Streets. Part of present premises.
- 1912 Complete delivery department established.
- 1914 Mitchell Street Store founded, and first part of present building erected. Opened October 26, 1914.
- 1914 Third Street Store enlarged to twice former size by extending building to Fourth Street.
- 1918 Further enlargement of Third Street Store by adding two top floors.
- 1920-21 Mitchell Street Store enlarged by adding a building on the east.
- 1921 European buying connections established through Roditi & Sons.
- 1924 Twelfth Street Store enlarged by building to Thirteenth Street.
- 1924 Garage built at Fourth and Garfield Streets.
- 1926 Buying offices opened in New York.
- 1930 Warehouse built on Commerce Street.
- 1932 Schuster's join buying agency of Cavendish Trading Corporation.
- 1933 January 4. Albert T. Friedmann died. Max E. Friedmann became president.
- 1934 Schuster's Fiftieth Year and Golden Anniversary celebrated.

Edward Schuster & Co.



Edward Schuster & Co.



Twelfth Street Store



Twelfth Street Store



- 1910 – Brust & Philipps, architects
- 1923 addition - Brust & Philipps, architects
- 1937 - Store modernized
- 1961 – Store closed
- 1963 – Purchased by Milwaukee County Department of Welfare
- 2003 – Renamed Marcia P. Coggs Human Services Center



Milwaukee Public Library



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Brust & Philipp

- Peter Brust (1869-1946)
- Richard Phillip (1874-1959)
- Started with Ferry & Clas, 1890s
- Brust & Phillip, 1906-1926
- Revival styles, Neoclassical, Tudor



St. Joseph Convent &
Chapel, 1914-1917



6/24/2024

Brust & Philipp



Mitchell Street Schuster's, 1914



Gallun House, 1914



William Luick House, 1925

Criteria

- f-5. Its embodiment of distinguishing characteristic of an architectural type or specimen.
 - *High integrity example of simplified Beaux Arts style applied to department store.*
- 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.
 - *Brust & Phillip “one of the most important architectural firms practicing in Wisconsin in the first quarter of the twentieth century.”*

Criteria

- 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.
 - *For decades, Schuster's supplied Milwaukeeans with a variety of household goods and clothing. Since the 1960s, the building has provided a large variety of social services for Milwaukee County residents.*

Staff recommends that the Schuster Department Store be given permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria f-5, f-6, and f-9 of the Historic Preservation Ordinance, Section 320-21 (3) of the Milwaukee Code of Ordinances.