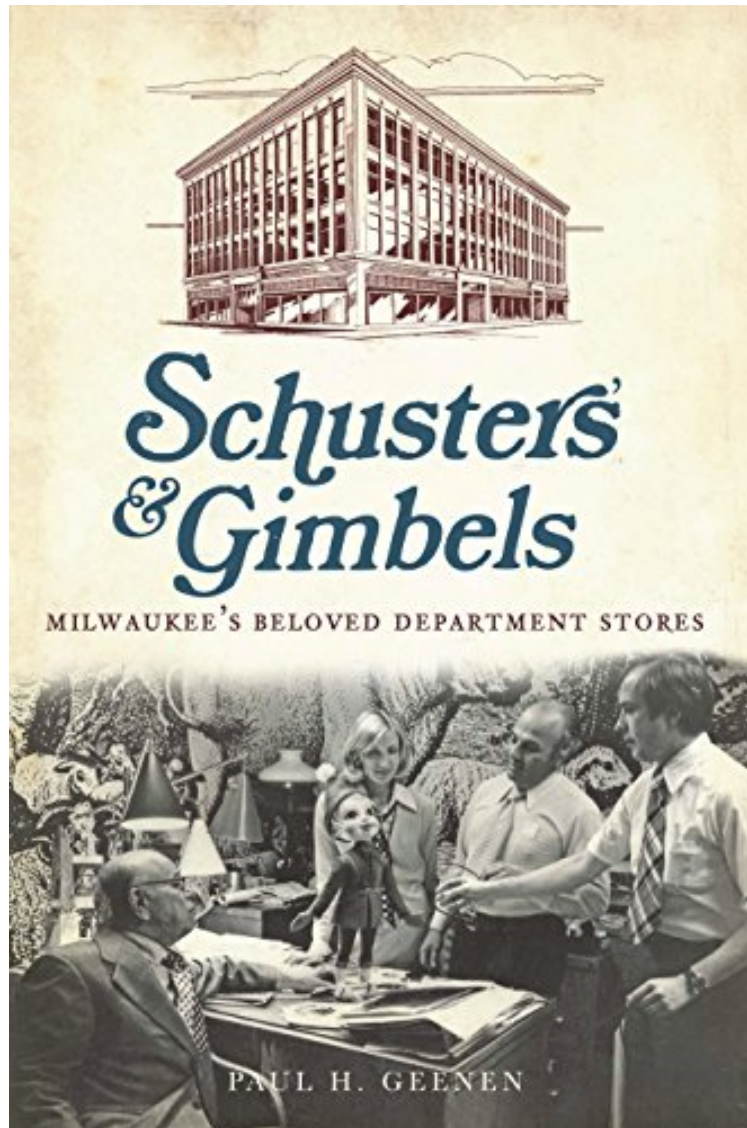


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## Schuster's and Gimbels: Milwaukee's Beloved Department Stores (Landmarks)

*Paul H. Geenen*

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**Paul H. Geenen : Schuster's and Gimbels: Milwaukee's Beloved Department Stores (Landmarks)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Schuster's and Gimbels: Milwaukee's Beloved Department Stores (Landmarks):

0 of 0 people found the following review helpful. Gimbel's in WisconsinBy Brian Wayne WellsThe 1947 version of the movie Miracle on 34th Street is a favorite movie of mine. The Gimbel's Store and the R. H. Macy Store in New York are featured in that movie. At one stage Bernard Gimbel recognizes the changes that R.H. Macy is introducing to

his New York store and copies the same changes for his own New York store and then says that he wants to introduce the same changes in his Gimbel stores in Milwaukee and Pittsburg. This book is a history of the Gimbels store in Milwaukee. Furthermore, it relates the start of the Gimbels story, as Bernard Gimbel and his father, Adam Gimbel, open their first store in Vincennes, Indiana. 1 of 1 people found the following review helpful. Several reasons why this is a great read By Customer I have a personal reason for loving Gimbels in Milwaukee. My first job ever was working at the downtown store. I also worked along with my mom, my sister and my aunt, so for us Gimbels was family affair. So much in the book brought back some beloved memories. Also a good read for those in business to be able to see what is right or wrong when making decisions about businesses that sell to the public at large. Also a good history segment of the times gone by. Lots of angles to have an interest in this kind of look back book. 0 of 0 people found the following review helpful. Grew up in Milwaukee. Interesting but only so-so. By Customer Grew up in Milwaukee. Interesting but only so-so.

For well over a century, Milwaukee shoppers have had Gimbels or Schuster's on the brain. Even if they didn't crave sewing notions or prize-winning apple pies, they were watching holiday parades wind by, tuning in for Billie the Brownie's radio updates or losing themselves in front of one of the fabulous window displays. Not only were they magical places to shop but also wonderful places to work, creating the kind of community where a kid might come in to work the Christmas rush and stay for twenty-five years. Enjoy this loving trip through the history of these beloved stores, from their arrival in Milwaukee in the 1880s through the 1962 merger and beyond.

"Gimbels and Schuster's were watchwords in Milwaukee retail as competing department stores vying for elegance, service and scope of merchandise. A Gimbels' employee in the 1970s, Paul Geenen traces both stores to German immigrants who settled here in the 19th century, seeing the burgeoning city as a place of opportunity. In 1962 the two chains merged, but the consolidation didn't survive corporate takeovers and the changing retail environment. By the end of the '80s, Gimbels was gone, leaving memories of the 165-foot Christmas tree on the side of its downtown store, the appropriately named Tasty Town dinners and the annual Billie the Brownie Christmas promotion." --Milwaukee Express About the Author Paul Geenen is a retired entrepreneur, an author and a grandfather of eight. He wrote Milwaukee's Bronzeville: 1900-1950, a history of African Americans in Milwaukee. Geenen graduated from University of Wisconsin. He joined Gimbels in 1976 as a buyer, and was Divisional Merchandise Manager of the Marketplace when he left in 1983. He and his partner started Galaxy Data, Inc. in 1990.