

W. REITZNER, manufacturer of and dealer in crockery and flower pots, No. 402 Sixth avenue. Mr. Reitzner is a native of Austria, born in 1821. He came to Milwaukee in 1854, and established his present business in 1856. In 1857 he was married to Miss Margaretha Gallaner, a native of Hanover. They have had eight children, four of whom are living—Mary, born November 11, 1862; Theresa, born May 29 1867; John, born April 2, 1870; Frank, born December 12, 1875; they are all living at home. Mr. Reitzner makes a specialty of all kinds of fancy flower vases and pots. He employs five men. This is one of the oldest manufactories in the city, and is the largest at present.

#### MILLINERY, DRESS-MAKING AND FANCY GOODS.

WILLIAM SWALE, wholesale milliner, No. 386 Broadway; established in March, 1868, succeeding Lewis Blake, under the firm name of Swale, Cameron & Co. January, 1877. Mr. Swale assumed the entire control of the business. He now carries a full stock of goods in his line. The annual sales amount to about \$100,000. He employs a number of traveling men, and reaches the trade of all the Northwestern States. A force of ten men and fifteen ladies are employed in the store. Mr. Swale is a native of Yorkshire, North of England, born April 18, 1826. He came to the United States in April, 1852, and to Milwaukee in the Spring of 1853. He first engaged as salesman with Mr. Blake and helped to open up the business of which he is now proprietor.

CHAS. GEISSEL, book-keeper and cashier for Wm. Swale, was born in Milwaukee December 1, 1854. He is a son of Edward Geissel, who came to Milwaukee from Prussia; he died in 1864. Mr. Geissel first commenced in the millinery business at the age of 14 with C. W. Wolf, with whom he remained three years. He was afterwards with Rice & Friedmen three years. He was married in Milwaukee December 25, 1875, to Miss Flora Allister, daughter of John Allister, of this city. They have one child, a son.

*M. Heimann & Co.*, wholesale milliners, Nos. 388 and 390 Broadway. The members of this firm are M. Heimann, J. Schiller and L. Heimann. This business was established in the Fall of 1857, by L. Heimann, at No. 428 East Water street, in a small frame store, one story high and 10 by 25 feet, with a \$600 stock. In the Spring of 1861, the firm was changed to M. Heimann & Co. In 1863, they enlarged the store to a three-story building, increasing to a small wholesale stock. They moved to their present location in 1872, which was built by Guido Pfister. They have increased their trade from \$200,000 per annum to a trade ranging between \$300,000 and \$400,000. Their business is exclusively millinery, and one of the largest wholesale houses in the Northwest. They employ five traveling salesmen, and ten men in the store. They have a force of 125 persons in the house daily, including ladies engaged in manufacturing flowers, etc.

G. L. BROWN, dealer in millinery and fancy goods, No. 134 Wisconsin street, established his trade in 1867 with a \$6,000 stock, doing an annual business of \$10,000. He carries at present a stock ranging between \$18,000 and \$20,000, and his trade reaches \$60,000; employs twenty ladies and imports the greater portion of his goods for this and his branch store in Chicago.

HERMAN HEYN, dealer in fancy goods, notions, trimmings, and manufacturer of hand-knit worsted goods, No. 109 Wisconsin street. Commenced business on East Water street in the Spring of 1870, and moved to his present location in 1872. He carries a full stock in this line, and employs twenty-five salesmen. He manufactures all of his worsted goods, employs about 200 girls, and does a wholesale business in that line. Mr. Heyn was born in Hanover, Germany, in January, 1837. He came to the United States in 1857, settling in Milwaukee in 1868. He has a wife and family.

*D. W. Goetz & Co.*, manufacturers of hand-knit goods and importers of yarns and zephyrs, No. 105 Grand avenue; factory, No. 179 West Water street. Business established in the Spring of 1857, by Daniel Wm. Goetz, who was lost on the "Lady Elgin" in 1860. Mr. Goetz and family came to America in 1856, settling in Milwaukee, and commenced business on the corner of Martin and East Water street, in 1857. From 1860 to 1872, the business was conducted by Mrs. Goetz and son, J. W. Goetz, the latter now in Chicago. Since 1872, the business has been carried on by Mrs. Goetz. This house does a large wholesale business, and employs about