

house was established in 1847 by the senior member of the firm, on East Water street, a few blocks south of their present location, to which removal was made in April, 1874. Their building fronts 40 feet on East Water street, extends 100 feet to the rear, and rises three stories above the basement. The first floor is devoted to their retail trade, with office in the rear; the second floor, to the wholesale department; and the third, to storing, the binding and manufacturing. The basement is their receiving and shipping room. The entire force in the house numbers twenty-eight, and two salesmen are kept constantly upon the road. The present members of the firm are J. B. Hoeger and J. A. Hoeger, his son.

J. B. HOEGER is a native of Germany, and has been a resident of this city since 1847, at which time he established his business. His family residence is at No. 274 Tenth street.

J. A. HOEGER is a native of Germany, came to Milwaukee with his father, at which time he was a small boy. He was educated in the schools of this city, and was bred to business in his father's house, and became a member of the firm in 1861. Residence is on the corner of Grand avenue and Fifteenth street.

*West & Company*, wholesale and retail booksellers and stationers, and blank-book manufacturers, Nos. 347-349 East Water street. This house was established in 1858, by S. C. West, on the corner of Michigan street and East Water, and became *West & Company*, in 1860, by the addition of H. H. West to the firm. Three years later, S. C. West retired, and H. H. West became the head of the house of which he is still the senior. After two or three changes of location the business was established in its present quarters in 1875. Their building fronts 40 feet on East Water, runs 110 feet in the rear, and rises three stories above the basement. The first floor is occupied as salesroom and office, the second floor is devoted to the manufacture of blank books, the third floor is used as a storeroom, and the basement for packing and storage. They keep two salesmen constantly on the road, and a house force of nine, exclusive of the manufactory, which gives employment to twenty-three operatives. The sales of the house average from \$125,000 to \$150,000 annually. The present members of the firm are H. H. West and Sidney H. Cole.

H. H. WEST is a native of Connecticut. He came to this city in 1849, and previous to becoming a member of the firm of *West & Co.*, in 1860, was engaged in the grocery trade. He has a wife and three children, and resides at No. 209 Ninth street.

SIDNEY H. COLE is a native of New York. He came to Milwaukee in 1873, entered the firm of which he is now junior partner, as clerk, and two years later was admitted to partnership. He married Miss Adelle L. West, daughter of H. H. West, in 1874. They have two children, and reside at No. 3126 Wells street.

GEORGE BRUMDER, publisher and wholesale and retail book-seller, bookbinder, stationer and printer, Nos. 286 and 288 West Water street. This is the largest German book-publishing house in the city. Mr. Brumder is a native of Germany, born in 1839; came to Milwaukee in 1857 and worked at the carpenter's trade from 1858 to 1864, when he commenced his present business. He first started at No. 306 West Water street; but more room being required for the constantly increasing business, he erected the present structure at Nos. 286 and 288 West Water street, having all the conveniences required. Mr. Brumder is also publisher of the *Germania* (weekly), *Deutscher Volksblatt* (weekly), *Hausfreund* (weekly), and *Home Library* (a quarterly publication); in addition to which, school books and other works are printed and published by him. About sixty hands are engaged in the establishment, besides traveling agents, and others, in various parts of the country.

*B. Loewenbach & Son*, printers and publishers, No. 316 Chestnut street; business established in 1870, by B. Loewenbach, and conducted by him until 1875, when his son, Hugo Loewenbach, was admitted as a partner. The firm publish the following papers: *Der Hermann's Sohn*, *Unser Blatt*, *Wisconsin Advocate* (English