

Neusteter Company photographs collection

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History Colorado. Stephen H. Hart Research Center

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Summary Information

Repository	History Colorado. Stephen H. Hart Research Center
Creator - Photographer	Grover, Charles E.
Creator - Photographer	Masamori, Tom
Creator - Photographer	Smyth, Charles M.
Title	Neusteter Company photographs collection
Date [inclusive]	circa 1890-1970
Extent	2.25 Linear feet (545 photographs in 3 boxes)
Language	English
Collection [Box]	1-2 and oversize

Preferred Citation note

Neusteter Company photographs collection (Ph.00294), History Colorado, Denver, Colo.

Historical note

The Neusteter family emigrated from Austria to the United States circa 1860, settling first in Cincinnati, Ohio and then Philadelphia, Pennsylvania. Abraham Neusteter and his son Max operated a ready-to-wear store, the Neusteter Cloak and Suit Company in St. Louis. In 1911, Max D. Neusteter (1874-1925) founded the Neusteter Company and established the company headquarters at 760 16th Street in Denver, Colo. Meyer Neusteter (1878-1965, Max's brother, joined him in Denver to run the company. The architectural firm of Fisher and Fisher designed a five-story department store at 720 16th Street in Denver. The company was in business for 74 years and during that time opened additional branches across Colorado in Boulder, Colorado Springs, and in the Cherry Creek neighborhood of Denver. The family owned operation remained in business until 1985.

Scope and Contents note

This collection contains 545 photographs documenting the Neusteter Company, a retail apparel store, circa 1890-1978. The photographs depict the Neusteter stores, clothing, founders, employees, and events and were shot in a variety of locations including Denver, Colorado Springs, and Boulder, Colorado. The images were mostly shot by local professional photographers probably hired by the Neusteter Company, including Charles M. Smyth, Tom Masamori, and Charles E. Grover, among many others.

Administrative Information

Publication Information

History Colorado. Stephen H. Hart Research Center

Copyright statement

History Colorado may not hold copyright to all photographs in this collection.

Immediate Source of Acquisition note

Donated by Myron Neusteter in 1988.

Related Materials

Mixed collection note

This collection is part of the Neusteter Company collection (Mss.1281, Mss.2095, Mss.2441), which contains advertisements, pamphlets, clippings, and other material related to the Neusteter Company and Neusteter family of Denver, Colo.

Controlled Access Headings

Corporate Name(s)

- Neusteter Company (Denver, Colo.). -- Photographs

Personal Name(s)

- Levie, Lillian Neusteter, 1891-1972 -- Photographs
- Neusteter, Bernita, 1889-1967 -- Photographs
- Neusteter, Max D., 1874-1925 -- Photographs
- Neusteter, Meyer, 1878-1965 -- Photographs
- Neusteter, Myron D., 1912-2003 -- Photographs
- Neusteter, Shirley, 1918-1998 -- Photographs

Subject(s)

- Clothing & dress--Colorado
- Clothing industry--Photographs
- Denver (Colo.)--Photographs.
- Department stores--Colorado
- Department stores--Colorado--Denver
- Fashion industry--Colorado

General note

Accession # 88.42

Collection Inventory

Series 1: Neusteter Company photographs, circa 1912-1974 1.3 Linear feet (377 photographs in 2 boxes)

Scope and Contents note

This series contains 385 photographs documenting the Neusteter Company department stores and events, circa 1912-1974. The images depict Neusteter department stores throughout Colorado including Denver, Colorado Springs, and Boulder; events including parties, picnics, grand openings, dedications, fashion shows and other employee events; and employees and customers. Photographs of note include images depicting an American Retail Federation Meeting with President Eisenhower in 1954 and American Retailers Delegates meeting in Paris, 1928.

Series 2: Neusteter family photographs, circa 1890-1978 0.95 Linear feet (160 photographs in 2 boxes)

Scope and Contents note

This series contains 160 photographs depicting Neusteter family photographs and events from circa 1890-1978. The photographs include portraits of Max D. Neusteter (1874-1925), Myron D. Neusteter (1912-2003), Shirley Neusteter (1918-1998), Meyer Neusteter (1878-1965), Edward Neusteter (1890-1952) and Bernita Neusteter (1889-1967), among many others. Events depicted include weddings, wedding anniversaries, and parties, among other topics.

Container list

Series 1: Neusteter Company photographs, 1912-1974

Box	FF	Description	Date
1	1	Downtown Denver Store Exterior	1912
1	2	Downtown Denver Store Exterior	1918
1	3	Downtown Denver Store-College Room	circa 1920-1929
1	4	Downtown Denver Store-Interiors	circa 1920-1929
1	5	Downtown Denver Store-Window Displays	circa 1920-1929
1	6	Downtown Denver Store-Five Story Addition	
1	7	Downtown Denver Store-Exterior (also see oversize box)	circa 1960-1969
1	8	Downtown Denver Store-Interiors	circa 1960-1969
1	9	Downtown Denver Store-Window Displays	circa 1960-1969
1	10	Downtown Denver Store-Open Elevator Cab	1974
1	11	Cherry Creek Store-Exterior	circa 1960
1	12	Cherry Creek Store-Grand Opening	1960
1	13	Cherry Creek Store-Restaurant	circa 1960
1	14	Colorado Springs Store-Exterior	circa 1969
1	15	Colorado Spring Store-Interiors	circa 1969
1	16	Colorado Springs Store-Opening	1969
1	17	Boulder Store-Exterior	circa 1952
1	18	Boulder Store-Interiors	circa 1952
1	19	Boulder Store-Pre-opening Picnic	circa 1952
1	20	Employee Photos	1962-1964
1	21	Employee Events-Endowing Hospital Bed	1922
1	22	Employee Events-Brown Palace Party	1923
1	23	Employee Events	1939
1	24	Employee Events	1952
1	25	Employee Events	1953
1	26	Employee Events-Elitch Picnic	1961
1	27	Employee Events-Quarter Century Club Party	1970
1	28	Employee Events	circa 1950-1970
1	29	Fashion	circa 1920-1929
1	30	Fashion-Hattie Carnegie "Gang"	1939
1	31	Fashion	circa 1950-1959
1	32	Fashion-Lion's Club Men's Clothing	1951
1	33	Fashion-Hattie Carnegie Show	1955
2	34	Fashion- Bridal show	1961
2	35	Fashion	1963
2	36	Fashion	circa 1967-1969
2	37	Hazel Page	1917
2	38	American Garment Retailers Delegates	1928
2	39	USAF Academy	circa 1956-1959
2	40	American Retail Federation Meeting with President	1954

		Eisenhower	
2	41	Jayne Mansfield & Sophia Loren	1958
2	42	First National Bank of Denver-Executives	circa 1960-1969
2	43	Lord Mayor Briscoe of Dublin, Ireland	1962
2	44	Dedication of Eisenhower Golf Course at USAF Academy	1963

Series 2: Neusteter family photographs, 1890-1978

Box	FF	Description	Date
2	45	Anna Neusteter Gross, Jennie Neusteter Cohen and Lillian Neusteter Levie	1944
2	46	Anna Neusteter Gross Family	circa 1940-1950
2	47	Anna Neusteter Gross 75 th Birthday	1944
2	48	Anna Neusteter Gross 81 st Birthday	1950
2	49	Bernita Greenwald Neusteter	circa 1820-1929
2	50	Bernita & Meyer Neusteter	circa 1940-1964
2	51	Bernita & Miriam Neusteter	circa 1920-1929
2	52	Bernita & Myron Neusteter	circa 1920-1929
2	53	Bernita & Meyer's 50 th Wedding Anniversary	circa 1950-1959
2	54	Bernita, Meyer & Myron Neusteter	1960-1967
2	55	Bernita Neusteter & Lillian Levie	circa 1950-1959
2	56	Edward Neusteter	circa 1915-1920
2	57	Lillian Neusteter Levie	circa 1894-1970
2	58	Lillian Neusteter Levie & friends	1961
2	59	Lillian Neusteter Levie & Joseph Bertram Levie	circa 1936-1965
2	60	Max D. Neusteter & friends (also see oversize box)	circa 1920-1950
2	61	Max Neusteter & friends	1927
2	62	Meyer Neusteter (also see oversize box)	circa 1942-1962
2	63	Meyer Neusteter & family	circa 1948-1969
2	64	Meyer Neusteter & friends	1947
2	65	Meyer & Myron Neusteter	1952
2	66	Meyer & Myron Neusteter	1953
2	67	Miriam Neusteter Kohn's Family	1954
2	68	Myron "Bud" Neusteter (also see oversize box)	circa 1920-1965
2	69	Myron & Shirley Neusteter (also see oversize box)	circa 1945-1955
2	70	Myron & Shirley Neusteter's 10 th Anniversary	1948
2	71	Myron Neusteter & family	circa 1945-1960
2	72	Myron Neusteter's family	circa 1948-1955
2	73	Myron Neusteter's Naval Service	circa 1942-1945
2	74	Myron Neusteter and Ginger Rogers	circa 1945-1955
2	75	Myron Neusteter & Gaylord P. Harnwell	1964
2	76	Myron Neusteter & Dottie Lamm	1978
2	77	Myron Neusteter and friends	circa 1945-1965
2	78	Cynthia Neusteter Auer & Richard Auer's Wedding	1958

2	79	Cynthia, William, Myron Jr. Neusteter & Richard Auer	circa 1950-1959
2	80	Judith Kempler	circa 1940
2	81	Phoebe	circa 1960-1964
2	82	Unidentified family	circa 1890-1969

Oversize box:

Oversize	Souvenir of Garment Retailer's Convention	1928
Oversize	Bachelor Dinner for Edward Neusteter	1931
Oversize	Neusteter's Executives at Green Gables Country Club	1933
Oversize	Men's Fashion Show for Lion's Club	1951
Oversize	Downtown Denver Store (4 photos)	circa 1920-1969
Oversize	Myron "Bud" Neusteter (2 photos)	circa 1940-1959
Oversize	Bernita Greenwald Neusteter	1943
Oversize	Shirley Rosenthal Neusteter	circa 1940-1949
Oversize	Max Neusteter	circa 1920
Oversize	Meyer Neusteter	circa 1930-1945
Oversize	Sharon Ritchie, Miss America	1956
Oversize	Neusteter Child (5 photos)	1941
Oversize	Neusteter Aunt Jennie & Husband	circa 1940-1955