

**Title:** *Milwaukee Impressions* Collection

**Reference Code:** Mss-3432

**Inclusive Dates:** 1978 – 1980

**Quantity:** 000.06 cu. ft.

**Location:** CV, Sh. L018

**Abstract:** *Milwaukee Impressions* magazine was published by Spectrumedia Communications, a subsidiary of the Marcus Corporation, from 1978 to 1980. A 1979 advertisement described it as “all about life in Milwaukee – and how to get the most out of it.” It covered civic, financial, and cultural news; shopping and dining; and featured book and film reviews. In 1980, it shifted to a quarterly format and began targeting hotel guests instead of Milwaukee residents.

**Scope and Content:** This collection consists of issues of *Milwaukee Impressions* magazine from 1978 to 1980. It is missing Volume 1 (presumably spring 1978) but contains all issues from Volumes 2 through 4.

**Access and Use:** Unrestricted

**Language:** English

**Notes:** Processed by Michael Barera, November 2025

**Arrangement:**

<b>File Headings</b>	<b>Box #</b>	<b>Folder #</b>
<i>Milwaukee Impressions</i> , Spring 1978 – Dec. 1979	1	1
<i>Milwaukee Impressions</i> , Feb. – Mar. 1980	1	2