

The First Wisconsin Company

Our firm underwent various mergers and name changes in its early days in Milwaukee. In 1919, the First National Bank and the Wisconsin Trust Company merged. Their bond departments became known as the First Wisconsin Company.

The First Wisconsin Company formed in Milwaukee on December 26, 1919. Vice President Robert W. Baird united the bond departments from two recently merged firms. Operations were in downtown Milwaukee's financial district at 735 N. Water Street.

The First Wisconsin Company was one of three affiliate institutions that made up the First Wisconsin Group, which also included First Wisconsin National Bank and First Wisconsin Trust Company (hence the triangular logo). The logo appeared in a 1927 advertisement for the First Wisconsin Group and was used on company letterhead into the 1930s.

