

Celebrating
Wisconsin
**Garden & Pet
Supplies**
50 Years of Service

1953

Newly married and fresh out of the Army, Chuck Gerlach opens Wis. Garden & Pet Supply. Eisenhower was President, the average income was \$4011, a loaf of bread cost 16¢ and gas was 20¢ a gallon.



1953

Wis. Garden & Pet opens shortly after Labor Day. The original location was Lefebber & North Ave.



Early Dog Food Display



The first "garden season", 1954, at Wis. Garden & Pet. Chuck Gerlach proudly shows off the plants while waiting for customers



From the beginning, a wide selection of top quality products



1966

In 1958 the current pet shop building was constructed at 8520 W. North Ave and the business relocated. Throughout the 1960's the business, and the Gerlach Family, continued to grow

The 1970's and 1980's featured continued growth and changes in our business.
The four Gerlach children: Bob, Dan, Sue and Tom all joined the business full time.



Industry changes include plastic pots and packs to replace wooden flats for flowers.



The plant display was set up in the parking lot.
The current Plant Shop building was the
"Bungalow Bicycle & Hobby Shop"



North Ave was completely
rebuilt in 1977



In 1980 the Bicycle Shop building was acquired and the new
"Plant Shop" was built.



The Pet shop was completely remodeled in 1987



Dog coats were all the rage

Through the years we have had many great co-workers. From part time high schoolers on their first job to full time "lifers" . Here is a peek at just a few.



Jim (left), Tony (center) and Pat (right) each spent many years at Garden & Pet



Our Dad was the original "service with a smile" guy. He absolutely loved coming to work every day. He "retired" to part time in 1991. We lost him to cancer in 1993, far too young, at the age of 63.



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During the 1990's and into the new millennium Wis. Garden & Pet continues to evolve.



In 1992 we added fresh cut flowers and florist services



Fresh sweet corn and produce has been a North Avenue tradition for over 30 years



Our 1996 major exterior improvements modernized and tied our facilities together. The project won a Wauwatosa Civic Appreciation Award.

We'd like to thank all of our customers, neighbors, co-workers and suppliers for the opportunity to grow and thrive in Wauwatosa for the past 50 years. We look forward to an even brighter future. Thank you.

Bob, Dan, Sue & Tom Gerlach

Fall 2003



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