

United States Department of the Interior
Heritage Conservation and Recreation Service

National Register of Historic Places
Inventory—Nomination Form

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic Valentin Blatz Brewing Company Office Building

and/or common N/A

2. Location

street & number 1120 N. Broadway not for publication

city, town Milwaukee vicinity of congressional district Fifth

state Wisconsin 53202 code 55 county Milwaukee code 079

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> unoccupied	<input type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> n/a in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
		<input checked="" type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input checked="" type="checkbox"/> other: vacant

4. Owner of Property

name Pabst Brewing Company c/o Mr. August U. Pabst, Executive Vice-Pres.

street & number 1000 N. Market Street

city, town Milwaukee vicinity of state Wisconsin 53201

5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Courthouse

street & number 901 N. Ninth Street

city, town Milwaukee state Wisconsin 53233

6. Representation in Existing Surveys

title Wisconsin Inventory of Historic Places has this property been determined eligible? yes no

date 1976 and 1978-1979 federal state county local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

7. Description

Condition		Check one	Check one
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

Describe the present and original (if known) physical appearance

The Blatz Brewery office building is located across the street to the east of the major brewing and bottling houses of the old Blatz Brewery in a downtown section of Milwaukee that has sacrificed most of its historic character for urban renewal and highway construction. The structure was built in two parts: a two-story with attic, brick load-bearing section constructed in 1890, and a two-story brick load-bearing addition constructed in two parts: the first floor before 1920 and the second floor in 1945.

Exterior

The historically and architecturally significant section is the structure built in 1890. It is Romanesque Revival in style with a steeply pitched gable roof and a slightly projecting gable-roofed central entrance pavilion on its main (west) facade. The gables end at parapet walls capped with decorative stone copings and tiny rectangular finials. Two tall chimneys decorated with molded bricks rise from the roof at the edge of the parapets. Asphalt shingles cover the roof, which was altered sometime after 1967 by the removal of eyebrow dormers on each side of the central gable.

The main facade is faced with rusticated Wauwatosa limestone. This very light yellow-gray stone contrasts with the darker Indiana limestone trim. The first story of the central pavilion is composed of a large round arch trimmed in rusticated stone with bands of foliate carving. Panels of strapwork designs decorate the underside of the deep arch which is supported by three smooth granite columns on each side. A stringcourse of foliated scrollwork links the capitals of the columns with more columns at the corners of the pavilion. Above, dark quoins, and a frieze carved with "1851 - Val. Blatz Brewing Co. - 1890" complete the decoration of the first floor. The second story features a triple arch with tall slim columns rising into the attic story, enclosing double-hung windows on the second floor and round-arched windows under the arches. Tiny columns to each side above the eaves support the stone coping which is trimmed with pseudo-guttae blocks. Capitals on these and all other columns on the building are Romanesque cushion capitals with foliate carving. A group of three tiny rectangular windows and a plaque bearing the Blatz Brewing Co. symbol further embellish the central gable end.

To the left (north) of the entrance pavilion on the first story is another triple arcade with double-hung windows. Above are two double windows framed and separated by columns. To the right (south), a three-sided bay trimmed with more columns and an egg-and-dart cornice projects from the first floor. Three windows with columns as trim light the second floor on this side.

The composition of the main facade is tied together by a high Wauwatosa limestone basement, a guttae-block trimmed stringcourse at the second story sill level, and a stringcourse on each side section above the 2nd story lintels, composed of dentils and fancifully carved modillions.

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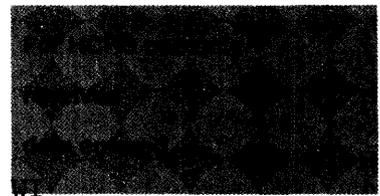
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The design of the addition is plain and functional. Faced with dark red brick, its fenestration is in the form of three rows of six double-hung windows, small ones lighting the basement, long, narrow windows on the first floor, and smaller ones above. A stone stringcourse separates the two main floors.

The sides and rear of the building are blank, cream brick walls, except the north side is pierced by two double doors. The rear facade is essentially invisible because a brewery garage stands about a foot away.

Interior

The original interior of the 1890 section is surprisingly intact. Most changes have been in the form of added bookshelves and light fixtures that could easily be removed. The first floor is divided into the central entrance hall, a wide main salon running across the back of the building, and a large office at each side of the front. The stairhall to other floors is located in the middle of the south side amongst small subsidiary service spaces. A wide stairway in the front entrance hall leads to a small green terrazzoed landing. Panelled wainscoting of dark-stained oak and two two-light brass electric fixtures trim the hall. A round-arched double doorway leads to the main salon. Here, a coved ceiling with heavy wood beams is lit by a large rectangular skylight which rises in an arched shape into the second floor. Two nine-light chandeliers of brass are suspended from the skylight. Other ceiling fixtures in the room are of plain white glass schoolhouse type and high intensity combination flood lamps and fans. Opposite the entrance is a large fireplace with elaborately carved foliate panels and an acanthus leaf cornice on the wood mantel. Its wide marble surround remains but the marble hearth has disappeared. Waist-high wainscoting, permanently closed shutters on the rear windows, and dentils and fluted pilasters on window and door architraves are all finished with dark, milky stain.

In the southwest corner of the room is the original, two-story vault, made by the American Bank Protection Co., Minneapolis, Minn. Polychrome decoration includes an elaborate American eagle, forget-me-nots and the brewing company name. The second story of the vault is reached by a delicate wrought iron stair and platform.

The two front offices in the 1890 section have wood architraves and wainscoting similar to the trim in the main salon, except that the woodwork in the southwest office is painted. Maple floors in each office are trimmed with simple walnut parquetry around the perimeter. Each office has a marble fireplace with a marble hearth and a darkly-stained wood mantel in a neo-classical design. The fireplace in the southwest office is more elaborate, with paired columns and decorative swags. The

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other office mantel has fluted pilasters but the swags have been chopped off.

The enclosed side stairway features square newel posts with simple foliate panels and corner pilasters, spindled balustrades, and high wainscotting. The basement is divided into many small spaces and is utilitarian in design with red clay tile floors. The second floor rooms in the 1890 section have cove ceilings, window and door trim of pine with fluted pilasters and denticulated cornices, and waist high wainscotting. In the southwest corner is a "private room" with bath. The rest of the front is a "social room" decorated in a rustic neo-Colonial style. From hall windows one can see a large modern slanting skylight sheltering the original one in the main salon.

Most doors in the old section have brass hardware and glass etched in various geometric patterns.

The addition extended the main salon and included more small offices across the front and on the second floor. Rooms in the newer section are functional in design with linoleum floors and acoustical tile ceilings. A wooden stair enclosed in pine boards at the corner of the main salon extension and heavy wooden beams are the only notable features. The addition is not architecturally significant to the nomination because of its functional design. It is, however, an integral part of the total structure because it contains the north half of the main salon. It contributes to the historical significance of the building because its first floor was constructed and occupied during their heyday of the Blatz Brewery.

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input checked="" type="checkbox"/> 1800-1899	<input type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input checked="" type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Period of significance: 1890-1958.

Specific dates 1890, with addns. Builder/Architect H. Paul Schnetzky¹

Statement of Significance (in one paragraph)

The Blatz Brewery office building is architecturally significant as a fine example of the late Romanesque Revival style. It is historically significant on a national level for its connection with the Blatz Brewery, in its day one of the largest breweries in the world.

Architecture

The Blatz Brewery office building was designed by Milwaukee architect, Herman Paul Schnetzky. Schnetzky was born in Wriesen, Germany in 1850 and came to Milwaukee in 1868. From 1876 to 1886 Schnetzky worked for the local architectural firm, H. C. Koch and Co. Schnetzky practiced alone from 1886 to 1891 when he took Eugene R. Liebert as a partner. After Liebert left in 1897, Schnetzky again practiced alone, then later with his son. He died in 1916. Among his other commercial buildings which still exist are the Germania Building (1896, with Liebert), the Standard Paper Co. (1914), the Manufacturers' Home Building (1909), and the George Ziegler Co. (1890).

The Blatz Brewery Company office building is a very fine local example of the late Romanesque Revival. Several late Romanesque Revival buildings remain in Milwaukee, but most are either very monumental in size (such as the United State Post Office and the Pfister Hotel), or are religious structures. Less than half a dozen small late Romanesque Revival style buildings remain. The list includes the Women's Club (1887-8, by Ferry and Clas), the German-English Academy (1890-1891, Crane and Barkhausen), the Turnverein Hall (1882-1883, Koch), and the Fourth Street School (ca. 1885). The design of the Blatz Brewery office building compares favorably to the design of these structures. Its polychromatic stonework, the variety of its carved stone details, and the Victorian liveliness of the composition make the Blatz Brewery office building a small architectural gem in downtown Milwaukee.

Industry

The Blatz Brewery office building is across the street from the large Blatz brewhouse and stockhouse complex recently nominated to the National Register. Both sites were integral parts of the third largest brewery in the city known around the world for its brewing industry.

Of Milwaukee's many (at least 50) breweries which have existed since 1840 when Richard Owen brewed the first Milwaukee ale in a tiny building near the lake, only four major pre-prohibition complexes remain: Schlitz, Miller, Pabst and Blatz. The Blatz Brewery rose from humble beginnings

(continued)

9. Major Bibliographical References

Please see continuation sheet.

10. Geographical Data

Acreeage of nominated property .21 acre

Quadrangle name Milwaukee, Wis.

Quadrangle scale 1:24000

UMT References

A

11	6	4	2	6	0	4	1	0
Zone	Easting			Northing				

B

Zone	Easting			Northing				

C

Zone	Easting			Northing				

D

Zone	Easting			Northing				

E

Zone	Easting			Northing				

F

Zone	Easting			Northing				

G

Zone	Easting			Northing				

H

Zone	Easting			Northing				

Verbal boundary description and justification

Please see continuation sheet.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code

state	code	county	code

11. Form Prepared By

name/title Katherine H. Rankin, preservation consultant

organization for John J. Burke, Jr. Associates date November 15, 1982

street & number 1109 Sherman Avenue telephone 608-256-2905

city or town Madison state Wisconsin 53703

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the Heritage Conservation and Recreation Service.

State Historic Preservation Officer signature Richard M. Mery

title Director, State Historical Society of Wisconsin date 2/9/83

For HCRS use only	
I hereby certify that this property is included in the National Register	
<u>John M. Byers</u>	Entered in the National Register date <u>3/3/83</u>
Keeper of the National Register	
Attest:	date
Chief of Registration	

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in 1852, when Valentin Blatz brewed 350 barrels. Valentin Blatz was born in Mittenberg-on-the-Main. The son of a Bavarian brewer, he worked in Milwaukee for three years as a brewmaster in John Braun's small brewery located where the Blatz stockhouse #3 is now. After Braun died in 1851, Blatz married Braun's widow and took over the business.

At first Milwaukee brewers, including Blatz, manufactured their brew strictly for the local population, partly because of the lack of proper refrigeration techniques and partly because of the short shelf life of beer at the time. Little by little many Yankees grew to prefer the German lager beer, which they initially disdained in favor of their traditional ales, and the market in Milwaukee soared. By 1868 Blatz was producing 16,000 barrels of beer per year.

In the early 1870s, Blatz was one of the first Milwaukee brewers to recognize the potential of shipping beer to other metropolitan areas.² It is on this exporting business that the fame of Milwaukee beer rests. Whereas New York, Chicago and Philadelphia had such large populations that the large local brewers had all they could do to serve their immediate vicinity, Milwaukee brewers, with their smaller market area, realized that in order to expand, they would have to embark on extensive shipping and advertising campaigns. In 1875, Blatz was the first Milwaukee brewer to establish a bottling department after bottle manufacturers perfected a cap which would withstand the pressure of carbonation within the bottle, and after Pasteur's discoveries became well known. This enabled Blatz to ship his product to far-away places more cheaply and safely than keg beer. By 1880 Blatz had established agencies in New York, Boston, Chicago, New Orleans, Memphis, Charleston, Savannah, and "most of the other principal cities of the nation," and was producing 125,000 barrels annually.³ Blatz continued to be a leader in technological progress. In 1889 he installed a pipeline between the brewery and the bottling works, the second such pipeline in the country and the first in Milwaukee.⁴ In 1892, the Blatz Brewery became the first in the country to run on electric power.⁵

In 1889 the brewery was incorporated and in 1890 Blatz secretly sold his interest to a London syndicate, known as the Chicago and Milwaukee Brewers, Ltd. Blatz retained the presidency and had his offices in the Blatz office building until his death in 1894 however. His son, Albert, followed his father as the principal officer in the firm until a Chicago man, Edward Landsberg, bought the firm in 1920.

The period from 1890 until prohibition was a time of great growth for Blatz and the other big Milwaukee brewers despite the threat of the temperance movement. In the 1890s, Blatz and other brewers proclaimed themselves to be leaders in the temperance movement because of the

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purity of their brews and the relative mildness of beer compared to hard liquor. By the 1890s, Milwaukee had become the "queen of the world in lager beer."⁶ Milwaukee breweries regularly shipped beer to the great beer gardens in Germany and owned over 2200 saloons across the United States. This real estate investment is another major reason for the success of Milwaukee's exporting breweries.

With the passage of the Eighteenth Amendment in 1919, however, the Blatz Brewery was forced to curtail its activities drastically. The production of near beer used 25% of the plant's capacity, but soon went out of favor as bootlegging became more prevalent. Blatz then turned to the production of "Blatz Gold Star Ginger Ale" and other types of soda water, keeping the organization on its feet until the repeal of prohibition. The brewery resumed full production in 1933 on the day prohibition ceased. In 1935, Blatz continued its leadership role by being one of the first breweries in the country to sell beer in cans.

Blatz held its position as one of the major U. S. breweries until it was bought out by the industry's giant, Pabst, in 1958. Blatz beer is still manufactured today by the G. Heileman Brewing Co. of La Crosse, but the Blatz office building has served as offices for Pabst until very recently.

In summary, the Blatz Brewery has been an integral part of the history of brewing in the United States. According to a brewing history in the 1892 Milwaukee Sentinel, Blatz's major contribution to the industry was in its quick adoption of technological advances. "It has been an innovator, patents and processes have been introduced which other breweries have afterwards adopted successfully."⁸

¹Building permits on file in the Division of Building Inspection, City of Milwaukee, and date on building. The period of historic significance is 1890- 1958. A ca. 1920 photograph shows a one-story addition.

²Kroll, p. 58.

³Flower, p. 1461.

⁴Mickleson, Jan. 31, 1892.

⁵Ibid.

⁶Ibid.

⁷Kroll, p. 8.

⁸Mickleson, Ja. 31, 1892.

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- "Pabst Brewing Company Complex," National Register nomination form in the files of the State Historic Preservation Office.
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- "Val Blatz, 66, Brewer, Dies," Milwaukee Journal, Dec. 30, 1927.
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- Photograph of building taken ca. 1920 in the possession of John J. Burke, Jr., Associates.

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That part of lots 7, 8, 9, and 10, block 66, in plat of the northwest 1/4 of the northwest 1/4 of section 28, township 7 north, range 22 east, and in plat of Milwaukee, in the northeast 1/4 of section 29, township 7 north, range 22 east, in the City of Milwaukee, County of Milwaukee, and State of Wisconsin, bounded and described as follows: commencing at the northwest corner of said lot 10; thence east along the north line of said lot 10, 55.22 feet; thence south 5 degrees 06 minutes east parallel to the west line of said block 66, 163.14 feet; thence south 85 degrees 12 minutes 02 seconds west 55.00 feet to a point in the west line of said block 66; thence north 5 degrees 06 minutes west along the west line of said block 66, 167.76 feet to the point of beginning, containing 9100 square feet of land. To be known as parcel 1 of certified survey map # _____, part of tax key #392-1360-100.

This boundary corresponds roughly with the outside walls of the building.