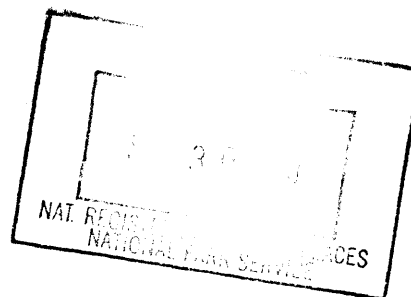


**United States Department of Interior  
National Park Service**

**National Register of Historic Places  
Registration Form**



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900A). Use a typewriter, word processor, or computer, to complete all items.

**1. Name of Property**

historic name Pabst Brewing Company Complex  
other names/site number N/A

**2. Location**

street & number Roughly bounded by Highland Avenue, Eleventh, Winnebago, and Ninth streets N/A not for publication  
city or town Milwaukee N/A vicinity-  
state Wisconsin code WI county Milwaukee code 079 zip code 53233

**3. State/Federal Agency Certification**

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this  nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property  meets  does not meet the National Register criteria. I recommend that this property be considered significant  nationally statewide  locally. ( See continuation sheet for additional comments.)

Alicia J. Co September 26, 2003  
Signature of certifying official/Title Date

State or Federal agency and bureau

In my opinion, the property  meets  does not meet the National Register criteria.  
( See continuation sheet for additional comments.)

Signature of commenting official/Title Date

State or Federal agency and bureau

Pabst Brewing Company Complex

Milwaukee

Wisconsin

Name of Property

County and State

**4. National Park Service Certification**

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register.

See continuation sheet.

determined not eligible for the National Register.

See continuation sheet.

removed from the National Register.

other, (explain:)

*E Beall*

11.14.03

*Joe*

Signature of the Keeper

Date of Action

**5. Classification**

**Ownership of Property**  
(check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

**Category of Property**  
(Check only one box)

- building(s)
- district structure
- site
- object

**Number of Resources within Property**  
(Do not include previously listed resources in the count)

contributing	noncontributing
24	3 buildings sites
3	1 structures
1	objects
28	4 total

**Name of related multiple property listing:**  
(Enter "N/A" if property not part of a multiple property listing.)

N/A

**Number of contributing resources is previously listed in the National Register**

0

**6. Function or Use**

**Historic Functions**

(Enter categories from instructions)

INDUSTRY: Manufacturing Facility

COMMERCE/TRADE: Business

**Current Functions**

(Enter categories from instructions)

VACANT/NOT IN USE

**7. Description**

**Architectural Classification**

(Enter categories from instructions)

Late Victorian

Modern Movement

**Materials**

(Enter categories from instructions)

Foundation Limestone

walls Brick

Stone

roof Asphalt

other Slate

**Narrative Description**

(Describe the historic and current condition of the property on one or more continuation sheets.)

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**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 1

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**Summary Paragraph**

The Pabst Brewing Company Complex consists of twenty-seven buildings, four structures and one object occupying the 900 and 1000 blocks of West Juneau Avenue and the 1100 and 1200 blocks of North 10<sup>th</sup> and 11<sup>th</sup> streets in the City of Milwaukee. The complex is characterized by large, cavernous buildings constructed between 1858 and 1975 composed of masonry materials, including cream brick, cut stone, and pressed brick. These buildings were utilized to store, process, package, and distribute the ingredients and product of the brewery. Stylistically, elements of the German Renaissance Revival style predominate, including battlements and crenellated towers. The Pabst Brewing Company Brewery Complex possesses integrity of location, design, setting, materials, workmanship, feeling and association.

**Statement of Description**

Located on a hill northwest of the City of Milwaukee's immediate downtown area, the brewery is generally bounded by freeways to the north and west, and commercial and institutional buildings to the south and east. Centered around the intersection of West Juneau Avenue and North 10<sup>th</sup> Street, the brewery is characterized by large, cavernous buildings, ranging from one to seven stories in height, composed of masonry materials including cream brick, cut stone and pressed brick. The fact that many of these buildings abut each other creates the sense of a complex consisting of fewer, truly massive structures, however, brewery buildings have been constructed at different times to house unique functions related to the production and distribution of beer. The composition of the complex has also evolved over its history with old buildings razed and new buildings constructed due to company expansion and the need to house new machinery and processes. As a result, the brewery possesses a relatively equal number of nineteenth century and twentieth century resources. All of the buildings in the complex with the exception of the former Jefferson Public School (1858) and former First German Methodist Episcopal Church (1873) were built for the production of beer. These two structures were purchased in the late nineteenth century by the brewery and extensively remodeled in the German Renaissance Revival style.

Stylistically, the German Renaissance Revival style predominates, although elements of the Italianate, Gothic Revival, and Moderne styles can also be found within the complex. German Renaissance Revival style brewery buildings feature battlements and crenellated towers. Italianate style elements exhibited on buildings include arcaded brick corbeling and tall, narrow, round and segmental-arch windows with brick window hoods.

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section 7 Page 2

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

The period of significance for the Pabst Brewing Company Brewery Complex is 1875-1953. In addition to encompassing the years when Pabst was one of the most important leaders in its industry, this period is based upon the construction dates of existing brewery buildings. Although the former school and church were built prior to 1875, they were not purchased and used for brewery purposes until after this year, therefore, 1875 represents the earliest date of construction for a building within the brewery complex. Similarly, 1953 represents the final year of a construction period spanning 1948-1953 when three resources – the boiler house, stock house and grain elevator – were built. Following this period, new construction would not again occur until 1967. The year 1953 also coincides with the fifty-year guideline for ending the period of significance. Based on this period of significance, twenty-eight of the thirty-two resources within the Pabst Brewing Company Brewery Complex are considered to be contributing.<sup>1</sup>

**Stock House/Fermenting House (Building #2)<sup>2</sup>: ca. 1875, ca. 1925 (photos #1, 6) (Contributing)**

This flat roof, four-story, five-bay, cream brick building sits on a raised, regularly coursed, square-cut limestone foundation. Bays are divided by brick pilasters that contain recessed panels. The primary (south) façade also features decorative brick corbeling above and below the fourth story, and irregularly placed limestone stringcourses with dentil-like brickwork on the individual bays. Fenestration consists of paired, six-over-six, double-hung, wooden windows with concrete sills in the center bay and similar windows, either paired or triple, on the uppermost story. Four, small, regularly spaced openings with concrete sills pierce the outer bays. Building access is gained through a slightly recessed, center entrance containing wooden, single-light, double doors and featuring a rock face, cut stone surround. The brick corbeling and window pattern of the uppermost story continues on the west elevation, otherwise, this side of the building simply consists of regularly spaced, slightly recessed, brick-infilled openings with concrete sills. Toward the northernmost portion of this façade the openings contain paired, six-over-six, double-hung, wooden windows. A brick-faced skywalk attached to the uppermost story spans the alley separating this building from building #5. The Juneau Avenue entrance to this alley formerly featured a stone and/or brick gateway arch upon which stood a statue of King

<sup>1</sup> Many of the buildings within the brewery complex are connected by skywalks or underground tunnels, which have not been included in the resource count. Similarly, gates and fences in and around the complex have not been included in the resource count.

<sup>2</sup> Building names are based on their original function within the brewery and have been obtained from City of Milwaukee permits or historic fire insurance maps for those buildings lacking permits. Changes to building functions over time are noted in the descriptions. Building numbers are derived from a Pabst Brewing Company building numbering system. In order to avoid confusion, this numbering system has been retained for the nomination as brewery complex buildings continue to be commonly referred to by their number rather than their former function.

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Section 7 Page 3

Pabst Brewing Company Complex  
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Gambrinus (the mythical Flemish king who reputedly invented beer and is the patron of brewers). The alley then opened into a courtyard where horse-drawn delivery wagons gathered their supply. Currently, the alley entrance features swinging, spiked metal gates and two, decorative wrought iron lanterns with the letter "P" on their lighted faces (lanterns are attached to the southwest corner of building #2 and southeast corner of building #5, respectively). The east façade of the subject building abuts building #1 and the rear (north) elevation abuts building #4. The utilitarian interior has an open floor plan filled with metal storage tanks. Exposed structural framing members include round cast iron columns, wooden posts, and riveted steel posts. Interior wall and ceiling surfaces are generally covered with cork or other insulating materials. This building was used for fermenting and storing beer.<sup>3</sup>

**Main Office (Building #27): 1880, 1892 (photos #30, 32, 33, 42, 43) (Contributing)**

This ornate cream brick building rests on a raised, square-cut, rock face, regularly coursed, limestone foundation and consists of a one-story, rectangular block with a two-story tower addition on its east elevation. The main block features carved trimstone and a cornice with rounded block modillions. Within its front gabled center bay is an inset date stone and another inset stone with raised lettering reading, "PABST BREWING CO." Fenestration consists of tall, wooden, safety glass windows with single-light transoms on the primary (north) façade and glass block infilled openings on the foundation level. On the west elevation are large, wooden windows composed of multiple circular pieces of leaded glass. The rear (south) façade contains one-over-one windows with carved limestone sills and both single-light and stained-glass transoms. Building access is gained through a primary façade wooden, single-light, leaded-glass door that features a leaded-glass fanlight and sidelights. This door also features an ornate, cast metal door handle. Historic photographs reveal that an additional pedestrian entrance found on this elevation is not original to the building. The main block has a multi-light, clerestory skylight atop its hipped roof. Attached to the northwest corner of the block is a decorative wrought iron lantern with the letter "P" on its lighted faces. Main block elements repeated on the two-story tower addition include the cornice with rounded block modillions and tall, wooden, safety glass windows, however, these windows feature stained-glass transoms, instead of single-light transoms. The tower is accentuated with a battlement, trimstone and a slate, conical roof containing whimsical,

<sup>3</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder); *Rascher's Fire Insurance Atlas of the City of Milwaukee, Wis.* (Chicago: Western Fire Map Pub. Co., 1876). It is apparent from historic photographs that this ca. 1875 building has been significantly modified ca. 1925. The building formerly featured round-arch recessed openings with small round-arch windows on the primary façade. Original elements that have been retained include the brick pilasters with recessed panels and limestone stringcourses with dentil-like brickwork, otherwise, the building bays have been largely infilled with brick and new fenestration.

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Section 7 Page 4

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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diminutive, peaked-roof dormers. Three, small, conical-roofed turrets are also found on this two-story addition as is a tall, fanciful, decorative brick parapet.<sup>4</sup>

The interior of the main block consists of a large hall with a suspended ceiling, carpeted floor and decorative window and door surrounds. Window surrounds in the office located on first story of the tower are even more elaborate. This office also features wood-paneled wainscoting and denticulated trim with carved head and petal medallions. The second story tower office has wood-paneled wainscoting, denticulated crown molding and wood floors. Vaults are found on the primary and basement levels of the main block. The decorative basement vault features dentils and pilasters with capitals.<sup>5</sup>

As indicated by the date stone on the building, the main block was constructed in 1880. The tower addition was designed by Otto Strack and built in 1892 at an estimated cost of \$8,000 by Gerhard Stuewe. The building housed the offices of the company president, vice-presidents, secretary, and treasurer, in addition to providing space for brewery bookkeepers, accountants and clerks.<sup>6</sup>

**Brew House (Building #20): ca. 1882, 1892 (photos #18, 19, 40, 41) (Contributing)**

This four-to-five-story, three-bay, cream brick building has a skylit flat roof and sits on a square-cut, rock face, regularly coursed, limestone foundation. Simple, slightly projecting, brick pilasters divide the bays and a modest, stepped parapet is located in the center of the primary (east) façade. The building features symmetrical, Italianate style, tall, narrow, round-arch, and square window openings with brick window hoods and limestone sills. Fenestration consists of eight-light wooden windows with safety glass on the first story; modern, one-over-one, vinyl windows on the middle two stories; and what appears to be six-light, wooden windows on the uppermost stories. Limestone stringcourses frame brick corbeling located above the uppermost story and a single stringcourse is found below brick corbeling in between the third and fourth stories. A metal cornice is located above the latter corbeling. A carved limestone balcony rests above the building's center entrance, which features three-light,

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<sup>4</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder).

<sup>5</sup> The vault on the primary level was manufactured by the Mosler Safe Company.

<sup>6</sup> Building permit for Pabst Brewing Company, 19 November 1892, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; *Milwaukee Sentinel*, 18 April 1880, 4/5. Interestingly, the location of the limestone inset labeled "Pabst Brewing Co." formerly contained an identical inset reading "Ph. Best Brewing Co." The latter was obviously carefully removed and the former inserted when the company was renamed the Pabst Brewing Company in 1889. [Historic photograph located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder).]

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Pabst Brewing Company Complex  
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wood-paneled, double doors with a three-light transom. Wooden, diamond- or circle-shaped moldings have been applied on the lights and the door surround features simple wooden columns and a carved header with modillion-like elements. The rear (west) and north elevations generally lack the ornamentation of the primary façade. These elevations each feature two limestone stringcourses and asymmetrically arranged, round-arch and square window openings, some of which possess brick lintels and limestone sills. Many of these openings contain modern metal windows and have been partially infilled. The rear elevation also features a large stained-glass window depicting King Gambrinus, which is oriented toward the interior of the building. The north façade, whose mid-section is one story taller than the rest of the building, contains a large, non-contributing, concrete block addition toward its western end. This addition lacks any distinguishing characteristics or fenestration. The building's south façade abuts building #21. A historic four-story, one-bay, cream brick block located by the southwest corner of the building abuts the rear elevation of building #22. A glazed, ceramic tile silo is attached to this block.<sup>7</sup>

The building interior is an open space that is illuminated by the skylight. Inside the primary entrance, a graceful curving staircase that has a metal railing featuring barley stalk balusters leads to the brewing floor with its six copper brew kettles. This room has been finished with materials that promote a sanitary brewing environment including tile floors, glazed tile walls and stainless steel-panels encasing structural posts. The level above the brewing floor houses the mash tubs. This area features a circular, cast iron staircase and its ceiling is composed of repeating, shallow, barrel-vaults.

The brew house was constructed ca. 1882. A later 1892 building permit for "an addition to the present brewing house" lists Charles Hoffmann as architect and C. L. Ehlers as builder. Although the nature and extent of this 1892 addition is not defined, fire insurance maps from the period show the building was enlarged on its rear façade around this time, which, presumably, could account for the addition described in the building permit. Both the mashing and boiling stages of beer production were completed within the brew house (a description of the brewing process is found in Section 8). This building also contained mills for grinding the malt and the offices of the brewery superintendent and brewmaster.<sup>8</sup>

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<sup>7</sup> The stained-glass window of King Gambrinus, the mythical Flemish king who reputedly invented beer and is the patron of brewers, was designed and constructed by the Chas. Baumbach Company of Milwaukee. ["Brewing in Milwaukee: Complete Technical Description of the Pabst Brewing Co.'s Mammoth Establishment at Milwaukee - History of the Famous Brewery from its Foundation Fifty Years Ago - Illustrations in Detail of All Parts of this Enormous Plant," *The Western Brewer and Journal of the Barley, Malt and Hop Trades* 20, no. 1 (January 1895): 92.]

<sup>8</sup> Building permit for Pabst Brewing Company, 21 April 1892, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; *Milwaukee Sentinel*, 25 August 1881, 2/4; 15 March 1882, 6/2; 26 December 1886, 5/3; *Rascher's Fire Insurance Atlas of the City of Milwaukee, Wis.* (Chicago: Western Fire Map Pub. Co., 1876 and 1888); Sanborn Map

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Milwaukee, Milwaukee County, Wisconsin

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**Malt House (Building #25): 1882, 1901 (photos #23, 24, 25)**

**(Contributing)**

This large, six-to-seven-story, twelve-by-six-bay (twelve-bay primary façade, six-bay secondary façade), cream brick building rests on a square-cut, rock face, regularly coursed, limestone foundation. The building features an arcaded brick corbeled cornice with a limestone stringcourse directly below. Additional limestone stringcourses are found above the first and third stories. Simple, slightly projecting, brick pilasters divide the bays, which universally contain single and paired, round-arch and square window openings. These window openings generally feature limestone sills and brick window hoods or lintels. Most openings have been infilled with brick, however, a few examples of six-over-six, double-hung, wooden windows remain. Historic photographs reveal that this type of fenestration was formerly featured throughout the building. Larger, modified brick-infilled openings seen on the first story of all facades were formerly window openings of similar size to those existing. The primary entrance is located toward the center of the north elevation and consists of wood-paneled, double doors found underneath a round-arch copper hood mold supported by carved wooden posts. The brick-infilled tympanum-like space above the doors formerly featured a bas-relief depicting what appeared to be a primitive brewery scene. Mechanical equipment located on the west façade of the building fills the narrow space between this elevation and the malt elevator (building #24) (this equipment has not been included in the brewery resource count). A historic bridge located by the northeast corner of the building spans Juneau Avenue and connects to building #21. Two mansard-roofed penthouses once found on top of the building have since been removed.<sup>9</sup>

The interior is divided with the barley steeping tanks found on the east end of the building; the malting chambers occupying the middle section; and the malt kilns located in the western portion of the building. Ceilings are composed of repeating, shallow, barrel-vaults.

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Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894). The exact date of construction of the brew house has been difficult to determine. Rascher's 1876 edition fire insurance atlas provides the notation "brewery house being built" on the subject building, however, this notation is made on a paste-over addition, therefore, the actual construction date of the brew house is sometime after 1876 and before the next Rascher's edition, which was printed in 1888. Furthermore, *Milwaukee Sentinel* newspaper articles indicate that a brew house was planned to be built at the subject location in 1882, however, a newspaper article from 1886 refers to the "new" brew house on 10<sup>th</sup> Street. Based on this information, either the brew house was constructed in 1882 and is still considered "new" for the purposes of the article or its construction was delayed until 1886.

<sup>9</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder).



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Pabst Brewing Company Complex  
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The malt house was designed by Charles Hoffmann with Louis Houenghansen and Charles Luenzmann serving as mason and carpenter, respectively. A later building permit from September 1901 indicates that the former frame construction of the malt house was replaced with I-beams, tile floors, tile partitions and steel roof trusses at an estimated cost of \$75,000. This work was most likely completed in response to a 1901 fire that partially damaged the malt house and neighboring malt elevator (building #24). In his history of the Pabst Brewing Company, Thomas Cochran characterizes the subject building as the world's largest brewery-owned malt house. The malting stage of the brewing process – where barley grains are steeped in water, allowed to germinate and then kiln dried to produce malt – was completed within the building.<sup>10</sup>

**Former Jefferson Public School/Company Office (Building #28): 1858, acquired by the Pabst Brewing Company in 1886 (photos #30, 31, 44) (Contributing)**

This three-story, cream brick, rectangular building rests on a rough-cut, irregularly coursed limestone foundation and has a four-story, square corner tower featuring a battlement with square, crenelated, corner turrets. The primary (north) façade is characterized by slightly recessed, round-arch bays containing square, round- and segmental-arch, double-hung windows. Window openings feature brick lintels and painted metal or stone sills. This elevation also has a battlement upon which rests regularly spaced, square, crenelated turrets. The main entrance consists of a carved, wooden surround with wood-paneled, leaded-glass, double doors and a decorative, stained-glass fanlight featuring the Pabst insignia (the capital letter "B" placed over hops leaves). On the east elevation, the battlement contains a tall, stepped-parapet with a recessed, round-arch panel. Limestone quoins on the first story of this façade frame a window opening that features a limestone surround containing a keystone and impost blocks. The rest of the first story is obscured by the visitors center (building #35), which abuts this elevation and wraps around to the primary façade. Round- and segmental-arch window openings – some of which have been brick-infilled – feature bracketed sills. The rear (south) elevation has a limestone stringcourse dividing the first and second stories. Windows on this façade become less elaborate on each descending story. The third story contains round-arch, predominately six-over-six,

<sup>10</sup> "Brewery Improvements: The Mammoth New Malt House of the Ph. Best Brewing Co., Milwaukee – Its Kilns, Machinery and Economic Features," *The Western Brewer and Journal of the Barley, Malt and Hop Trades* 8, no. 2 (February 1883): 285; Building permit for Pabst Brewing Company, 30 September 1901, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; *Milwaukee Sentinel*, 15 March 1882, 6/1; 18 April 1882, 3/3; 17 July 1882, 6/1; Thomas C. Cochran, *The Pabst Brewing Company: The History of an American Business* (1948; reprint, Westport, CT: Greenwood Press, 1975), 200, 221, 376. A point of note should be made regarding this last source. When Thomas Cochran published his history of the Pabst Brewing Company, he was given access to vast collections of company records that have subsequently been lost, disseminated or destroyed. Additionally, since there is no archives of remaining Pabst Brewing Company records, Cochran's history is all the more invaluable for researchers.

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Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

double-hung, wooden windows with decorative, Italianate style, molded window hoods. The second story has segmental-arch, one-over-one, double-hung, wooden windows with slightly less decorative molded window hoods. Square, six-over-six and one-over-one, double-hung, wooden windows on the first story feature simple molded window hoods or lack them altogether. All of these window openings either contain limestone or painted metal sills. The rear entrance consists of three-light, wood-paneled, double doors. A metal-sheathed skywalk connects this façade with the bottling house (building #29). The subject building's west façade abuts the main office (building #27).

Much of the interior appears to have been remodeled for office space in the mid-twentieth century and features wooden doors and partition walls containing wavy glass. Toward the eastern end of the second story, cast iron structural columns with capitals remain. These columns are partially masked by a modern suspended ceiling, which also hides a historic tin ceiling. Two historic wooden staircases are found in the building. One features decorative turned balusters and newel posts, while the other has rounded balusters and a squat, carved newel post. This building also contains two vaults.<sup>11</sup>

The Jefferson Public School – also referred to as the Second District Primary School – was built in 1858 based on a design completed by Edward Townsend Mix for another school building within the city. The property was purchased by the Pabst Brewing Company (then the Phillip Best Brewing Company) for \$18,000 in 1886 and later remodeled in the German Renaissance Revival style. This building housed the offices of the brewery purchasing agent, architect, mechanical engineer, and advertising department. Additionally, it was also the location of the sign painters' studio on the upper story and receiving clerk's and storekeeper's quarters on the first story.<sup>12</sup>

**Wash House/Shipping & Filling House (Building #8): ca. 1888 (photo #4) (Contributing)**

This two-story, cream brick building sits on a raised, square-cut, rock face, regularly coursed, limestone foundation. It is separated into twelve bays by simple, brick pilasters and a brick stringcourse divides the two stories. The building's outward appearance suggests two buildings based on a slightly taller five-bay, southern section, however, all evidence suggests it was built as one structure. The building features vertically oriented, six-over-six, double-hung, wooden windows on its first story and standard-sized, six-over-six, double-hung, wooden windows on the second story of the five-bay southern section. The seven-bay northern section predominantly contains small, four-light, fixed sash

<sup>11</sup> The vaults were manufactured by Hall's Safe & Lock Company, Cincinnati & Chicago.

<sup>12</sup> Carlen Hatala and Robin Wenger, *Central Business District Historic Resources Survey* (Milwaukee: City of Milwaukee Department of City Development, March 1986), 5-6; *Milwaukee Sentinel*, 23 October 1886, 3/3; 19 November 1886, 3/1.

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windows with limestone sills on its second story. The building features a brick corbeled cornice, which based on a historic photograph and the noticeably lighter-colored brick, appears to have been reconstructed on the five-bay southern section. The historic photograph also reveals that a large, round-arch window opening was formerly found in the raised foundation centered under the seven-bay northern section. The rear (west) façade contains some four-over-four, double-hung, wooden windows on the second story, however, most openings have been infilled. Alterations on the first story include the installation of multiple sliding metal doors and a truck loading dock. Two brick-faced skywalks attached to the north façade span the narrow alley between this building and building #9. The south elevation abuts building #4. Finally, two non-contributing additions – one ceramic tile and the other modern concrete block – are located on top of the roof. The building's utilitarian interior features metal posts, concrete floors, plaster and cork-covered walls, and a ceiling composed of repeating, shallow, barrel-vaults.

This building originally housed barrel washing and filling operations. Following washing, beer barrels would be filled and then rolled out onto a rear elevation shipping platform to be loaded on wagons for delivery. The building also contained the pure yeast cultivating plant (the use of pure yeast culture in brewing is discussed in Section 8). It was later used for barrel and carton storage.<sup>13</sup>

**Bottling House (Building #29): 1889, ca. 1910, 1911 (photos #26, 27, 28, 29, 46) (Contributing)**

This very large, two-to-three-story, cream brick building occupies the majority of the block encompassed within Juneau and Highland avenues, and 9<sup>th</sup> and 10<sup>th</sup> streets. Stylistically, German Renaissance Revival style elements predominate and include a battlement and crenelated parapets framed with small, crenelated towers. Four parapets each contain inset stone medallions with painted Pabst Brewing Company insignia (the capital letter "B" placed over hops leaves with the inscription: "PABST SINCE 1844") and applied lettering reading "PABST BREWING CO. BOTTLING DEPARTMENT." Material and stylistic continuity suggests a building that was constructed in its entirety at one time, however, the bottling house was actually built in three phases. The original block was built in 1889 and consists of the building's northern, nine-bay section, which features four-story square towers with battlements anchoring its ends. Historic photographs reveal that these towers formerly contained pyramidal hipped-roofs. A second block consisting of the remainder of the subject building except for its eight-by-six-bay southeastern section (Highland Avenue elevation-by-9<sup>th</sup> Street elevation) was constructed sometime prior to 1910. The final section was built in 1911. The building

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<sup>13</sup> Although the exact date of construction for the subject building is not known, a building of this size and shape first appears on an 1888 fire insurance map. [*Rascher's Fire Insurance Atlas of the City of Milwaukee, Wis.* (Chicago: Western Fire Map Pub. Co., 1888).]

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generally features very slightly arched (almost square) window openings with brick lintels and limestone sills on its upper story. These openings contain either two-over-two or six-over-six, double-hung, wooden windows. Lower story, segmental-arch window openings have brick window hoods and limestone sills. Types of fenestration within these openings include six-over-six, double-hung, wooden windows with three-light transoms; two-over-two, double-hung, wooden windows with two-light transoms; or modern one-over-one replacement windows. Round-arch, two-over-two, double-hung, wooden windows with brick window hoods and limestone sills are found on the fourth story of the square towers. Many window openings have been modified and partially infilled on the first story of the west elevation. On the east façade, first story openings have been enlarged and utilized as truck loading docks. An entrance located by the southwest corner of the west façade features four-light, wood-paneled, double doors with a large, segmental-arch, multi-light, wooden transom. Non-contributing elements include a large brick addition on the east elevation and a modern skywalk/conveyor, which connects to a Pabst Brewing Company distribution/trucking center built in 1977. Two box conveyors formerly located on the second story of the east elevation have since been removed. An open floor plan on the interior includes concrete floors, exposed brick walls and a framing system composed of both wooden and metal posts. A clerestory skylight located on the roof illuminates the building interior.<sup>14</sup>

The bottling building was designed by Charles Hoffmann and built at an estimated cost of \$100,000 with Gerhard Stuewe serving as mason. The 1911 addition was constructed by Henry Danischefsky at an estimated cost of \$32,000. This building housed all the functions associated with bottling beer including: bottle washing, filling, corking, steaming (pasteurization), and labeling operations. Additionally, it also contained beer-receiving tanks, box repair and bottle storage areas.<sup>15</sup>

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<sup>14</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder); Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894 and 1910). Based on the examples located within the bottling house parapets, it is possible that the blank inset stone medallions found within the stepped-parapets of buildings #11 and #15 may have been painted with Pabst Brewing Company insignia.

<sup>15</sup> Building permits for Pabst Brewing Company, 14 August 1889 and 13 January 1911, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; *Milwaukee Sentinel*, 15 August 1889, 3/3; 19 October 1890, 7/3. Henry Danischefsky, contractor of the 1911 addition, ultimately became part of Pabst Brewing Company management, serving as head of the real-estate department and, later, as a vice-president and director. [Cochran, 194, 326, 400.] In the late nineteenth century, the bottling house employed 900 people at full capacity. ["Brewhing in Milwaukee," 106.]

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**Grain Drying House (Building #17): 1889 (photo #15)**

**(Contributing)**

Built in 1889, this three-story, rectangular, cream brick building is closely bordered on its north, south and west by building #11, building #20 and building #16A, respectively. The subject building has a flat roof and rests on a rock face, irregularly coursed, limestone foundation. Wall surfaces are characterized by irregularly spaced and slightly recessed brick-infilled window openings. Many of these openings feature arched brick lintels and limestone sills. Fenestration solely consists of paired, four-over-four, double-hung, wooden windows on the north façade and two, multi-light, windows located toward the northern end of the west elevation. The north façade also contains a metal pedestrian door and a suspended, metal, wet grain silo, which is anchored to and fills the passageway between this elevation and the rear elevation of building #11 (this wet grain silo has not been included in the brewery resource count). A modern pedestrian entrance is located on the south façade, as is a slanted, standing-seam metal skywalk, which attaches to building #20. On the south end of the east elevation is a significantly faded painted advertising sign for Pabst beer. The building interior features wood-frame construction and wood, possibly maple, floors. Ceilings are unfinished revealing exposed joists and walls are covered with an insulating material. Within the grain drying house, the leftover spent grains from the mashing stage of brewing were dried and later sold as livestock feed. The building was later used for saloon fixtures storage and as the hop house.<sup>16</sup>

**Boiler House, Millwright & Machine Shop (Building #10): 1890, 1909 (photos #9, 10, 11)  
(Contributing)**

This three-story, cream brick building has a flat roof and rests on a square-cut, rock face, regularly coursed, limestone foundation. Simple, slightly projecting, brick pilasters divide the bays and a brick stringcourse separates the first and second stories. The building features a battlement and, on the primary (east) façade, a crenelated parapet has applied lettering reading "PABST BREWING CO." The second and third stories of this façade contain symmetrical, paired, nine-light, single-sash, wooden windows topped with paired, three-light transoms. Window openings feature brick, segmental-arch window hoods and limestone sills. The first story contains similar segmental-arch openings, which consist of paired, four-over-four, double-hung, wooden windows that lack transoms. Many of the lower sash have been boarded over. Also on the first story are three, modified vehicular loading bays, as well as a pedestrian entrance with modern doors topped with paired, four-light transoms. Four-light, single-sash windows line the foundation level. This pattern of fenestration is repeated on the remaining three

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<sup>16</sup> *Milwaukee Sentinel*, 06 November 1889, 2/4; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894). With the advent of trucking, spent grains began to be shipped wet, instead of dried, hence the addition of the wet grain silo by the north elevation.

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facades with some modifications including brick-infilled window openings on the south and rear (west) elevations; glass block-infilled window openings on the second story of the north and rear facades, and, two enlarged window openings on the south elevation. Similar pedestrian entrances with modern doors and paired, four-light transoms are also found on all facades, however, the entrance on the north façade has been partially infilled with glass block. An skywalk on the west façade leads to building #11. The building's utilitarian interior features riveted steel posts, concrete floors, exposed brick walls, and unfinished ceilings revealing exposed joists.

The subject building was designed by Charles Hoffmann and built at an estimated cost of \$40,000 by August Luenzmann/Charles Luenzmann & Sons. A large portion of the south façade was rebuilt following a severe boiler explosion that occurred on 25 October 1909. Crenelated, square corner turrets that were formerly featured on the building have since been removed. The building later housed a wood working shop and was also utilized by the advertising and engineering departments. When used as a boiler house, this building produced the steam power and heat for the brewery. During this time, a millwright shop was located on the second floor and a machine shop was found on the third floor. In the machine shop brewery machine parts were made and repaired. Adjoining this shop was a small bag and canvas shop used to produce awnings and wagon covers.<sup>17</sup>

**Granite block and brick pavers (structure): 1890, 1917 (photos #10, 12, 18, 19) (Contributing)**

Patches of granite block and brick pavers are found throughout the brewery complex on the streets, alleyways and sidewalks where there is no asphalt overlay. The granite block and brick paver streets, alleyways and sidewalks are a contributing structure within the brewery complex.<sup>18</sup>

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<sup>17</sup> Building permit for Pabst Brewing Company, 13 December 1890, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder & Pabst Boiler Explosion photograph folder); Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894).

<sup>18</sup> The years cited specifically represent those dates that granite block pavers were installed on 10<sup>th</sup> Street in the area between Juneau Avenue and Winnebago Street. Dates of installation of granite block or brick pavers on other streets within the brewery complex are generally within a few years of those cited. [Roger Reed, City of Milwaukee Department of Public Works, telephone conversation with Michael McQuillen, 25 March 2003, notes on file at Heritage Research, Ltd., Menomonee Falls, WI.]

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**Engine, Mill & Refrigeration Machines Building (Building #21): 1891 (photos #17, 18, 45)  
(Contributing)**

Resting on a square-cut, rock face, regularly coursed, limestone foundation, this four-story, five-by-six-bay, cream brick building has brick pilasters that contain recessed panels dividing the bays. The building features arcaded brick corbeling above the fourth story, a metal cornice atop brick corbeling above the second story, and a limestone stringcourse atop brick corbeling above the first story. The metal cornice and corbeling over the second story extends uninterrupted onto the primary façade of building #20. German Renaissance Revival style elements include a crenellated turret with a conical roof over the building's southeast corner. A similar turret was also formerly located over the southwest corner. A single-bay block, which projects an additional story above the rest of the building on the primary (east) façade, features a battlement and square, crenelated, corner turrets. This block also contains an inset stone medallion, which, although significantly weathered, appears in historic photographs to contain the inscription, "18 P 91" (presumably, "P" for Pabst and 1891 the building's date of construction). The five-bay, primary (east) elevation consists of a slightly projecting entrance bay and a wide northernmost bay. The first story contains tall, paired, glass block-infilled windows, over which are small, single or paired, four-light, wooden windows. The former window openings feature square, brick, window hoods with limestone caps and sills, while the latter have brick lintels and limestone sills. The northernmost bay lacks the small window openings and, instead, features two sets of tall, paired window openings with square, brick, window hoods with limestone caps and sills. Three separate pedestrian entrances feature wood-paneled, double doors with two-light transoms, except for the northernmost entrance, which has a transom consisting of three, round-arch lights. Paired, Italianate style, tall, round-arch window openings with brick window hoods and limestone sills identical to those seen on building #20 are found on the second story. These openings contain multi-light, round-arch wood sash. The third and fourth stories feature smaller, round-arch window openings with limestone sills. Third story openings contain multi-light, round-arch wood sash and, on the northernmost bay, some of these openings have been infilled with brick. Openings on the fourth story feature brick window hoods and generally contain louvered-vents. The six-bay, south elevation closely resembles the primary (east) façade with the exception that all bays are of equal width. Additionally, the limestone stringcourse located above the first story evolves into round-arches on each of the westernmost three bays. Under the arches are partially infilled window openings, which feature limestone sills and multi-light, metal sash windows. The building's north and west elevations abut building #20 and building #22, respectively. A historic bridge located over the southeast corner of the subject building spans Juneau Avenue and connects to building #25.<sup>19</sup>

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<sup>19</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder).

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On the interior, an open floor plan includes riveted steel posts, plaster walls, square tile and concrete floors, and a ceiling composed of repeating, shallow, barrel-vaults. Also featured is a cast iron staircase with decorative risers and five-panel, wooden interior doors with modestly decorative surrounds.

The subject building was designed by Charles Hoffmann and built at an estimated cost of \$20,000 by Charles Luenzmann with C. Ehlers serving as mason. It housed the main engines, relay engines and refrigeration machines of the brewery. Additionally, it also contained the rice mill.<sup>20</sup>

**Malt Elevator/Elevator "F" (Building #24): 1891, 1901 (photos #21, 22, 23) (Contributing)**

Resting on a square-cut, rock face, regularly coursed, limestone foundation, this tall building consists of a rectangular, cream brick block fronting Juneau Avenue behind which are ceramic tile silos arranged in two rows of seven. The primary (north) façade features simple, round-arch, recessed brick panels with stone sills. What appears to be a stone stringcourse divides the uppermost two stories from the rest of the building. Historic photographs reveal these two stories were added following a fire that occurred in 1901. The utilitarian interior features concrete floors, plaster walls and a ceiling composed of repeating, shallow, barrel-vaults.<sup>21</sup>

The subject building was designed by Charles Hoffmann and built at an estimated cost of \$24,000 by C. F. Ehlers. The ceramic tile silos were added in 1901 and designed by Charles F. Peter. The malt elevator stored the malt that was produced in the malt house.<sup>22</sup>

**Bridge (structure): ca. 1891 (photos #1, 2, 36) (Contributing)**

This metal bridge spans Juneau Avenue and connects the malt house (building #25) to the engine, mill and refrigeration machines building (building #21). Affixed to the east face of this bridge is illuminated

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<sup>20</sup> Building permit for Pabst Brewing Company, 17 March 1891, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894). Although Pabst initially added either rice or corn (or a combination of the two) during the brewing process to produce a lighter colored and lighter tasting beer, by 1893, rice was abandoned in favor of corn. [Cochran, 122.]

<sup>21</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder).

<sup>22</sup> Building permits for Pabst Brewing Company, 11 June 1891 and 30 September 1901, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894 and 1910).



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lettering spelling "PABST," which dates to the period of significance. This bridge is a contributing structure within the brewery complex.<sup>23</sup>

**Wood Working Shop (Building #11): 1894 (photos #11, 12) (Contributing)**

This four-story, three-bay, cream brick building sits on a square-cut, rock face, regularly coursed, limestone foundation. The building features simple, slightly projecting, brick pilasters dividing the bays and a primary (north) façade battlement with square, crenelated, corner turrets. In the center of the battlement is a small stepped-parapet featuring an inset stone medallion that lacks inscription. Fenestration consists of paired, one-over-one or four-over-four, double-hung windows along with paired, two- or three-light transoms and limestone sills on the second, third and fourth stories. Window sash consist of either historic wooden-sash or modern metal replacements that are in generally poor condition. Most window openings are boarded over on the interior. The first story features larger window openings and a vehicular loading dock on the westernmost bay. The easternmost bay contains a metal fire escape. Similar paired and single window openings are found on the east elevation, however, many of these have been infilled with concrete block. The east elevation also contains a non-contributing four-story, one-bay brick addition, which is flush with the primary façade, and two, non-contributing, one-story, metal-sheathed additions. A metal skywalk on this façade connects to building #10. The west elevation consists of similar window openings found on the other facades except on its fourth story, which features round-arch openings. Windows include single- and multi-light, historic wooden and modern metal examples that are in generally poor condition. On the rear (south) façade is a suspended, metal, wet grain silo, which is anchored to and fills the passageway between this façade and the north elevation of building #17 (this wet grain silo has not been included in the brewery resource count). The interior of the building features wood floors, exposed brick walls and unfinished ceilings revealing exposed wood joists.

The subject building was designed by Charles Hoffmann and built at an estimated cost of \$19,000 with Gerhard F. Stuewe serving as mason and August Holstein as carpenter. In addition to its use as a wood working shop, the building housed a saloon beer pump repair shop, tinsmith and pipe fitting shop in the basement. It was later used as a grain drying house and as general storage.<sup>24</sup>

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<sup>23</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder).

<sup>24</sup> Building permit for Pabst Brewing Company, 22 March 1894, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894).

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**Blacksmith, Wagon and Paint Shops (Building #15): ca. 1894, ca. 1910 (photo #13)  
(Contributing)**

Resting on a square-cut, rock face, irregularly coursed, limestone foundation, this three-story cream brick building is visually divided into two blocks on its primary (west) façade. The northern block features a battlement framed by square turrets. Two, four-over-four, double-hung, wooden windows with limestone sills and brick, segmental-arch lintels are found on the third story. Remaining window openings have been infilled with brick. On the first story is a vehicular bay, as well as a pedestrian entrance that consists of a boarded over, four-light, metal door with a two-light transom. The southern block features a similar square turret and a stepped-parapet, which contains an inset stone medallion that lacks inscription. The third story has three, four-over-four, double-hung, wooden windows, while a large, arched, multi-light, metal-sash window with a brick lintel and limestone sill is located on the second story. On the first story, a multi-light metal window has been installed in a partially infilled, segmental-arch opening. A metal fire escape is found on the entire primary elevation. The south façade contains similar window openings with brick lintels and limestone sills, however, most have been infilled with brick or glass block. Window sash that does remain consists of wooden and metal multi-light examples. A metal fire escape and metal doors are found on the rear (east) façade. The north elevation abuts a non-contributing, two-story, brick addition that fills the narrow space between the subject building and building #14. The blacksmith was located on the first story of the building. Sign painting occurred on the upper stories. The interior of the building has been modernized to serve as offices and research labs.<sup>25</sup>

**Former First German Methodist Episcopal Church/Forst Keller (Building #23): 1873, acquired by the Pabst Brewing Company ca. 1896 (photos #20, 21, 22) (Contributing)**

Built at a cost of \$17,000 and dedicated in September 1873 as the First German Methodist Episcopal Church, this cream brick building was later purchased by the Pabst Brewing Company and remodeled

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<sup>25</sup> The construction history of this building is somewhat unclear. An 1894 fire insurance map indicates that a two-story blacksmith shop is "being built" on the site now occupied by the subject building's southern block. A 1910 fire insurance map shows a three-story blacksmith, wagon and paint shop building within the existing footprint of the subject building. Furthermore, on this later map, a portion of an interior wall is drawn in what would have been the location of the northern exterior wall of the two-story blacksmith shop. Based on this information and the peculiar, two-block asymmetry of the subject building's primary (west) façade, it is entirely possible that the building was constructed in two phases; first, as a two-story building and then, a short time later, an additional story and three-story northern section were added. [Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894 and 1910).] The blacksmith shop was especially needed for horseshoeing during the period when brewery transportation was dominated by horse and wagon.

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in the German Renaissance Revival style. It rests on a raised, square-cut, rock face, regularly coursed, limestone foundation and contains a center, buttressed, square tower featuring a battlement and four, diminutive, crenelated corner towers. Tower fenestration consists of three, small, wide, pointed-arch, multi-light, wooden windows with limestone sills on the north, east and west tower facades and a tall, narrow, Gothic style, pointed-arch window with wooden sash and trimstone on the primary (north) façade. A similar, yet much smaller, version of the latter window is found immediately above the recessed, center entrance, which contains wooden, single-light, double doors. Above these doors, the tympanum consists of Gothic style, wooden framing and multiple circular pieces of leaded glass. The bays flanking the tower similarly feature battlements and crenelated corner towers, and each contains an identical tall, Gothic style, pointed-arch window with wooden sash and trimstone. The buttressed west elevation consists of similar Gothic style and square window openings and a gabled wall dormer. Openings lining the foundation level of this façade have been boarded over. The gabled wall dormer features Gothic style, pointed-arch, brick corbeling that wraps around to the rear (south) elevation. A non-contributing, metal-sheathed addition is located on the rear façade and the building abuts a non-contributing, brick, garage bay addition on its east façade. Historic photographs reveal many changes that have occurred to the building over time. Prior to its remodeling by Pabst, the church featured a steeple. Sometime following remodeling, the gable roof was modified into a clipped gable and the multi-light, wooden windows were added to the small, pointed-arch openings on the church tower. On the west façade, window openings have been modified. The square openings were formerly Gothic style, pointed-arch and the larger boarded over openings lining the foundation level were once round-arched and featured keystones. Additionally, the Gothic style, pointed-arch, brick corbeling seen in the gabled wall dormer once spanned this entire façade.<sup>26</sup>

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<sup>26</sup> Historic photographs located at the Milwaukee County Historical Society (Pabst Brewing Company photograph folder); *Milwaukee Sentinel*, 29 September 1873, 8/2. There is some ambiguity as to when the Pabst Brewing Company purchased the subject property. *The Heritage Guidebook* by H. Russell Zimmermann indicates the church congregation moved into a new church in 1896. Following their removal, Zimmermann reports that Pabst bought the property, which architect Carl L. Linde remodeled with battlements and crenelated towers. The City of Milwaukee "Historic Designation Study Report for the Pabst Brewing Company," however, states that Pabst purchased the church in 1933. Based on the change in identification seen on 1894 and 1910 edition fire insurance maps (from "German Meth. Church" to "Sal. & Concert Hall," respectively) and the wider use of German Renaissance Revival elements within the brewery complex during the later nineteenth century, the earlier date is more likely. [H. Russell Zimmermann, *The Heritage Guidebook: Landmarks and Historical Sites in Southeastern Wisconsin* (Milwaukee: Heritage Wisconsin Corporation, 1976), 120; "Historic Designation Study Report for the Pabst Brewing Company," on file in the Historic Preservation Office of the Department of City Development, 809 N. Broadway, Milwaukee, WI, non-paginated; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894 and 1910).]

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On the interior, the main floor has an open floor plan with wooden wainscoting, plaster walls and a plaster ceiling. Windows contain plastic inserts and feature interior wooden shutters. Toward the north end of the building, a wooden stairway with turned balusters accesses the tower. The lower level has a similar open floor plan and features a square tile floor and wooden ceiling. During the Pabst Brewing Company's ownership of the property it was used as the Forst Keller restaurant, beer hall and concert hall, and as an employee training center.

**Stock House/Fermenting House (Building #4): 1900 (photos #3, 4) (Contributing)**

Resting on a raised, regularly coursed, square-cut limestone foundation, this five-story, three-bay, cream brick building features brick pilasters with recessed panels and, on its second story, round-arch brickwork detailed with trimstone. Historic photographs reveal that this pattern of round-arch openings accentuated with trimstone and brick corbeling was formerly repeated throughout the building, however, significant modifications have been made during the period of significance. Currently, the first story simply consists of unbroken wall surfaces of lighter-colored brick and the third, fourth and fifth stories contain square, brick-infilled, recessed openings with concrete sills. The northernmost bay of these upper three stories has swinging, metal, icebox-like doors. The building also features a brick battlement with narrow crenels and corbeling. This battlement formerly contained additional crenellation atop the square brick blocks that are in line with the building's pilasters. Finally, an inset metal medallion of the Pabst Brewing Company insignia (the capital letter "B" placed over hops leaves with the inscription: "PABST MILWAUKEE") is found in the center of the second story. On the rear (west) elevation are similar square, brick-infilled, recessed openings except on the southernmost bay of the third, fourth and fifth stories where openings feature paired, six-over-six, double-hung, wooden windows. The south façade of the building abuts buildings #1 and #2, and the lower half of the north facade abuts building #8. The upper-half of the north elevation consists of brick-infilled, recessed openings and a centered, projecting, rectangular, brick block with two-over-two, double-hung windows. The utilitarian building interior features an open floor plan with riveted steel posts, concrete floors and cork-covered walls.

Designed by Charles F. Peter, this building was constructed by Gerhard F. Stuewe at an estimated cost of \$43,700. This building was used for fermenting and storing beer.<sup>27</sup>

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<sup>27</sup> Building permit for Pabst Brewing Company, 05 November 1900, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI. The building permit indicates that "north wall & part of south wall of old bldg. to be used." Note that on this and later cited permits, the architect name is listed alternatively as "Chas. F. Peter" or "F. Chas. Peter."

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**Statue of Captain Frederick Pabst located in the Visitors Center/Reception Building courtyard  
(object): 1907 (photo #37) (Contributing)**

This bronze statue of Captain Frederick Pabst was created by sculptor Gaetano Trentanove and cast in Florence, Italy. It is a contributing object within the brewery complex.<sup>28</sup>

**Paint Shop (Building #10A): ca. 1910 (photo #10)(Contributing)**

This small, one-story, cream brick building abuts building #10 on its west and south elevations. The building features brick corbeling and paired, four-over-four, double-hung, wooden windows with concrete sills. Segmental-arched pedestrian entrances consisting of a wood-paneled door and wooden door are located on the east and north facades, respectively.<sup>29</sup>

**Stock House (Building #5): 1911 (photos #6, 7, 8) (Contributing)**

This multi-story, astylistic, cream brick building sits on a raised concrete foundation and abuts building #6 on its west façade. Its three-by-fourteen-bay massing is defined by simple, slightly projecting, brick

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<sup>28</sup> *Milwaukee Sentinel*, 07 July 1907, 12/1. This article indicates that the statue was originally located in the “office lobby” at the brewery. Italian sculptor Gaetano Trentanove (1858-1937) initially developed ties with Milwaukee based on his relationship with William Cramer, editor of *The Evening Wisconsin*. He became a favorite sculptor among the city’s wealthy residents and ultimately received many commissions. Included among his notable local projects are the General Thaddeus Kosciuszko monument and the Pere Marquette statue for Statuary Hall in the United States Capitol. Trentanove studied under Giovanni Dupre (1817-1882) – considered one of Italy’s leading sculptors during the height of his career – and served as a professor of sculpture in the Florence Academy. In order to execute his local projects, he modeled his subjects in clay and then returned to Florence with plaster casts. There they would be cast in bronze and then brought back to Milwaukee. [Diane M. Buck and Virginia A. Palmer, *Outdoor Sculpture in Milwaukee: A Cultural and Historical Guidebook* (Madison: The State Historical Society of Wisconsin, 1995), 96, 152, 154.]

<sup>29</sup> Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1910 w/ revisions to 1926). The building number for this building – #10A – was assigned by the writer and is not a Pabst Brewing Company building number. As Pabst did not have a distinct number for this building, #10A was assigned due to its proximity to building #10. The building sits on the former location of a large free-standing smokestack dating to the time when building #10 was utilized as the boiler house. A building permit for this smokestack, dated 15 October 1890, is on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI and lists Charles Hoffmann as architect and Gerhard F. Stuewe as builder. A *Milwaukee Sentinel* newspaper article indicates that with its planned height of close to 300 feet, this smokestack would be one of the largest in the world (*Milwaukee Sentinel*, 19 October 1890, 7/3). Beginning in the early twentieth century, buildings constructed at the brewery generally lacked the ornamentation of their predecessors. Whether this is attributable to general construction trends, the decline in popularity of the German Renaissance Revival style, the death of Captain Frederick Pabst in 1904, or other factors is debatable.

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pilasters. The northernmost three bays on the east elevation project one story above the rest of the building. Molded cornices, located below each story of the uppermost two stories, horizontally divide the building. The narrow middle bay on the primary (south) façade contains glass block-infilled window openings with either limestone or concrete sills. Additional fenestration is limited to one-over-one, double-hung windows found on the uppermost story of the primary and east elevations, and paired, one-over-one, double-hung windows located in the center of the east facade. Otherwise, the building's wall surfaces are generally unbroken with the exception of five, asymmetrically arranged, metal, icebox-like doors located on the rear (north) façade. Building access is gained through wooden, single-light, double doors located in the center of the east elevation or by a brick-faced skywalk attached to building #2. This east elevation entrance features a single-light transom and a concrete surround with recessed lettering reading "STOCK HOUSE NO. 5". A decorative wrought iron lantern with the letter "P" on its lighted faces hangs on the first story of the southeast corner, while a copper weathervane is found on the uppermost portion of the same corner. On the interior, beer storage tanks are embedded in the walls and feature porthole windows. A seventh floor office and lab has a terrazzo floor and wooden trim. The building's metal staircase features paneled risers and round handrails that contain modestly decorative newel caps.

Designed by Charles F. Peter, this building was constructed by Henry Danischefsky at an estimated cost of \$175,000 and was used for storing beer.<sup>30</sup>

**Wash House & Cooper Shop (Building #9): 1911 (photos #5, 47) (Contributing)**

This large, three-story, five-by-seventeen-bay, astylistic, cream brick building is oriented on a northwest-southeast axis along Winnebago Street. Bays are divided by simple, slightly projecting, brick pilasters. Large, metal, multi-light industrial windows found on all facades are the building's predominant feature. Additional fenestration includes six-over-six, double-hung, wooden windows on the first story of the primary and Winnebago Street elevations. Wood-paneled, multi-light, vehicular bay doors are located on the primary and southwest facades, and a six-bay, truck loading dock is found on the rear elevation. This loading dock was added after the period of significance by removing part of the building. Building signage includes applied lettering spelling "GARAGE" on the primary façade

<sup>30</sup> Building permit for Pabst Brewing Company, 14 March 1911, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI. The address listed on this permit is "N.S. [north side] Chestnut [now Juneau Avenue] bet. 9<sup>th</sup> & 10<sup>th</sup>." Although this could potentially apply to four buildings within the existing complex, the permit most likely refers to the subject building as the construction dates of buildings #1 & #6 are known and the date of building #2 can be generally approximated. Furthermore, the permit indicates that the planned frontage of the building is to be 47 feet 8 inches wide, which is very close to the actual 49 feet 10 inches frontage of the subject building.

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and a two-tiered sign labeled "PABST BREWING CO." located on the roof by the building's east corner. These signs have not been included in the brewery resource count. The building's utilitarian interior features an open floor plan with concrete and saw-tooth steel posts, exposed brick walls and concrete floors.<sup>31</sup>

The subject building was built by Modern Steel Construction and Henry Danischefsky at an estimated cost of \$190,000. Originally the location where wooden kegs and barrels were produced and repaired, this building was later used for barrel storage and as a wash house and garage.<sup>32</sup>

**Research Lab (Building #14): 1913 (photos #12, 13) (Contributing)**

This three-story, astylistic, cream brick building contains regularly spaced, one-over-one, double-hung windows with limestone sills. First-story window openings also feature concrete lintels and have been boarded over. The building generally lacks any ornamentation except for four, simple, slightly projecting, brick pilasters. A pedestrian entrance located in the center of the primary (north) façade consists of a boarded door, and a vehicular entrance is found on the east elevation. A non-contributing, two-story, brick addition fills the narrow space between the rear (south) façade of the subject building and building #15. The building also has a noncontributing, masonry block addition on top of the roof. On the interior, the building has been partitioned into multiple offices and labs. Interior elements include terrazzo floors, glazed tile walls, and three-light, wooden doors.<sup>33</sup>

**Manufacturing/Cold Storage (Building #7): 1918 (photo #9) (Contributing)**

This five-story, seven-by-five-bay, astylistic cream brick building features simple, slightly projecting, brick pilasters dividing the bays. The building sits on a concrete foundation and is characterized by its symmetrical, brick-infilled openings that feature concrete sills. Fenestration consists of four, eight-over-eight, double-hung, wooden windows situated within the southernmost bay of the west elevation and eight, three-over-three, double-hung, metal windows located within the westernmost bay of the south façade. The building entrance is found on the west façade and consists of a four-light wooden

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<sup>31</sup> Photograph property of Mr. John Steiner, historian and former Pabst Brewing Company employee. Photograph copy located in the offices of Heritage Research, Ltd., Menomonee Falls, WI.

<sup>32</sup> Building permit for Pabst Brewing Company, 15 November 1911, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; Cochran, 202.

<sup>33</sup> Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (Pelham, NY: Sanborn Map Company, Inc., 1962 w/ revisions).

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door with transom and sidelights. Two, standing-seam, metal-sheathed skywalks on the south façade span the passageway between this building and building #6. The north elevation of the subject building abuts building #3. The building's utilitarian interior consists of an open floor plan with concrete posts and metal storage tanks. Floors feature ceramic tile walkways in between the rows of tanks. The lowest level contains wooden ale vats. Two modern vertical fermenting tanks are located on the east elevation of the building and have not been included in the brewery resource count.

Designed by William R. Brockman, the subject building was built at an estimated cost of \$75,000 and originally extended onto the location of building #3. It later housed a yeast plant and ale plant.<sup>34</sup>

**Visitors Center/Reception Building (Building #35): 1933 (photos #30, 31, 38, 39) (Contributing)**

Composed of two, one-story front gabled wings connected by a one-story side gabled section, this brick building was constructed to reflect the German heritage of the brewery by utilizing Flemish-style stepped gables with curved consoles. The building has a ceramic tile roof and features an interior courtyard along with an additional courtyard adjacent to its west elevation. Enclosed by a brick wall, this latter courtyard is accessed by decorative swinging metal gates. The primary (north) façade features two porthole openings, two single-light, square windows with brick lintels and limestone sills, and two pedestrian entrances featuring limestone surrounds. The entrance located under a painted wooden sign reading "gift shop" has a label mold and contains a multi-light, wooden door with applied, decorative, cut-metal panels. The east elevation contains a projecting bay with wooden, leaded-glass windows and a small, stepped gable block with curved consoles. This block has a pedestrian entrance featuring a limestone surround and wooden, multi-light, double doors with applied, decorative, cut-metal panels and a leaded-glass fanlight. Located over the entrance is a square, inset, copper plaque featuring Pabst brewery insignia. On top of this block is a multi-light, clerestory skylight.<sup>35</sup>

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<sup>34</sup> Building permit for Pabst Brewing Company, 09 October 1918, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; Photograph property of Mr. John Steiner, historian and former Pabst Brewing Company employee. Photograph copy located in the offices of Heritage Research, Ltd., Menomonee Falls, WI. The name of the architect on the permit is difficult to decipher and could either be "Wm. R. Brockman" or "Wm. R. Brickman." The permit indicates construction will involve "using old material" and, interestingly, building use is simply listed as "manufacturing." Although it could not be verified, it is possible to attribute this to the anticipated commencement of Prohibition and the planned use of the building for purposes other than brewing until beer production could again be resumed.

<sup>35</sup> A cast aluminum statue of King Gambrinus was formerly located in the courtyard adjacent to the west elevation of the building. This statue is reputedly located within the Miller Brewing Company's Milwaukee brewery at the time of this writing. [Diane M. Buck and Virginia A. Palmer, *Outdoor Sculpture in Milwaukee: A Cultural and Historical Guidebook* (Madison: The State Historical Society of Wisconsin, 1995), 70.]



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The interior is decoratively finished as a German Sternwirt and was the location where brewery visitors would congregate to sample beer following tours. It is composed of a main room featuring wood-paneled wainscoting, chamfered ceiling beams and carved, clustered column wooden posts. German beer-related scenes have been painted on the plaster walls above the wainscoting. This room also contains a wooden bar and an overhanging balcony, which is accessed by two, curving staircases that feature turned balusters and carved wooden newel-posts. Below the balcony, toward the eastern end of the building, are the restrooms and kitchen facilities. Restrooms contain honeycomb, ceramic tile floors. Above the hallway leading to the exterior doors on the east elevation is a section of crown molding with a barley stalk and hops motif. Rooms on either side of the interior courtyard have wooden wainscoting, hand-hewn rafters and tie rods joined by decorative tie rod irons. The western room also features a fireplace with a carved wooden mantel, wooden bar, and German beer-related scenes painted on its plaster walls. Leaded-glass doors access the courtyard, which has a honeycomb and square ceramic tile floor. An arcade adjoining the north wall features Gothic style, peaked openings and clustered column supports. Within the courtyard is a bronze statue of Captain Frederick Pabst.

The subject building was designed by Thomas Stevens Van Alyea and built at an estimated cost of \$14,000.<sup>36</sup>

**Stock House (Building #1): 1933 (photos #1, 3) (Contributing)**

The primary (south) façade of this six-story, astylistic, cream brick building is divided into three-bays by simple, slightly projecting, brick pilasters. The wider outer bays feature unbroken wall surfaces, while the middle bay contains metal doors with single-light transoms on each story. A metal fire escape is also found on this façade. The nine-bay, east elevation is similarly divided by brick pilasters and contains metal windows and concrete sills on the northernmost bay. The rear (north) façade abuts building #4 and the west façade abuts building #2. The building rests on a raised concrete foundation and has a flat roof. A utilitarian interior consists of an open floor plan with concrete posts and metal storage tanks. Walls are exposed brick or cork-covered. Floors and ceilings are concrete and cork-covered, respectively. The building was used for storing beer.<sup>37</sup>

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<sup>36</sup> Building permit for Premier Pabst Corp., 21 September 1933, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI.

<sup>37</sup> Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (Pelham, NY: Sanborn Map Company, Inc., 1962 w/ revisions).

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**Boiler House (Building #22): 1948 (photos #2, 16)(Contributing)**

Built in 1948 by Stone & Webster Engineering Corporation, this pressed brick building abuts building #20 on its rear (north) façade and building #21 on its east elevation. The building is characterized by five, vertically oriented, glass block and metal window-infilled bays contained within a simple, concrete surround on the primary (south) façade. This elevation also features a row of multi-light, metal sash windows on its uppermost story. Similar windows are found on the west façade, as is the structural remains of the former ammonia evaporating system. The subject building contains a tall, interior brick smokestack with the word "PABST" vertically oriented on its opposing faces. Interior space is utilitarian and filled with furnaces.<sup>38</sup>

**Stock House (Building #6): 1949 (photos #7, 8) (Contributing)**

Resting on a concrete foundation, this six-story, four-by-fifteen-bay, pressed brick building has simple, slightly projecting, brick pilasters dividing the bays. Its northernmost four-bays were constructed sometime following ca. 1953. The slightly wider and taller easternmost bay on the primary (south) façade features a single, multi-light, metal sash window on each story. The adjacent bay contains one vented opening per story. Other fenestration is limited to multi-light, metal sash or glass block-infilled windows on the uppermost level of the primary and west elevations. On the north façade is a metal, refrigerator-like door and two, standing-seam, metal-sheathed skywalks, which span the passageway between this building and building #7. The subject building's east façade abuts building #5. The interior is utilitarian consisting of an open floor plan with metal storage tanks. Walls are cork-covered and floors feature ceramic tile walkways in between the rows of tanks. The building was used for storing beer.<sup>39</sup>

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<sup>38</sup> Building permit for Pabst Brewing Company, 31 August 1948, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI. The boiler house occupies the former location of the brewery hop house, while the structural remains of the ammonia evaporating system occupies the former location of the stable, wagon and carriage building. [Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1894).]

<sup>39</sup> Photograph property of Mr. John Steiner, historian and former Pabst Brewing Company employee. Photograph copy located in the offices of Heritage Research, Ltd., Menomonee Falls, WI; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (Pelham, NY: Sanborn Map Company, Inc., 1962 w/ revisions).

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**Grain Elevator (structure) (Building #16A): 1953 (photos #10, 14, 15) (Contributing)**

This very large, reinforced-concrete grain elevator consists of multiple abutting silos and a rectangular-shaped elevator block. The silos feature smooth, unbroken wall surfaces, while the rectangular block contains irregularly placed, multi-light metal windows. A non-contributing, one-story, metal-sheathed addition is found on the south façade. Located on the north façade is a metal door and fire escape. A rotating sign installed in 1987 rises from the top of the grain elevator. The grain elevator is a contributing structure within the brewery complex.<sup>40</sup>

**Beer Aging Tank House (Building #3): 1967 (photo #9) (Non-contributing)**

Built in 1967, this large, nine-by-five-bay, pressed brick building lacks fenestration and is a non-contributing resource within the brewery complex.<sup>41</sup>

**Can Building (Building #41): 1969 (photos #1, 23, 32) (Non-contributing)**

Built in 1969, this pressed brick building includes truck loading docks on the cut-away first story. It is a non-contributing resource within the brewery complex.<sup>42</sup>

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<sup>40</sup> Building Inspection and Safety Engineering permit for Pabst Brewing Company indicating this is a new grain elevator, 09 March 1953, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; "Pabst To Place Its Sign On High," *Milwaukee Sentinel*, 10 April 1987.

<sup>41</sup> Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (Pelham, NY: Sanborn Map Company, Inc., 1962 w/ revisions).

<sup>42</sup> Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (Pelham, NY: Sanborn Map Company, Inc., 1962 w/ revisions).

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**Oil Storage Tank (structure): ca. 1975 (photo #35) (Non-contributing)**

This oil storage tank is a non-contributing structure within the brewery complex.

**Pump House (building): ca. 1975 (photo #35) (Non-contributing)**

Associated with the oil storage tank, this concrete block pump house is a non-contributing building within the complex.

While some changes were made to the buildings while it was a functioning brewery, overall the complex retains a very high degree of architectural integrity.

Pabst Brewing Company Complex  
Name of Property

Milwaukee  
County and State

Wisconsin

## 8. Statement of Significance

**Applicable National Register Criteria**  
(Mark "x" in one or more boxes for the criteria qualifying the property for the National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

**Criteria Considerations**  
(Mark "x" in all the boxes that apply.)

Property is:

- A owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

**Areas of Significance**  
(Enter categories from instructions)

Industry  
Architecture

**Period of Significance**

1875-1953

**Significant Dates**

N/A

**Significant Person**  
(Complete if Criterion B is marked)

N/A

**Cultural Affiliation**

N/A

**Architect/Builder**

Hoffmann, Charles  
Strack, Otto

## Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

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**Summary Paragraph**

The Pabst Brewing Company Complex is eligible for national significance for the National Register of Historic Places under Criterion A for its long history as one of the largest breweries in the United States having been founded in 1844 at the subject location. It is also significant under Criterion C as an outstanding example of a late nineteenth century brewery complex and for possessing buildings that embody characteristics of the German Renaissance Revival style. Under the leadership of Captain Frederick Pabst, the Pabst Brewing Company (formerly the Phillip Best Brewing Company) became the largest national brewery in 1874 and the first to produce over a million barrels of beer in a single year in 1892. By this later date, Pabst had become the largest lager brewery in the world. Throughout most of the twentieth century, Pabst maintained its standing as one of the leading brewing companies in the nation with the subject brewery serving as its principal production facility. The brewery complex retains a significant number of its nineteenth century buildings, including its main office (1880/92), brew house (ca.1882/92) and malt house (1882/1901). These structures were architect designed and possess German Renaissance Revival style elements such as battlements and crenelated towers, which are reflective of Captain Pabst's German origins and, generally, the Germanic character of the City of Milwaukee in the late nineteenth century. The Pabst Brewing Company Complex consists of twenty-seven buildings, four structures and one object. Based on a period of significance spanning from 1875-1953, twenty-eight of these thirty-two resources within the brewery complex are considered to be contributing.<sup>43</sup> The period of significance begins with first Pabst building, the Stock/Fermenting House built in ca. 1875 although two older buildings were later added to the Pabst complex their significance starts with addition to the complex.

**History of the Brewing Industry in the United States**

Brewing in early America was largely practiced in the household and tavern as a private endeavor as it had been in England. Although a commercial brewery was established in the 1630s in New Amsterdam (New York City), beer lacked the widespread popularity of inexpensive and easily obtainable distilled liquors. The beer that was produced was ale. This trend continued into the early nineteenth century,

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<sup>43</sup> The Pabst Brewing Company Brewery Complex was previously determined eligible for the National Register of Historic Places on 24 April 2001. "Determination of Eligibility Form, Pabst Brewing Company Brewery Complex, Milwaukee County," prepared by Heritage Research, Ltd., Menomonee Falls, WI, February 2001. Eligibility under Criterion B for association with Captain Frederick Pabst is not recommended based on the National Register listing of the Frederick Pabst House (NRHP - 04/21/1975).

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remaining unaltered until the arrival of a significant German immigrant population who brought their own brewing traditions in the form of lager beer.<sup>44</sup>

Although its precise origins are unknown – it is first documented in Munich in 1420 – many brewing historians attribute the advent of lager production to Bavarian monasteries. Lager's traditional association and preference by those of German descent, however, was firmly established, contrasting it with the heavier, higher alcohol content ales, porters and stouts favored by British drinkers. First brewed in the United States in the 1840s, lager production followed German migration patterns and could be found in such cities as Philadelphia, New York, Cincinnati, St. Louis, Chicago, and Milwaukee, which supported sufficiently large German communities. Lager, as a lighter-tasting beer generally served cold, quickly gained favor amongst the wider populace and supplanted ale as the preferred beverage. At the same time, brewing became an industry of consequence in the United States with the number of breweries increasing from 150 in 1810 (prior to significant German immigration), to 431 in 1850, and 2,252 in 1865. Through much of the nineteenth and early twentieth centuries, the American brewing industry was characterized by a declining number of breweries but increased production. In 1873, the number of breweries peaked at 4,131 with a total production of 9,633,323 barrels while, in 1917, 1,237 breweries produced 60,817,379 barrels of beer. By 1909, the brewing industry had grown to rank sixth nationally in terms of capital invested and seventeenth in terms of value of its product as measured by the 1910 federal census.<sup>45</sup>

The primary ingredients and basic brewing process of malting, mashing, boiling, and fermenting has changed little throughout the history of lager beer production. Malting begins with steeping barley in water in order to stimulate germination. After a period of days, germination is then arrested by drying the grain. This process allows the barley starches to be converted into sugars during brewing and, following drying, the barley is referred to as malt. The malt is then ground, added to water and heated, and the resulting mixture, called "wort," is the liquid base for beer. During this mashing stage the malt sugars are dissolved and additives, such as corn or rice, may be added to produce a less heavy, lighter-colored beer. Following mashing, the wort is transferred to a brew kettle and boiled, during which time

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<sup>44</sup> John P. Arnold and Frank Penman, *History of the Brewing Industry and Brewing Science in America* (Chicago: n.p., 1933), 34-35, 47, 53-54, 74-75, 78, 115.

<sup>45</sup> H. S. Corran, *A History of Brewing* (North Pomfret, VT: David & Charles, Inc., 1975), 46. Traditionally, lager beer was also unlike ale in that it contained more carbonation and required a slow, second fermentation at very cool temperatures. The fermentation process involves a bottom-fermenting yeast for lager in contrast to a top-fermenting yeast for ale.

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hops are added. After a period of boiling, the hops and any remaining solid matter are removed from the wort, which is cooled prior to fermentation. The addition of yeast begins the fermentation process, which produces alcohol and carbon dioxide. Following fermentation, the beer is filtered and stored for ten days to several weeks at temperatures close to freezing for a secondary fermentation, after which it is ready for packaging or consumption.<sup>46</sup>

Although the process has remained largely unchanged, the introduction of mechanical and scientific advancements in the late nineteenth century allowed for more control to be exerted during the production of beer, which resulted in increased output and greater consistency in the appearance and taste of the product. These advancements included new steep tanks that could be emptied quickly and evenly, and steel-wire kiln floors that ensured uniform drying of barley, which was formerly done by turning the barley over with shovels. Combating the problems of uneven steeping, germination, drying, and unwanted germination in the drying kiln resulted in uniformly high quality malt. Furthermore, the use of steam heat during the mashing and boiling stages allowed greater control of temperature than was possible with the use of direct flame. Artificial refrigeration had the same advantages during fermentation and storage when its use replaced ice. Scientifically, the introduction of pure yeast culture and pasteurization were important advancements that improved the consistency and uniformity of beer. The use of pure yeast culture entailed the isolation and utilization of only those strains more favorable to brewing, while pasteurization involved the heating of the packaged product, thereby killing all microorganisms in the beer and combating spoilage. These mechanical and scientific advancements prompted author Thomas Cochran to state that the period from 1873 to 1893 was, "the greatest, technologically speaking, in the thousands of years of brewing history."<sup>47</sup>

This period has also been identified as the beginning of modern brewery architecture in the United States. Technological innovations and the resulting increases in production naturally necessitated changes in the physical structure of breweries. While early breweries – those with an annual output

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<sup>46</sup> Jerry Apps, *Breweries of Wisconsin* (Madison: The University of Wisconsin Press, 1992), 33-35; Barbara Wyatt, ed., *Cultural Resource Management in Wisconsin*, 3 vols. (Madison: State Historical Society of Wisconsin, Historic Preservation Division, 1986), Vol. 2, Industry, 9-5.

<sup>47</sup> Apps, 37; Thomas C. Cochran, *The Pabst Brewing Company: The History of an American Business* (1948; reprint, Westport, CT: Greenwood Press, 1975), 102-112. Interestingly, Cochran indicates that the introduction of artificial refrigeration was a mixed blessing for Pabst and, presumably, other Milwaukee brewers, as they were better supplied with natural ice than were many of their competitors. Therefore, the advent of artificial refrigeration meant the loss of this competitive edge for those brewers in Milwaukee.



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limited to tens or hundreds of barrels – could house all their operations in a single two- or three-story structure, multi-building complexes were required for the production of tens or hundreds of thousands of barrels. Buildings within the complex were devoted to each stage of the brewing process and its supporting facilities. This involved constructing malting houses, brewing houses, and stock houses, in addition to cooperages, stables, repair shops, and eventually, bottling houses. Production increases also demanded greater amounts of storage space for brewing grains and ice (prior to the widespread use of mechanical refrigeration in the 1880s). The prosperity of the largest brewers was reflected in the scale and appearance of their brewery complexes. Generally constructed of stone or brick, the buildings often featured architectural ornamentation in the form of rounded-arches, pilasters, belt courses and decorative corbeling. Beyond mere functionality, these structures displayed the pride and success of their owners as demonstrated by the widespread use of their lithographic images in company advertising and on business correspondence.<sup>48</sup>

The thriving United States brewing industry of the late nineteenth and early twentieth centuries was brought to a halt with the January 1919 passage of the Eighteenth Amendment to the Constitution ratifying Prohibition. An American movement against intoxicating beverages dated back to the early nineteenth century, however, it originally targeted distilled liquors and focused on temperance, instead of outright prohibition. Passed that same year, the Volstead Act established that anything containing more than one-half percent alcohol by volume was an intoxicant, thus disabling the brewing industry. After it again became legal to produce beer in April 1933, the industry entered into a period characterized by consolidation, expansion and increased promotion. By 1940, production had approached pre-Prohibition levels, however, the number of brewing companies was less than half of what it had been in 1910. Output continued to increase throughout the twentieth century and, in order to expand capacity, brewers began opening subsidiary brewing plants either by construction or acquisition. Control of the brewing process had reached a point where the consistent appearance and taste of a company's product could be achieved at numerous locations. At the same time, the amount of money spent by brewing companies on promotion and advertising also grew. This resulted, in part, from the increased production of packaged (bottled and canned) beer. In 1934, packaged beer accounted for only 25% of beer sales however, by 1941, it was 52%, and has since grown consistently

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<sup>48</sup> Susan K. Appel, "Building Milwaukee's Breweries: Pre-Prohibition Brewery Architecture in the Cream City," *Wisconsin Magazine of History* 78, no. 3 (Spring 1995): 171-172, 175, 195; Arnold and Penman, 113; Wyatt, 9-2, 9-4.

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throughout the twentieth century. In this atmosphere, the appearance and ability of the consumer to recognize the packaging became important.<sup>49</sup>

**History of the Brewing Industry in Milwaukee**

The history of the brewing industry in Milwaukee predates the incorporation of the city. In 1840, Richard Owens and two other Welshmen established a brewery and distillery close to Lake Michigan on Huron (now Clybourn) Street. Their Milwaukee Brewery (later renamed Lake Brewery) produced both ale and distilled whiskey. A year later, German immigrant Herman Reutelshofer began his brewery, which, instead of ale, produced the lager beer that would come to be identified with the City of Milwaukee.<sup>50</sup>

The settlement of Milwaukee coincided with a significant wave of Irish and German migration to the United States in the mid-nineteenth century. Having generally better finances than their Irish counterparts, many of these German immigrants were able to travel to the frontier of the upper Midwest once they arrived in their new country. As a result, Milwaukee's German-born population more than doubled during the 1850s and, by 1860, these immigrants and their children represented a majority within the city population. This large German community provided a ready market and skilled workforce for the lager breweries that would thrive in Milwaukee.<sup>51</sup>

Included in this German population were entrepreneurs, who followed the example of Owens and Reutelshofer and, by 1856, twenty-six breweries operated within the city. The output of these early breweries satisfied local demand and amounted to no more than a few hundred barrels of beer per year. Catering to local tastes, almost all of the production was lager beer as demonstrated in 1866 when only 3,600 barrels of ale were brewed in comparison to 68,000 barrels of lager.<sup>52</sup>

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<sup>49</sup> Stanley Baron, *Brewed in America: The History of Beer and Ale in the United States* (Boston: Little, Brown and Company, 1962), 191, 306, 313, 326, 331, 345-346.

<sup>50</sup> *Ibid.*, 185; John Gurda, *The Making of Milwaukee* (Milwaukee: Milwaukee County Historical Society, 1999), 63.

<sup>51</sup> Gurda, 60.

<sup>52</sup> Baron, 189. Included in this group of twenty-six breweries were the predecessors of what later became the four most nationally identifiable breweries in Milwaukee: namely, Blatz (established by John Braun, 1846), Pabst (est. by Jacob Best, 1844), Schlitz (est. by August Krug, 1849), and Miller (est. by Charles and Lorenz Best, 1848).

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As the nineteenth century progressed, the brewing industry in Milwaukee was characterized by a reduction in the number of breweries while, at the same time, production and valuation increased dramatically. From twenty-six breweries in 1856, the number decreased to eighteen in 1876 and nine in 1885, however, the number of barrels produced increased from 58,666 in 1865, to 279,286 in 1875, and to 1,117,256 in 1885. Similarly, the value of production increased from \$310,130 in 1859, to \$706,070 in 1869, and \$4,625,543 in 1879.<sup>53</sup>

The influences that stimulated this increase in output were numerous. Among them, the Civil War tax on hard liquors and the 1871 Great Chicago Fire are cited as early contributors. The tax, and resulting increase in the price of a stiff drink, provided economic incentive to convert whiskey drinkers into beer enthusiasts. Similarly, the fire that destroyed much of Chicago (and most of its breweries) gave Milwaukee's brewers the opportunity to meet the needs of a large market located only ninety miles to the south. The Chicago blaze may also have further motivated the Milwaukee breweries to search for export markets for their beer. Although the city was already shipping its product outside Wisconsin as early as 1852, the amount of exported beer had increased to approximately half of total production just twenty years later. This put Milwaukee ahead of New York, Philadelphia and St. Louis in this regard.<sup>54</sup>

Additional factors that supported the establishment of the brewing industry in Milwaukee included the availability of natural resources, the ingenuity of its leading brewers and the growth of the city itself. The region surrounding Milwaukee contained an abundant amount of fresh water and, due to its cold winters, a reliable supply of ice. Prior to the advent of artificial refrigeration, ice and the ability to store beer in naturally cool underground cellars was crucial to lager production. The area was also timber-rich, which, coupled with a population that included skilled coopers, produced the barrels and casks necessary for brewing. Lastly, Wisconsin agriculture supplied the basic ingredients of brewing; namely, barley and hops, during the early years of Milwaukee's brewing history. Although its hops production peaked during the late 1860s, Wisconsin ranked third in the amount of barley grown in the United States behind California and Minnesota as late as 1901.<sup>55</sup>

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<sup>53</sup> Gurda, 122; Bayrd Still, *Milwaukee: The History of a City* (Madison: The State Historical Society of Wisconsin, 1948), 192-193.

<sup>54</sup> Robert W. Wells, *This Is Milwaukee* (Garden City, NY: Doubleday & Company, Inc., 1970), 104.

<sup>55</sup> Apps, 19, 27-30; *One Hundred Years of Brewing: A Complete History of the Progress Made in the Art, Science and Industry of Brewing in the World, Particularly during the Nineteenth Century* (1903; reprint, New York: Arno Press, 1974), 604; Wyatt, 9-1.

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Milwaukee's leading brewers capitalized on these favorable conditions. In addition to readily adopting many of the mechanical and scientific advancements discussed in the previous section, they were excellent marketers and promoters of their beer. Valentine Blatz was one of the first Milwaukee brewers to market his namesake beer nationally, setting up distribution centers in Chicago, New York, Boston, New Orleans, Memphis, Charleston, and Savannah. In addition to their Chicago office, which was established during the 1850s, Captain Frederick Pabst built company offices in Kansas City, Peoria, St. Paul, and Ashland, Wisconsin, in the early 1880s and was selling his beer in thirty-five states by 1888. Seizing on the growing popularity of their lager beer, the brewers created advertising slogans in the late nineteenth century such as: "Schlitz, the Beer that Made Milwaukee Famous" and "Milwaukee Beer Is Famous – Pabst Has Made It So." These slogans further solidified Milwaukee's growing image as a capital of beer production. At the same time, other industrial interests within Milwaukee, including milling, tanning, meatpacking, and iron-manufacturing concerns were also thriving. An adequate transportation system was vital to all of these industries and the breweries benefited from Milwaukee's harbor and well-established network of railroads.<sup>56</sup>

Although these factors made Milwaukee fertile ground for the brewing industry, the incredible expansion and increased production of its breweries throughout the later nineteenth and early twentieth centuries could not simply be attributed to advantageous circumstances. Milwaukee beer gained a reputation for superior quality and it soon had wider appeal beyond German immigrant communities. By 1890, the value of the city's brewing industry exceeded all its other industries and, five years later, the city claimed three of the nation's seven largest breweries: Blatz, Pabst and Schlitz.<sup>57</sup>

A brief discussion regarding these two other nationally-prominent Milwaukee brewing companies; namely, the Val Blatz Brewing Company and the Joseph Schlitz Brewing Company, further elucidates the city's brewing history and provides additional context for the development of the Pabst Brewing Company. Like Pabst, they trace their origins to the 1840s and were founded by men other than their brand name principals. Valentine Blatz, a son of a brewer and native of Bavaria, immigrated to Milwaukee and found employment in the City Brewery, which had been founded by John Braun in 1846. By 1851, Blatz had amassed enough capital to open his own brewery adjacent to his former

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<sup>56</sup> Apps, 100, 125; Cochran, 102; Gurda, 162.

<sup>57</sup> Cochran, 74; Gurda, 161-162; Wyatt, 9-3.

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employer. Soon thereafter, Braun died and Blatz married his widow, thus uniting the breweries. As production increased from a few hundred barrels to 125,000 barrels in 1880, Blatz became the third largest brewer in Milwaukee, following Pabst (then the Phillip Best Brewing Company) and Schlitz. During the 1940s and 1950s, the Val Blatz Brewing Company was brewing over a million barrels of beer annually. Among the early brewers, Valentine Blatz is credited as being one of the first to recognize the advantages of selling beer to a wider national market.<sup>58</sup>

The rise of the Joseph Schlitz Brewing Company is similar to that of Blatz. In 1849, August Krug opened his brewery and, a few years later, hired Joseph Schlitz, who was originally from Mayence, Germany, as his bookkeeper. Following Krug's death in 1856, Schlitz purchased the brewery and, like Valentine Blatz, married his widow. Production at the Schlitz Brewing Company increased rapidly from 4,400 barrels in 1865, to 49,623 in 1873, and to over 400,000 by 1889. During this period, Schlitz was second in sales to Pabst, which it ultimately passed in 1902 and, by 1943, the company was brewing over three million barrels annually. The Joseph Schlitz Brewing Company is credited as the first American brewery to use pure yeast culture in its brewing process and, like Pabst, it invested heavily in saloons, restaurants and other outlets in order to aggressively market and sell its beer. Neither the Schlitz nor Blatz breweries remain in production, however, their former Milwaukee complexes are listed on the National Register of Historic Places.<sup>59</sup>

Through the remainder of the nineteenth century and into the early twentieth century, Milwaukee brewers continued to be leaders in their industry, until Prohibition brought beer production to a halt. Although brewing had fallen from its 1890 high to rank fourth in value – behind machinery manufacturing, meat-packing, and tanning – amongst the city's industries by 1918, Milwaukee breweries still accounted for \$35 million in annual output. They also employed 6,540 individuals; not including those coopers, bottle makers, or approximately 2,000 city saloonkeepers, who relied indirectly on the breweries for their livelihood. During Prohibition, the breweries manufactured beer-related products – near beer, malt tonics, malt syrups – and non-beer items, such as soda water (Blatz), chocolate bars (Schlitz), and cheese (Pabst). With repeal, most of Milwaukee's breweries resumed

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<sup>58</sup> Apps, 99-100; Wayne L. Kroll, *Badger Breweries: Past and Present* (Jefferson, WI: Wayne Kroll, 1976), 58-59; *One Hundred Years of Brewing*, 332-333.

<sup>59</sup> Arnold and Penman, 96; Kroll, 84-85; *One Hundred Years of Brewing*, 244; Still, 330. National Register nomination resource names and listing dates for the Blatz and Schlitz brewery complexes: *Blatz Brewery Complex* – 04/15/1986 and *Joseph Schlitz Brewing Company Brewery Complex* – 12/30/1999.

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making beer. By 1940, the total value of their production was \$40 million and the industry was ranked among the ten largest in the city. Ultimately though, the national brewing industry trends of consolidations, expanding markets, and increased competitiveness found in the later twentieth century would generally negatively affect Milwaukee's largest brewers. Blatz could not keep up with these trends and its brewery closed in 1959. Schlitz remained an industry leader into the 1970s before changes in its brewing process, failed international ventures, and an employee strike led to its acquisition by Detroit-based Stroh's and the closure of its Milwaukee brewery in the early 1980s. The Miller Brewing Company was the only brewer to benefit from this atmosphere. In 1969, Philip Morris acquired it and, having gained the marketing resources of its parent, it posted record profits. It is now the second largest brewer in the nation and Milwaukee's only remaining large-scale brewery.<sup>60</sup>

**Pabst Brewing Company:**

The brewery that would ultimately bear the Pabst name was founded by Jacob Best, Sr. in 1844. Having emigrated from Mettenheim, Germany, Best established the Best and Company brewery with his four sons at the subject location along 9<sup>th</sup> Street in between Chestnut Street and Prairieville Road (currently, Juneau Avenue and Winnebago Street, respectively). In addition to lager beer, the brewery originally produced ale, porter and whiskey. At the time of Jacob Best's retirement in 1853, Best and Company was the fourth largest brewery in Milwaukee selling over 2,500 barrels per year. Two of Jacob's sons, Jacob, Jr. and Phillip, inherited the business; however, their partnership dissolved in 1859 with Phillip retaining control of the brewery. He was later joined by his sons-in-law, Frederick Pabst and Emil Schandein, who ultimately bought him out in 1866.<sup>61</sup>

Historical accounts indicate that the Pabst family immigrated to Milwaukee from Thuringia, Germany, in 1848 when Frederick Pabst was twelve years old. Eventually settling in Chicago, Frederick soon went to work as a cabin boy on the Goodrich Line of steamships operating on Lake Michigan. He worked his way through the ranks becoming a first mate and, ultimately, a captain in 1857. At this point in his life, a rapid succession of events would set the course for his future. In 1860, he met Maria Best, daughter of Phillip Best, and, two years later, they were married. Captain Frederick Pabst then

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<sup>60</sup> Gurda, 238-239, 416, 418; Kroll, 59; Still, 494.

<sup>61</sup> Apps, 122-125; Cochran, 24; Jacob Best, Sr. purchased part of the land for his brewery directly from Byron Kilbourn, one of the founders of the City of Milwaukee. Jacob's other two sons, Charles and Lorenz, established a brewery of their own in Milwaukee, which was later bought by Frederick Miller and is now the Miller Brewing Company.

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left the steamship profession to join his father-in-law in the brewery in 1864. By 1866, Emil Schandain, Phillip Best's other son-in-law, entered the brewing business with Best and Pabst and, later that year Phillip Best retired, selling his interest in the brewery to Pabst and Schandain. In a period of two short years, Frederick Pabst had become initiated into and then leader of a brewery, which, in two more years, was the largest in Milwaukee. By 1874, it was the largest in the nation.<sup>62</sup>

Following an economic downturn from 1857-1863 where Milwaukee beer sales were half of their previous highs, the period between 1864 and 1873 saw a significant expansion in beer production. During this time, national beer consumption increased 140%, while Milwaukee sales saw an even greater increase of over 200%. For Best and Company, this translated to production of under 5,000 barrels in 1864, to 37,108 in 1870, and to 114,162 by 1874. Nationally, increased consumption was attributed to such factors as: higher personal income among the working class; resumption of significant amounts of German immigration following the Civil War; and growing popularity of lager beer amongst the wider populace. While these trends no doubt benefited Pabst and Schandain, their success can also be attributed to an enthusiastic willingness to reinvest company profits into expanding their brewery and its markets.<sup>63</sup>

Two significant events occurred early in the tenure of Pabst and Schandain – the acquisition of the Melms brewery located on the south side of Milwaukee and the incorporation of Best and Company. Charles Melms operated a brewery that locally led all others in production during the early 1860s. Following his death in 1869, Best and Company purchased his brewery for \$95,000, at a time when they were beginning to distance themselves from their Milwaukee rivals. This greatly increased their

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<sup>62</sup> Cochran, 47-49. Phillip Best died in 1869 on a trip back to Germany. While the brewery that ultimately became the Pabst Brewing Company laid claim to the "largest brewery in the nation" title for much of the late nineteenth century, it was not the only brewer to do so. By 1877, the George Ehret Brewery of New York City had surpassed Pabst, however, Pabst again regained the title in 1879. In the late 1880s, Anheuser-Busch was the largest only to give way to Pabst by 1889. Anheuser-Busch again passed Pabst in the late 1890s, as did Schlitz by 1902, however Pabst remained one of the largest brewing companies in the world throughout this period and again, in 1946, briefly surpassed Anheuser-Busch and Schlitz. Although it did not continuously retain claim to the prestigious "largest" title, it is more important to understand that during the period from the late nineteenth century into the twentieth century, the Pabst Brewing Company was always an industry leader. [Cochran, 134, 184, 289, 397; *Milwaukee Sentinel*, 15 November 1877, 8/2; 04 January 1880, 8/3; 28 May 1889, 3/3.]

<sup>63</sup> Baron, 258; "Brewing in Milwaukee: Complete Technical Description of the Pabst Brewing Co.'s Mammoth Establishment at Milwaukee – History of the Famous Brewery from its Foundation Fifty Years Ago – Illustrations in Detail of All Parts of this Enormous Plant," *The Western Brewer and Journal of the Barley, Malt and Hop Trades* 20, no. 1 (January 1895): 83; Cochran, 44.

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capacity and, in order to differentiate between their two breweries, the former Melms brewery was renamed the South Side Brewery, while the Best and Company brewery was referred to as their Empire Brewery. In May 1873, Best and Company incorporated as the Phillip Best Brewing Company with Pabst serving as president, Schandain as vice-president, and Charles Best (son of Phillip's brother Charles) as secretary. Company stock was divided in the following manner: Pabst, 142 shares; Schandain, 132 shares; and Charles Best, 1 share. Additionally, 25 shares were held in trust for Henry Best, the only son of Phillip, available to him when he reached the age of twenty-one. These events were significant in that they enabled the continued expansion of the company under the clear leadership of Captain Frederick Pabst.<sup>64</sup>

At the same time, the Phillip Best Brewing Company was utilizing national and international markets for acquiring its raw materials and selling its product. In addition to securing both barley and hops locally in Wisconsin, barley was purchased from California, Colorado, Canada, and Italy, while hops were imported from New York, Washington, California, and Germany. By 1865, Best beer was sold as far away as Mexico and subsequent reports indicate it was being exported to such places as San Francisco, New Mexico, Canada, and South America. Large shipments made by rail to Chicago were done with pageantry. This involved trains of 30-or-more keg-laden wagons decorated with flags, ribbons and steamers paraded through the city streets to the railroad depot. A particularly interesting newspaper article details an "experimental" shipment of twelve cases of Best beer to Melbourne, Australia, via New York in 1878. In order to assess how the beer withstood shipping, six cases were opened in Australia, while the other six were returned to New York. Of the latter six, three were ultimately sent back to Milwaukee with a letter detailing their voyage and the positive condition of the beer.<sup>65</sup>

The shipment to Australia consisted of Best's "Export" brand, which along with its "Bohemian," "Bavarian," "Select," and "Standard" varieties, comprised the Phillip Best Brewing Company's line of beers by the 1880s. The characteristics of these beers were: "Export," medium amber colored;

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<sup>64</sup> Cochran, 59-60, 66-67; *Milwaukee Sentinel*, 11 November 1870, 4/1. Melms' brewery is also notable as it was the successor – after having passed through one or two other owners – to the brewery that Herman Reutelshofer opened in 1841 (Cochran, 60; Wells, 102).

<sup>65</sup> Cochran, 53; *Milwaukee Sentinel*, 01 September 1866, 1/4; 05 June 1869, 1/6; 04 December 1869, 1/5; 13 March 1873, 8/1; 07 May 1873, 8/1; 01 December 1873, 8/1; 06 January 1875, 5/3; 11 September 1876, 8/2; 27 April 1877, 8/1; 15 June 1878, 8/1; 24 July 1881, 2/1. A shipment of beer to San Francisco, transported by the Union Pacific Railroad Company, was made within a few weeks of the opening of the transcontinental railroad (*Milwaukee Sentinel*, 05 June 1869, 1/6).



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“Bohemian,” a pale beer with a strong hop flavor; “Bavarian,” heavy and dark in color; “Standard,” pale amber colored and milder tasting; and “Select,” amber colored and consisting of the best Bohemian hops. In addition to their desirability, the “Bohemian,” “Bavarian,” and “Export” varieties were recommended for their “pleasant tonic and nourishing qualities.” Of the five, “Select” became the most notable. Marketed as a first-class lager to be consumed in the best establishments, and distinguished by a blue silk ribbon tied to each bottle, the brand was the precursor of Pabst’s trademark “Blue Ribbon” beer.<sup>66</sup>

In 1875, the Phillip Best Brewing Company established a bottling facility at its South Side Brewery; however, within a year, its operation was turned over to the firm Stamm and Meyer. By the 1880s, bottling would also be performed at some of the company’s branch offices. Although bottled beer represented the future of beer packaging and sales, its early incarnation was problematic. Prior to the widespread implementation of pasteurization, beer could become contaminated with bacteria during the bottling process and spoil. Additionally, bottling was labor intensive, requiring the following steps: filling the bottle by hand using a hose; inserting a cork; wiring the cork in place; hand-gluing and applying the label; and wrapping tinfoil around the neck of the bottle. Bottled beer, therefore, amounted to a small amount of Best’s sales throughout the 1880s and into the early 1890s.<sup>67</sup>

Operating two breweries was a mixed blessing for the Phillip Best Brewing Company. When a fire in 1879 at the Empire Brewery destroyed the malt house, elevators and office, it proved beneficial as production could proceed at the South Side Brewery. Ultimately, however, staffing and managing duplicate facilities proved burdensome and, in 1886, all brewing operations were transferred back to the Empire Brewery. For the short term, the South Side Brewery would continue to be used for malting and bottling purposes. Three years later, another defining moment occurred when the Phillip Best Brewing Company was renamed the Pabst Brewing Company on March 18, 1889. Coming a year after the death of company vice-president Emil Schandein, the name change was a tribute to Captain Pabst and his leadership of a brewing company that continued to grow at a staggering rate.<sup>68</sup>

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<sup>66</sup> “Brewing in Milwaukee,” 117-118; Cochran, 130, 217; *Milwaukee Sentinel*, 27 February 1884, 3/2.

<sup>67</sup> Cochran, 123-124. In Milwaukee, many of the breweries initially enlisted other firms to do their bottling. Schlitz hired Vochting, Shape & Company as their bottlers in 1877, and Blatz engaged Torchiani & Kremer to do the same in 1878 (Kroll, 4). The Phillip Best Brewing Company reassumed control of its bottling operations in 1880 (Cochran, 123).

<sup>68</sup> Cochran, 70, 88; *Milwaukee Sentinel*, 22 December 1879, 5/1; 24 December 1879, 4/2; 30 December 1879, 8/2; 26 December 1886, 5/3; 28 May 1889, 3/3. Following the fire, the brewery gave away the charred grain to the public for use as cattle feed, which resulted in hundreds appearing with “bags, go-carts, and wagons, and the removal of the grain was as

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Following its production of 114,162 barrels in 1874, brewery output grew to 272,477 barrels in 1880; 500,216 in 1888; and, in 1892, the Pabst Brewing Company became the first brewery in the United States to produce over one million barrels of beer in a single year with the production of 1,052,584 barrels. That same year, the company further solidified their position by purchasing the equipment and assets of the Falk, Jung and Borchert Brewing Company, which had recently suffered two debilitating fires at their Milwaukee brewery. The Pabst Brewing Company was now the largest lager brewery in the world and, while national beer sales had increased an impressive 250% between 1872-1893, Pabst sales increased 1,000% over the same period. To produce and package this amount of beer required equally staggering amounts of raw ingredients and materials. By 1890, the Pabst Brewing Company annually used 1,250,000 bushels of malt, 2,500,000 pounds of rice, and 1,000,000 pounds of hops. For bottling purposes, 22,000,000 corks were used, as were 220,000 yards of blue ribbon for their "Select" beer.<sup>69</sup>

The 1879 fire, closure of the South Side Brewery, and tremendous increase in production led to significant expansion of the subject brewery. This resulted in the core nineteenth century buildings found within the complex including: the main office (1880/92); brew house (ca.1882/92); malt house (1882/1901); bottling house (1889/ca.1910/11); boiler house (1890/1909); and engine, mill and refrigeration machines building (1891). It also comprised buildings that have since been razed such as the hop house and stables formerly located on the north side of Juneau Avenue in between 10<sup>th</sup> and 11<sup>th</sup> streets. Construction was also spurred by the need to house new machinery – ice machines, barley steep tanks, bottling equipment – introduced to the brewery in the late nineteenth century. During this expansion, considerable attention was paid to both the outward and interior appearance of the complex as brewery tours led by uniformed guides were offered daily. Visitors could average 250 per day and

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rapid as the Company could have wished." (*Sentinel*, 24 December 1879). Apparently, the construction of the bottling house at the subject brewery in 1889 further doomed the South Side Brewery and, by this date, the company planned to convert it to some kind of manufacturing use. The South Side Brewery was ultimately sold to the Pfister & Vogel tannery in 1908. (*Sentinel*, 28 May 1889 and 25 June 1908, 1/6).

<sup>69</sup> "Brewing in Milwaukee," 83, 99, 112; Cochran, 72, 83; *Milwaukee Sentinel*, 28 May 1889, 3/3; 14 November 1889, 8/4; 19 October 1890, 7/3; 16 November 1890, 15/4. Although Pabst was the largest lager brewery in the world, there were apparently larger ale breweries as indicated by Captain Pabst in an interview with a *Milwaukee Sentinel* reporter in May 1889 (*Sentinel*, 28 May 1889). Corks were imported from the firm Bender Sons in San Felin, Spain and the blue ribbon was ordered from local dealer Herman Heyn who obtained it from Germany and then had the company Swain & Tate cut and print it. Barrel production relied on large tracts of white oak that Pabst co-owned in Mississippi where they operated saw and stave mills.

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during conventions often numbered in the thousands. Captain Pabst also hosted important dignitaries at the brewery including President Grover Cleveland in 1887.<sup>70</sup>

Product promotion through advertising and participation in fairs and expositions aided this prosperity. Early promotional efforts focused less on periodical advertising and more on what the company categorized as "signs and views" and "special" advertising. The former included signs and images given to retailers, while the latter involved distribution of items such as calendars, matchboxes and other souvenirs displaying the Pabst name. From 1891-1893, Pabst average annual advertising budget was approximately \$135,000; \$55,000 of which constituted "signs and views" and \$41,000 was for "special" advertising. Periodical advertising increased significantly with a national campaign for "Blue Ribbon" beer in 1903. From this endeavor came the widely recognized image consisting of two "Blue Ribbon" bottles on a table with a glass of beer and a plate of oysters on the half shell. By 1907, Pabst advertising expenditures exclusive of "signs and views" had increased to over \$300,000.<sup>71</sup>

During this same period, the brewery was accumulating awards for its beer through its participation in fairs and expositions. By 1884, the Phillip Best Brewing Company had won gold medals at the Centennial Exposition in Philadelphia and World's Fair in Paris, and first prize at the Southern Exposition in Atlanta. A year later, it was awarded first prize for its export bottled beer at the World's Exposition in New Orleans. Probably the most notable of all its competitive achievements was when the brewery won the highest award for beer at the 1893 World's Columbian Exposition in Chicago where it narrowly beat Anheuser-Busch. By serving as another means of promotion, participation in fairs and expositions, and the awards won, increased product recognition.<sup>72</sup>

Although promotion was an important component of Pabst's success, sales increases relied on an extensive distribution network, as well as the effective placement of beer in retail outlets. Pabst utilized three primary means of distribution: company-owned branch houses, wholesale agents, and traveling sales representatives. Of the three, a capable wholesale agent was most favorable, as the company

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<sup>70</sup> "Brewing in Milwaukee," 90, 116; *Milwaukee Sentinel*, 25 August 1881, 2/4; 15 March 1882, 6/1; 07 October 1887, 2/3. The "Brewing in Milwaukee" article indicates that during the Grand Army of the Republic convention held in 1889, more than 64,000 visitors toured the brewery in one week. Additionally, when the Knights of Pythias convened in Milwaukee they brought close to 18,000 people to the brewery in a single day.

<sup>71</sup> Cochran, 135-136, 217-219.

<sup>72</sup> *Ibid.*, 137-138; *Milwaukee Sentinel*, 27 February 1884, 3/2; 24 June 1885, 3/6.

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simply sold its beer to the agent who was then responsible for selling it to retailers. This contrasted with branch houses where Pabst needed to supply the necessary buildings, horses and wagons for operation, in addition to employing a manager and personnel to locally market its beer. Although branches did allow for more company control, they entailed greater expense and lacked the incentive for personal profit. Therefore, as long as the wholesaler was maximizing his local market, he was preferable to a branch house as demonstrated by the fact that, in 1895, Pabst had approximately 600 local agents in comparison to less than fifty branch houses. Traveling sales representatives, from either the brewery or closest branch, covered those areas lacking a branch house or wholesale agent and were comparatively few in number. By the early twentieth century, the general character of Pabst's distribution network consisted of wholesale agents in smaller cities, while branch houses served larger ones including Chicago, New York, Kansas City, St. Paul, Cleveland and Washington, to name a few.<sup>73</sup>

The ultimate goal of distribution was the placement of beer in retail outlets and, at a time when keg beer comprised the overwhelming majority of sales, competition amongst the brewing companies was significant. Since most saloons carried only one or two brands, brewers felt pressured to offer enticements in the form of discounts or loans to saloon owners who stocked their beer. By the mid-1880s, this unpopular arrangement led the larger brewing companies to begin buying or building their own outlets. Pabst embraced this trend and, between 1887-1893, it spent \$1,400,000 on real estate and \$300,000 for improvements. At its peak in 1910, the value of Pabst non-brewery real estate was \$6,677,000 comprising 428 retail outlets in 187 cities. Pabst, however, approached the establishment of retail outlets somewhat differently than its competitors. Whereas a company like Schlitz acquired a greater number of saloons, Pabst focused on creating prominent establishments in prime locations. The company pursued this policy believing that if the public equated its beer with quality and prestige, then independent retailers would be induced to carry Pabst as a symbol of their own high standing. As a result, Pabst once owned nine first-class hotels or restaurants in cities such as Chicago, Minneapolis and San Francisco. In New York, the ornately decorated Pabst Harlem opened in 1900 as the largest restaurant in America and cost the company \$300,000 to complete. Although their policy did not completely obviate the need to construct modest saloons or offer enticements to independent owners, it did distinguish Pabst from its leading competitors.<sup>74</sup>

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<sup>73</sup> "Brewing in Milwaukee," 116; Cochran, 165, 237-238.

<sup>74</sup> Cochran, 143-145, 198, 210, 212; *Milwaukee Sentinel*, 26 April 1885, 6/1. By the turn of the century, Pabst had largely stopped making significant purchases of real estate and, following Prohibition, federal regulations banned brewing companies from owning retail outlets. [Cochran, 197-198, 368.]

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The Pabst Brewing Company was also benefiting from the increased use of science and technological innovation in its brewing process. In 1886, the brewery became one of the first to include a trained chemist on its staff. Shortly thereafter, Pabst adopted the use of pure yeast culture and a laboratory and yeast cultivating plant were added. During the 1880s, Pabst had the good fortune of hiring J. Fred Theurer and Richard Birkholz as brewery superintendent and mechanical engineer, respectively. These men invented or refined numerous mechanical devices and processes that significantly improved beer production. Among their innovative devices were barley washers, improved filters, hop extractors, bottle-soaking tanks, barrel stave machines and keg-rinsing machines. Most notably though, they introduced two significant changes to the brewing process: direct carbonation and the pipe line system.<sup>75</sup>

The former, largely attributed to the work of Theurer and Pabst brewery chemist Dr. Paul Fischer, involves the collection, purification and reintroduction of carbon dioxide to beer. Prior to direct carbonation, beer was carbonated through a process called kraeusening where a small amount of fresh, actively fermenting beer was added to aged beer. The undesirable effect of this process was a cloudy final product due to the presence of yeast particles in the fresh beer. Direct carbonation eliminated kraeusening by collecting, cleaning and reintroducing the carbon dioxide released during primary fermentation to the beer, which now appeared clear and sparkling.<sup>76</sup>

The impetus for the pipe line system came from an internal revenue law where brewery taxes were collected through canceled tax stamps applied to every barrel of beer. This regulation was incongruous with the advent of bottling as it required the inefficient process of filling barrels solely for the purpose of affixing a tax stamp, then the barrels would be emptied and the beer bottled. Through the direct lobbying of Captain Pabst, this law was changed in June 1890. Theurer and Birkholz then designed – and the brewery was the first to install – a system where beer was piped directly to the bottling house and collected in receiving tanks. Government locks on tank inlet and outlet pipes guaranteed the collection of tax revenue. The brewery then used carbon dioxide pressure to force the beer to filling machines where it was bottled. As a result of these innovations, Pabst was able to produce a beer with

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<sup>75</sup> "Brewing in Milwaukee," 91, 94, 103-104, 106, 112-113, 124-125; Cochran, 113, 204.

<sup>76</sup> "Brewing in Milwaukee," 100, 102, 126; Cochran, 106.

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Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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greater consistency in taste and appearance, while increasing the efficiency and output of the brewery.<sup>77</sup>

The dramatic growth that characterized Pabst Brewing Company operations for most of the late nineteenth century gave way to a period that author Thomas Cochran described as "profitable stability" by the turn of the century that would last until Prohibition. Although Pabst firmly remained an industry leader, its production was surpassed by Anheuser-Busch in the late 1890s and Schlitz in 1902. Other factors moderating growth at this time were: increases in wholesale prices; regional losses due to local prohibition; and smaller brewer inroads in the area of bottled beer, which was previously dominated by the larger national breweries. Changes in company management were also occurring. Ernst Borchert and Frank Falk, former part owners of the Falk, Jung & Borchert Brewing Company, entered the brewery as vice-president and treasurer, respectively. Captain Pabst became less involved in the daily operation of the business and his sons, Gustav and Fred, Jr., assumed greater roles. When Captain Pabst died on January 1, 1904 at the age of 67, brewery leadership was transferred to Gustav Pabst as president and, shortly thereafter, Fred Pabst resigned his position as vice-president in order to devote time to his agricultural pursuits.<sup>78</sup>

Prohibition necessitated a drastic change in brewery production and further restructured the organization and management of the company. In December 1920, two corporations were established from the Pabst Brewing Company: the Pabst Corporation and the Pabst Realty Company. The former actively carried on the mission of production and marketing, while the latter managed the saloon, restaurant and other outside real estate of the company. Approximately a year after this restructuring, Gustav Pabst resigned as president of the Pabst Corporation to head the realty company. The presidency of the operating company was assumed by Fred Pabst, who actively rejoined the business and faced the unenviable task of leading the brewery through Prohibition. During these years various substitute ventures were attempted ranging from the brewery-related – production of non-alcoholic beer, tonics and malt syrups – to wholly different enterprises – manufacturing pipe connections, cheese processing and bottling water. Although these met with varying degrees of success, they did not represent a change in the character of the company, which was biding time before it could again produce beer. In fact, all these ventures used only a portion of the brewery's capacity and, as a result, the rental of unused building space became the most consistent and reliable source of income for Pabst

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<sup>77</sup> "Brewing in Milwaukee," 109-110; Cochran, 126-127; *Milwaukee Sentinel*, 19 October 1890, 7/3.

<sup>78</sup> "Brewing in Milwaukee," 122-124; Cochran, 182, 184, 187.

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Pabst Brewing Company Complex  
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during Prohibition.<sup>79</sup>

By 1932, support for Prohibition was waning and Pabst began making preparations to resume brewing beer. At the same time, it was approached by the Premier Malt Products Company of Peoria, Illinois with a proposal to merge their companies. Premier was a leading producer of malt syrup with a nationwide market. As such, its active distribution network of sales personnel and branch houses represented the type of distribution system that Pabst needed to reacquire after many years of Prohibition. The merger was executed on October 28, 1932 and resulted in a new entity named the Premier-Pabst Corporation; however, in December 1938, the business name reverted back to the Pabst Brewing Company.<sup>80</sup>

Following Prohibition, the national brewing industry consisted of fewer breweries with the larger brewing companies possessing a greater share of the market. Although this resulted in increased competition, Pabst was able to resume its position among the industry leaders. In addition to its original brewery in Milwaukee and auxiliary plant in Peoria, Pabst acquired another production facility with its purchase of the Hoffman Beverage Company in Newark, New Jersey on December 18, 1945. Advancements in the science and technology of brewing along with the practice of blending beer from multiple batches ensured the uniformity of the product from each facility. By 1946, Pabst had temporarily regained its position as the largest national brewer producing over three million barrels of beer annually with the subject property continuing to serve as its principal brewery.<sup>81</sup>

After a downturn in the 1950s, Pabst regained its position among industry leaders ranking third in

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<sup>79</sup> Cochran, 326-327, 332-333, 336; Gurda, 238. A sampling of the businesses renting space at the brewery during Prohibition and the buildings they occupied follows: (listed by Pabst Brewing Company building number) buildings #2 and #4, American Lace Paper Company; building #7, The Everwear Hosiery Company; building #9, multiple occupancy and light manufacturing (machine shop, private garage, auto repairing); building #10, Milwaukee Screw Products Company, Badger State Cabinet Company, Trico Fuse Company, Milwaukee Ice Machine Company, Milwaukee Circle Pump Company; building #11, Ogden Shoe Company; building #14, American Resistor Company; building #15, milk dairy and auto painting; building #17, A.J. Hilbert Company; building #23, sheet metal works and office space; building #27 or #28, David White Company Machine Shop; and the southeast corner of building #29, Blue Valley Creamery Company. During this time, rental income amounted to approximately \$75,000 to \$100,000 per year. [Cochran, 336; Sanborn Map Company, *Sanborn Fire Insurance Map, Milwaukee, WI* (New York: Sanborn Map Company, 1910 w/ revisions to 1926).]

<sup>80</sup> Cochran, 352, 354, 359, 364, 372.

<sup>81</sup> *Ibid.*, 369, 373, 375, 378-379.

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Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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national production for most of the next two decades and, at its peak, brewing 17.1 million barrels of beer in 1976. At this point, the company began to lose market share and was plagued by ineffective management, inconsistent marketing strategies and the threat of takeover from outside interests. In 1982, Pabst had to enter into an unfavorable merger-divestiture plan with the Heileman and Olympia brewing companies where it lost some of its more valuable assets. Three years later, the Pabst Brewing Company was sold and, in 1996, the subject brewery was closed. Pabst beer is currently brewed under contract by the Miller Brewing Company at their facilities.<sup>82</sup>

Architecture

Most of the nineteenth century buildings within the Pabst Brewing Company brewery complex can be attributed to Prussian-born architect Charles Hoffmann, including the malt house (building #25); bottling house (building #29); boiler house (building #10); engine, mill and refrigeration machines building (building #21); malt elevator (building #24); and wood working shop (building #11). Although he served for a number of years as the brewery's architect, little is known about Hoffmann. An 1883 article on the malt house attributes his knowledge of brewery architecture to "experience and practical test work." The article further indicates that he was exclusively employed by the Best brewery. A later article from 1895 credits Hoffmann with having designed all of buildings within the brewery and characterizes him as a "man of undoubted ability... he has been remarkably successful in his constructions, both light and heavy."<sup>83</sup>

Confusing this understanding, however, is the fact that Otto Strack served as supervising architect for the Pabst Brewing Company from 1888-1892. Born and educated in the building trades in Germany, Strack opened an architectural office in Chicago in 1886 before moving to Milwaukee. Although he designed the 1892 tower addition to the main office (building #27) and identifies himself as the Pabst Brewing Company supervising architect on an 1890 building permit for alterations at the South Side brewery, he is not cited on other building permits for the subject brewery complex. It may be possible to attribute the shared role of brewery architect during this period to the nature of Hoffmann's and

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<sup>82</sup> Apps, 131; Tom Daykin, "Tapping History: Pabst Complex Goes Up For Sale," *Milwaukee Journal Sentinel* (11 May 2001); Helen Pauly, "End of An Era," *Milwaukee Magazine* (January 1985): 38-42.

<sup>83</sup> Appel, 189; "Brewery Improvements: The Mammoth New Malt House of the Ph. Best Brewing Co., Milwaukee - Its Kilns, Machinery and Economic Features," *The Western Brewer and Journal of the Barley, Malt and Hop Trades* 8, no. 2 (February 1883): 285; "Brewing in Milwaukee," 85.



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Strack's architectural expertise. Permits citing Hoffmann as architect are for those buildings directly contributing to brewery operation and production. As an in-house architect, Hoffmann would have had greater knowledge of the mechanical and operational considerations influencing their design, whereas, Strack may have been more skilled in executing high-style buildings as evidenced by the elaborate tower addition to the main office or his commission a year later to design the Pabst Theater (144 E. Wells Street, Milwaukee – NHL 12/4/91).<sup>84</sup>

Stylistically, many of the nineteenth century brewery buildings embody characteristics of the German Renaissance Revival style as seen with the repeated use of battlements and crenelated towers in their design. Locally popular from 1880-1910, this revival style is reflective of the German heritage of the City of Milwaukee. Its use within the Pabst Brewing Company Brewery Complex seems particularly appropriate when considering that the ranks of company management were almost entirely occupied by German-born immigrants during this same period, thereby giving this American brewery a very Germanic character. While other brewery complex buildings constructed during the historic period may individually lack architectural significance, they collectively represent good examples of late nineteenth and early twentieth century brewery architecture as large, masonry buildings that house specialized functions within the greater brewing process.<sup>85</sup>

**Conclusion:**

The Pabst Brewing Company Brewery Complex is eligible for the National Register of Historic Places under Criterion A for its long history as one of the largest breweries in the United States and under Criterion C as an outstanding example of a late nineteenth century brewery complex, which possesses buildings that embody characteristics of the German Renaissance Revival style. Founded in 1844 at the subject location, the Pabst Brewing Company became the largest national brewery in 1874 and the first to produce over a million barrels of beer in a single year in 1892. By this later date, Pabst had become the largest lager brewer in the world and throughout most of the twentieth century it maintained its standing as an industry leader with the subject brewery serving as its principal production facility. The brewery complex retains a significant number of its nineteenth century buildings, many of which

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<sup>84</sup> Building permits for Pabst Brewing Company, 23 December 1890 and 19 November 1892, on file at the City of Milwaukee, 809 N. Broadway (1<sup>st</sup> floor), Milwaukee, WI; *Milwaukee Historic Ethnic Architecture Resources Study: Final Report* (Milwaukee: City of Milwaukee, Department of City Development, August 1994), 87.

<sup>85</sup> Appel, 176, 180; "Brewing in Milwaukee," 122-126; Wyatt, Vol. 2, Architecture, 2-13.

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Pabst Brewing Company Complex  
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possess German Renaissance Revival style elements such as battlements and crenelated towers. These buildings are reflective of Captain Frederick Pabst's German origins and, generally, the Germanic character of the City of Milwaukee in the late nineteenth century.

**National Significance**

The complex is of national significance for the role it played in the history of beer production in the United States. Not only was it one of the largest and most productive breweries during its period of significance, it was also the location of many improvements and innovations in the beer brewing process. This included having a trained chemist and mechanical engineer on staff, the invention and refinement of mechanical devices and processes, and the introduction of direct carbonation and the pipe line system; all these elements improved the production process and the quality of beer. Throughout its long history Pabst influenced the beer industry by adapting or influencing the way beer was processed and distributed. Furthermore, as one of the largest and for many years the largest brewery, Pabst showed that large-scale production and distribution was possible at a time when there were relatively few large-scale producers.

**Archeological Potential:**

The extent of former underground brewery storage cellars is unknown as they could not be accessed. These cellars kept beer cool prior to the advent of widespread mechanical refrigeration. Their description in *Milwaukee Sentinel* newspaper articles places them within the general area underneath Captain Pabst's residence, which once stood at the northeast corner of 9<sup>th</sup> Street and Juneau Avenue. The cellars were described as being quite extensive – one article characterizes them as a labyrinth – with flagstone floors and vaulted brick ceilings. By 1890, they were unused and, apparently, generally forgotten. Although the northeast corner of 9<sup>th</sup> Street and Juneau Avenue falls outside the Pabst

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Brewing Company Complex boundary, it is possible that underground storage cellars extended to areas within the boundary.<sup>86</sup>

Portions of historic street paving remain within the complex. It is therefore possible that asphalt paved streets and sidewalks may have granite block or brick pavers underneath their present overlay.

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<sup>86</sup> *Milwaukee Sentinel*, 09 October 1857, 1/2; 19 May 1864, 1/5; 16 November 1890, 15/4. It should be noted that this residence formerly located at the northeast corner of 9<sup>th</sup> Street and Juneau Avenue was the Pabst family home from 1873-1892.

Pabst Brewing Company Complex  
Name of Property

Milwaukee  
County and State

Wisconsin

### 9. Major Bibliographic References

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

**Previous Documentation on File (National Park Service):**

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

**Primary location of additional data:**

- State Historic Preservation Office
  - Other State Agency
  - Federal Agency
  - Local government
  - University
  - Other
- Name of repository:  
Milwaukee County Historical Society  
Milwaukee Public Library

### 10. Geographical Data

Acreage of Property 18.4 acres

UTM References (Place additional UTM references on a continuation sheet.)

A	<u>16</u>	<u>424819</u>	<u>4765936</u>	C	<u>16</u>	<u>424702</u>	<u>4766039</u>
	Zone	Easting	Northing		Zone	Easting	Northing
B	<u>16</u>	<u>424702</u>	<u>4765936</u>	D	<u>16</u>	<u>424601</u>	<u>4766039</u>
	Zone	Easting	Northing		Zone	Easting	Northing

See Continuation Sheet

Verbal Boundary Description (Describe the boundaries of the property on a continuation sheet)

Boundary Justification (Explain why the boundaries were selected on a continuation sheet)

### 11. Form Prepared By

name/title	Michael T. McQuillen	date	May 2003
organization	Heritage Research, Ltd.	telephone	(262) 251-7792
street & number	N89 W16785 Appleton Avenue	zip code	53051
city or town	Menomonee Falls	state	WI

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**UTM References (continued):**

E     16 424601 4766255  
F     16 424701 4766325  
G     16 424852 4766220

**Verbal Boundary Description:**

The general area is an irregular polygon. Starting at the northwest corner of W. Highland Avenue and N. 9<sup>th</sup> Street (Point A), the boundary proceeds westerly along the curb line of W. Highland Avenue, crosses N. 10<sup>th</sup> Street to the west curb of N. 10<sup>th</sup> Street (Point B); thence proceeds northerly along the line corresponding to the curb line of N. 10<sup>th</sup> Street to Point C which is the southeast, rear corner of building #25; thence proceeds westerly along the rear (south) façade of the Malt House (building #25,) the Malt Elevator (building #24) and the Former First German Episcopal Church (building #23) to N. 11<sup>th</sup> Street (Point D at the rear and southwest corner of building 23); thence proceeds northerly along the curb line of N. 11<sup>th</sup> Street to Point E, the north west corner of Building # 14; thence proceeds across the street and along a curving fence to W. Winnebago Street (Point F); thence proceeds southeasterly along the curb line of W. Winnebago Street to N. 9<sup>th</sup> Street (Point G); thence proceeds southerly along the curb line – for those buildings that possess a sidewalk and curb – or along the line corresponding to the curb line of N. 9<sup>th</sup> Street to the point of origin.

**Boundary Justification:**

This boundary encompasses all extant historic resources associated with the Pabst Brewing Company at this site. While building #29 is currently connected by an elevated walkway to a shipping center constructed in 1977 and located on the block east of the district, the boundary bisects this walkway. The walkway was constructed after 1977 and has no historic connection to the building within the complex boundaries. The shipping center and walkway are slated for removal as part of a long term project for the area.



Pabst Brewing Company Complex  
Name of Property

Milwaukee  
County and State

Wisconsin

### Additional Documentation

Submit the following items with the completed form:

#### Continuation Sheets

**Maps** A USGS map (7.5 or 15 minute series) indicating the property's location.  
A sketch map for historic districts and properties having large acreage or numerous resources.

**Photographs** Representative black and white photographs of the property.

**Additional Items** (Check with the SHPO or FPO for any additional items)

### Property Owner

Complete this item at the request of SHPO or FPO.)

<b>name/title</b>	John Ferchill	<b>date</b>	May 2003
<b>organization</b>	Juneau Avenue Partners, LLC	<b>telephone</b>	(216) 566-7676
<b>street&amp;number</b>	301 West Wisconsin Avenue, Suite 400	<b>zip code</b>	53203
<b>city or town</b>	Milwaukee	<b>state</b>	WI

**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects, (1024-0018), Washington, DC 20503.

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Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

View of Juneau Avenue to the west from Juneau Avenue & Ninth Street intersection

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to west

Photo #1 of 47

**PABST BREWING COMPANY COMPLEX**

View of Juneau Avenue to the east from Juneau Avenue & Eleventh Street intersection

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to east

Photo #2 of 47

**PABST BREWING COMPANY COMPLEX**

Stock House (Building #1) & Stock House/Fermenting House (Building #4)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to southwest

Photo #3 of 47

**PABST BREWING COMPANY COMPLEX**

Stock House/Fermenting House (Building #4) & Wash House/Shipping & Filling House (Building #8)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to west

Photo #4 of 47

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PABST BREWING COMPANY COMPLEX  
Wash House & Cooper Shop (Building #9)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to northwest  
Photo #5 of 47

PABST BREWING COMPANY COMPLEX  
Stock House/Fermenting House (Building #2)  
Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
May 2003  
Negative at Wisconsin Historical Society  
View to northwest  
Photo #6 of 47

PABST BREWING COMPANY COMPLEX  
Stock House (Building #5) & Stock House (Building #6)  
Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
May 2003  
Negative at Wisconsin Historical Society  
View to northwest  
Photo #7 of 47

PABST BREWING COMPANY COMPLEX  
Stock House (Building #5) & Stock House (Building #6)  
Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
May 2003  
Negative at Wisconsin Historical Society  
View to northeast  
Photo #8 of 47

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Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Manufacturing/Cold Storage (Building #7)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to east

Photo #9 of 47

**PABST BREWING COMPANY COMPLEX**

Boiler House, Millwright & Machine Shop (Building #10) & Paint Shop (Building #10A)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to southwest

Photo #10 of 47

**PABST BREWING COMPANY COMPLEX**

Boiler House, Millwright & Machine Shop (Building #10) & Wood Working Shop (Building #11)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to south

Photo #11 of 47

**PABST BREWING COMPANY COMPLEX**

Research Lab (Building #14) & Wood Working Shop (Building #11)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to east southeast

Photo #12 of 47

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Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Blacksmith, Wagon and Paint Shops (Building #15) & Research Lab (Building #14)

Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

May 2003

Negative at Wisconsin Historical Society

View to northeast

Photo #13 of 47

**PABST BREWING COMPANY COMPLEX**

Grain Elevator [structure] (Building #16A)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to north northeast

Photo #14 of 47

**PABST BREWING COMPANY COMPLEX**

Grain Drying House (Building #17) & Grain Elevator [structure] (Building #16A)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to west

Photo #15 of 47

**PABST BREWING COMPANY COMPLEX**

Boiler House (Building #22)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to northeast

Photo #16 of 47

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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Section photos Page 5

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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PABST BREWING COMPANY COMPLEX  
Engine, Mill & Refrigeration Machines Building (Building #21)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to northwest  
Photo #17 of 47

PABST BREWING COMPANY COMPLEX  
Brew House (Building #20) & Engine, Mill & Refrigeration Machines Building (Building #21)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to southwest  
Photo #18 of 47

PABST BREWING COMPANY COMPLEX  
Brew House entrance (Building #20)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to west  
Photo #19 of 47

PABST BREWING COMPANY COMPLEX  
Former First German Methodist Episcopal Church/Forst Keller (Building #23)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to south southwest  
Photo #20 of 47

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section photos Page 6

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Former First German Methodist Episcopal Church/Forst Keller (Building #23)

Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

May 2003

Negative at Wisconsin Historical Society

View to southeast

Photo #21 of 47

**PABST BREWING COMPANY COMPLEX**

Malt Elevator/Elevator "F" (Building #24) & Malt House (Building #25)

Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

May 2003

Negative at Wisconsin Historical Society

View to southeast

Photo #22 of 47

**PABST BREWING COMPANY COMPLEX**

Malt Elevator/Elevator "F" (Building #24) & Malt House (Building #25)

Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

May 2003

Negative at Wisconsin Historical Society

View to southeast

Photo #23 of 47

**PABST BREWING COMPANY COMPLEX**

Malt House (Building #25)

Milwaukee, Milwaukee County, WI

Photo by Michael T. McQuillen

May 2003

Negative at Wisconsin Historical Society

View to southwest

Photo #24 of 47

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
Continuation Sheet**

Section photos Page 7

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Malt House (Building #25)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to north northwest

Photo #25 of 47

**PABST BREWING COMPANY COMPLEX**

Bottling House (Building #29)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to southwest

Photo #26 of 47

**PABST BREWING COMPANY COMPLEX**

Bottling House (Building #29)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to west

Photo #27 of 47

**PABST BREWING COMPANY COMPLEX**

Bottling House (Building #29)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to northwest

Photo #28 of 47



**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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Section photos Page 8

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Bottling House (Building #29)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to northeast

Photo #29 of 47

**PABST BREWING COMPANY COMPLEX**

Main Office (Building #27) & Company Office (Building #28) & Visitors Center (Building #35)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to southwest

Photo #30 of 47

**PABST BREWING COMPANY COMPLEX**

Former Jefferson Public School/Company Office (Building #28) & Visitors Center (Building #35)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to west

Photo #31 of 47

**PABST BREWING COMPANY COMPLEX**

Main Office (Building #27)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to southwest

Photo #32 of 47

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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Section photos Page 9

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Main Office (Building #27)  
Milwaukee, Milwaukee County, WI  
Photo by Michael T. McQuillen  
May 2003  
Negative at Wisconsin Historical Society  
View to southwest  
Photo #33 of 47

**PABST BREWING COMPANY COMPLEX**

View of Juneau Avenue to the west from Juneau Avenue & Eighth Street intersection  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to west southwest  
Photo #34 of 47

**PABST BREWING COMPANY COMPLEX**

Oil Tank & Pump House  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to northwest  
Photo #35 of 47

**PABST BREWING COMPANY COMPLEX**

Bridge linking the Malt House and Engine, Mill & Refrigeration Machines Building  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
View to west  
Photo #36 of 47

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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Section photos Page 10

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Bronze statue of Captain Frederick Pabst found in the interior courtyard of the Visitors Center  
Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

View to northwest

Photo #37 of 47

**PABST BREWING COMPANY COMPLEX**

Interior Visitors Center/Reception Building (Building #35)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

Photo #38 of 47

**PABST BREWING COMPANY COMPLEX**

Interior Visitors Center/Reception Building (Building #35)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

Photo #39 of 47

**PABST BREWING COMPANY COMPLEX**

Brewing kettles in the interior of the Brew House (Building #20)

Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

Photo #40 of 47

**United States Department of the Interior  
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Section photos Page 11

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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PABST BREWING COMPANY COMPLEX  
Staircase in the Brew House (Building #20)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
Photo #41 of 47

PABST BREWING COMPANY COMPLEX  
Interior Main Office (Building #27)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
Photo #42 of 47

PABST BREWING COMPANY COMPLEX  
Window surrounds in interior Main Office (Building #27)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
Photo #43 of 47

PABST BREWING COMPANY COMPLEX  
Staircase in the former Jefferson Public School/Company Office (Building #28)  
Milwaukee, Milwaukee County, WI  
Photo by John N. Vogel  
April 2003  
Negative at Wisconsin Historical Society  
Photo #44 of 47

**United States Department of the Interior  
National Park Service**

**National Register of Historic Places  
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Section photos Page 12

Pabst Brewing Company Complex  
Milwaukee, Milwaukee County, Wisconsin

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**PABST BREWING COMPANY COMPLEX**

Cast iron staircase in the Engine, Mill & Refrigeration Machines Building (Building #21)  
Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

Photo #45 of 47

**PABST BREWING COMPANY COMPLEX**

Interior Bottling House (Building #29)  
Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

Photo #46 of 47

**PABST BREWING COMPANY COMPLEX**

Interior Wash House & Cooper Shop (Building #9)  
Milwaukee, Milwaukee County, WI

Photo by John N. Vogel

April 2003

Negative at Wisconsin Historical Society

Photo #47 of 47

## BUILDINGS

- #1 STOCK HOUSE - 1933
- #2 STOCK HOUSE/FERMENTING HOUSE - ca. 1875, ca.1925
- #3 BEER AGING TANK HOUSE - 1967 *NC*
- #4 STOCK HOUSE/FERMENTING HOUSE - 1900
- #5 STOCK HOUSE - 1911
- #6 STOCK HOUSE - 1949
- #7 MANUFACTURING/COLD STORAGE - 1918
- #8 WASH HOUSE/SHIPPING & FILLING HOUSE - ca.1888
- #9 WASH HOUSE & COOPER SHOP - 1911
- #10 BOILER HOUSE, MILLWRIGHT & MACHINE SHOP - 1890,1909
- #10A PAINT SHOP - ca.1910
- #11 WOOD WORKING SHOP - 1894
- #14 RESEARCH LAB - 1913
- #15 BLACKSMITH, WAGON AND PAINT SHOPS - ca.1894, ca.1910
- #17 GRAIN DRYING HOUSE - 1889
- #20 BREW HOUSE - ca.1882, 1892
- #21 ENGINE, MILL & REFRIGERATION MACHINES BUILDING - 1891
- #22 BOILER HOUSE - 1948
- #23 FORMER FIRST GERMAN METHODIST EPISCOPAL CHURCH/FORST KELLER - 1873, ca.1896
- #24 MALT ELEVATOR/ELEVATOR "F" - 1891, 1901
- #25 MALT HOUSE - 1882, 1901
- #27 MAIN OFFICE - 1880, 1892
- #28 FORMER JEFFERSON PUBLIC SCHOOL / COMPANY OFFICE - 1858, 1886
- #29 BOTTLING HOUSE - 1889, ca.1910, 1911
- #35 VISITORS CENTER/RECEPTION BUILDING - 1933
- #41 CAN BUILDING - 1969 *NC*
- PUMP HOUSE - ca.1975 *NC*

## STRUCTURES

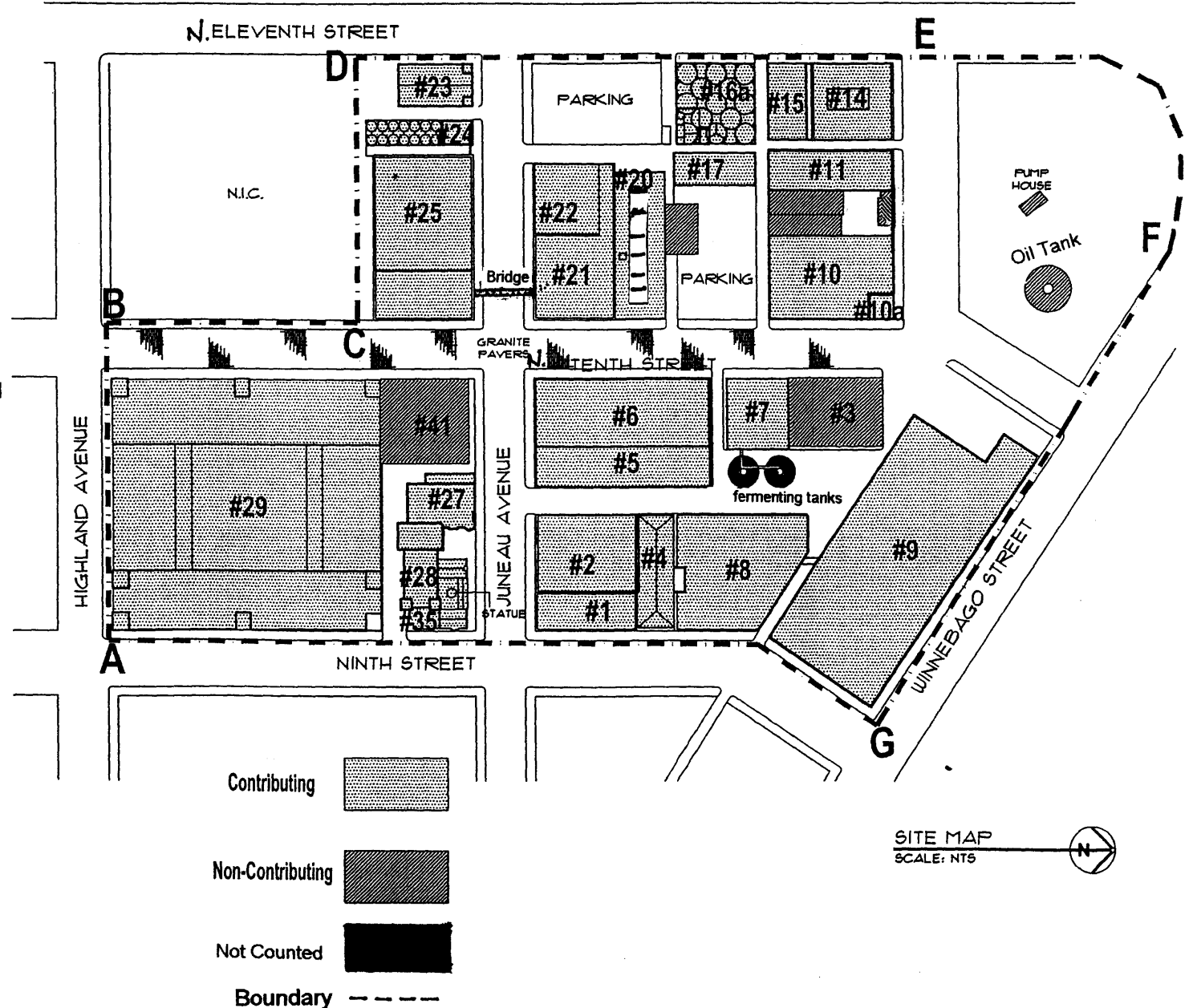
- #16A GRAIN ELEVATOR - 1953
- BRIDGE - ca.1891
- GRANITE BLOCK AND BRICK PAVERS - 1890, 1917
- OIL TANK - ca.1975 *NC*

## OBJECT

- STATUE of CAPTAIN FREDERICK PABST - 1907.

# PABST BREWING COMPANY COMPLEX

## Milwaukee, Milwaukee County, Wisconsin



SITE MAP  
SCALE: NTS

