

United States Department of the Interior National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in Guidelines for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Pabst, Gustave, Estate
other names/site number St. Monica's Monastery

2. Location

street & number 36100 Genesee Lake Road
city, town Town of Summit
state Wisconsin code WI county Waukesha code 133 zip code 53066

3. Classification

Ownership of Property: [X] private, [ ] public-local, [ ] public-State, [ ] public-Federal
Category of Property: [X] building(s), [ ] district, [ ] site, [ ] structure, [ ] object
Number of Resources within Property: Contributing (6, 1, 7), Noncontributing (buildings, sites, structures, objects, Total 0)

Name of related multiple property listing: N/A

Number of contributing resources previously listed in the National Register 0

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this [X] 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 [X] meets [ ] does not meet the National Register criteria. [ ] See continuation sheet.
Signature of certifying official: [Signature]
Date: 10/12/89
State Historic Preservation Officer - WI
State or Federal agency and bureau

In my opinion, the property [ ] meets [ ] does not meet the National Register criteria. [ ] See continuation sheet.
Signature of commenting or other official
Date
State or Federal agency and bureau

5. National Park Service Certification

I, hereby, certify that this property is:
[X] entered in the National Register.
[ ] See continuation sheet.
[ ] determined eligible for the National Register. [ ] See continuation sheet.
[ ] determined not eligible for the National Register.
[ ] removed from the National Register.
[ ] other, (explain):

Entered in the National Register

[Signature] 11/27/89

[Signature] Signature of the Keeper Date of Action

## 6. Function or Use

Historic Functions (enter categories from instructions)

DOMESTIC/single dwelling

DOMESTIC/secondary structure

AGRICULTURE/animal facility

Current Functions (enter categories from instructions)

DOMESTIC/single dwelling

DOMESTIC/secondary structure

COMMERCE/TRADE/professional

EDUCATION/school

## 7. Description

Architectural Classification

(enter categories from instructions)

Italian Renaissance

Colonial Revival

Materials (enter categories from instructions)

foundation Stone

walls Brick

Stone

roof Slate

other Wood

### Describe present and historic physical appearance.

The Gustave Pabst Estate is a building group of six estate buildings and one structure that exists as part of the 60 acre St. Monica Monastery, currently being leased to the Oconomowoc Developmental Training Center. The main house, garage, and screen house are nestled between Upper Genesee Lake and Duck Lake in the town of Summit in Waukesha County about five miles south of Oconomowoc. The 60 acre St. Monica's Monastery is the remaining parcel of the once 640-plus-acre Hollyhock Farms complex once owned by Gustave Pabst, the son of brewery magnate Frederick Pabst of Milwaukee. Gustave Pabst, who also headed the Pabst Brewery in Milwaukee, accumulated the whole of Section 22 in the Town of Summit during the early twentieth century and operated a dairy farm that specialized in the breeding of high quality Holstein cattle. Shortly before building the Gustave Pabst Estate, though, he sold his herd of cattle, although he maintained his land holdings. The estate, then, represents Pabst's retirement home and the continuity of style throughout the buildings suggests that they were constructed all at the same time, probably in 1928, the year the main house was completed.

The main house of the estate, along with the screen house, and garage is separated from the two staff houses, barn, and gate by about 1500 feet of asphalt-paved driveway. The driveway is tree-lined with tall, mature trees. On either side of it and the staff houses, barn, and gate are farm fields, meadows, woods, and Duck Lake. The main house is defined by large lawn spaces with mature trees. The rear lawn is wooded and extends down to the shore of Upper Genesee Lake. A large circular driveway breaks up the large lawn in the front of the main house. To the east of the main house and garage is a contemporary gymnasium, part of the St. Monica's Monastery and now used by the training center. About 200 feet to the southeast of the main house and garage is a contemporary dormitory building and a contemporary classroom building. They, too, are part of the St. Monica's Monastery and used for the training center. They have, however, been drawn out of the boundaries of this nomination because they are not part of the historic Gustave Pabst Estate.

As one turns into the estate, one is met by the red brick entry gate with its sweeping wrought-iron gates attached to brick pillars. Just north of the gate is the gatehouse, a Colonial Revival red brick house that sits directly on the driveway. Just north of the gatehouse is the large red brick, u-shaped barn, also constructed in the Colonial Revival style. Across the driveway to the west is a large farm field and to the east is a meadow. About 300 feet north of the barn is the second staff house that matches the gatehouse. This staff house is set back from the driveway in a small wooded area surrounded by more meadowland. The tree lined driveway continues up toward the main house flanked by Duck Lake and open space. The main house sits dramatically at the end of the driveway which circles

See continuation sheet

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 1 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

in front of it. The setting of the main house is as grand as the house itself and the entire grounds around all the buildings make a picturesque, elegant scene.

## DESCRIPTION OF ESTATE BUILDINGS

Gustave Pabst House

The Gustave Pabst House is an Italian Renaissance Revival mansion designed by noted Wisconsin architect Richard Philipp in 1927. Completed in 1928, the house has over 30 rooms and 12 bathrooms. It is a two and one-half story rectangular brick and stone building with a service wing extending off the northeast end of the house. The red brick walls are lavishly accented with smooth tan stone, and stone is also used to highlight the windows and accent the two projecting pavilions of the front facade. The house has a hipped roof covered with slate tiles. At the peak of the hip the roof is covered with standing seam copper roofing. Eight brick chimneys project from the roof of the main wing.

Stone-clad projecting pavilions are the main decorative feature of the front facade. These pavilions have full pediments created by a stone cornice and there are oculus windows with multi-light glazing at the center of the pediments. An unadorned stone frieze covers the entire front facade of the building and there is a stone belt course that separates the first and second floors. Fenestration on the front facade is symmetrical and most windows are six-over-nine double-hung wooden sashes. Most of the upper floor windows have beaded cyma reversa stone surrounds and flat stone lintels. Most of the first floor windows have shouldered stone architrave surrounds and stone hoods decorated with scroll keystones. There are several exceptions to this window treatment on the first floor. In the center of the projecting pavilions there are six-over-twelve light windows. Three sets of sixteen-light steel french doors that are topped by fanlights are located on each end of the main facade. The main entrance is accented with a very shallow stone pavilion. The actual entry has a carved frontispiece consisting of a stone surround and stone pilasters topped with scroll brackets supporting a broken segmentally arched pediment that is decorated with a cartouche. The window above the entrance is decorated with a carved surround and topped with a variation of a swan's neck pediment and a floral carving.

Stone quoins accent the corners of the building. The cornice extends around the entire building, as does the belt course, which becomes an entablature defining the first floor solarium. The decoration on the solarium wraps around the west facade of the building and around a shallow projecting pavilion on the rear or north facade. The solarium exterior is entirely clad with stone and the numerous 16-light steel french doors of the solarium are separated by large engaged Tuscan columns. Upper windows on the west facade are the six-over-nine light double-hung sashes with the same stone surrounds found on the front facade.

The rear facade features a west end projecting pavilion, a central projecting entry pavilion, and the service wing projecting off the east end. Most of the windows are plain, six-over-nine-light double-hung sashes with plain stone surrounds, except for the previously-mentioned solarium exterior in the projecting pavilion. The two-story central entry pavilion is clad with stone like the ones on the front facade, but it is decorated with corner quoins like those of the building's corners. A full pediment tops the entry pavilion and on the first floor are the 16-light steel french doors with fanlights that are seen on the solarium. The doors are separated with engaged Tuscan columns.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 2 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

The service wing is recessed slightly from the east facade of the house and corner quoins decorate the projecting end of the main block. In this end there is a french door with fanlight, double doors, and above all this, a metal balustraded balcony that leads from a plain wooden door with a transom. The service wing windows are six-over-six light double-hung sashes with beaded cyma reversa stone surrounds. At the end of the wing there are several casement windows of six lights, each topped with a fanlight. These windows have arched stone surrounds with keystones. Stone panels are placed under these windows. Several shed roof dormers project from the roof of the service wing. These dormers are clad as well as roofed with slate tile.

Both the first and second floors of this house are laid out with a similar basic interior plan. There is an east wing and a west wing off a main living hall or gallery. Off of the east hall on each floor are servants' quarters. For example, upon entering the house at the main entrance (south entrance), there is a large living hall. The west wing off this hall has the formal living room and the solarium. The east wing off this living hall has the dining room, smoking room, and butler's pantry. Off the east hall, the servants' quarters continue with the kitchen, servants' hall, butler's room, storeroom, and porch. On the second floor, a large gallery sits on top of the living hall. In the west wing of the second floor is the master bedroom suite, a study, a guest room, and a bedroom. In the east hall of the second floor are three bedrooms. Off the east hall are servants' quarters consisting of a sewing room, linen closet, four maid's rooms, two male rooms, and two bathrooms.

The interior of this house is heavily detailed with classical motifs everywhere but the service wing. In particular, there is an extensive use of plain and carved wood paneling and classically-detailed moldings using the egg-and-dart, leaf-and-tongue, and bead-and-reel motifs. Most of the original floors in the house were covered with oak, although in various locations the flooring was marble, terrazo, or linoleum. Most of the wood floors have been carpeted.

Large wood paneled double doors topped with a fanlight provide the main entry into the living hall. This large room features two fireplaces and three sets of french doors that lead to the rear lawn. The walls of this room are fully clad with two-tiered molded paneling. The tiers are separated by a chair rail and the paneled walls are topped with a full wooden entablature. The paneling in this room, as in other paneled rooms, is stained a dark mahogany color. The two fireplaces have rectangular openings with a shouldered architrave surround of marble and dark wood and are topped with a frieze and cornice. The overmantel features a picture display surrounded by a shouldered architrave molding. Both fireplaces are entirely framed with fluted pilasters. The center of the living hall ceiling opens to a second-floor gallery. The opening allows the light from the attic-story skylight to flow into the living hall. At the northeast end of the hall is the elevator, and at the northwest end of the hall is the opening that once held Gustave Pabst's organ.

To the west of the living hall is the magnificently decorated living room which is reached through a set of elaborately carved double wood-paneled doors. The doors are flanked by fluted pilasters sitting on a paneled base. The walls are paneled with small square panels of dark wood. they are topped by a heavily embellished rinceau frieze and modillioned cornice. Other doorways of the roof are flanked with pilasters and topped with heavily carved scroll brackets. The plaster ceiling of the room is elaborately carved with

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 3 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

a three-dimensional motif of crests, foliage, and pendants. The fireplace is also heavily decorated with a carved marble surround flanked by opulent hand-carved pilasters and a heavily carved frieze and cornice. Above the mantel are two picture areas surrounded by carved moldings and separated by three carved figurines. The same fluted pilasters flanking the doors of the rooms also flank the fireplace.

Two sets of french doors with transoms lead from the living room to the solarium. This room features a marble floor and marble walls separated by the large french doors with fanlights that light the room.

The east wing of the house consists of a hall off which are two bath rooms, a men's room and a women's room according to the original plans. On the south side is the large dining room that is reached from the living hall by a door decorated with a tall and prominent cornice molding. The entry into the hall from the dining room is a door that blends into the two tiered molded paneling of the walls of this room. The paneling is the same dark wood seen in all the main downstairs rooms. The dining room also has a highly ornamented plaster ceiling that is divided by a large wooden beam. Supporting the beam are decorative scroll brackets. The fireplace in this room has a rectangular opening with a shouldered architrave of marble and wood and a cornice. The overmantel has a picture well with a religious picture from the years that the house was used as a part of a monastery. Around the picture is a fine carved border with swags, leaves, wreaths, and floral motifs. Off the dining room to the east is the small smoking room. It has two-tiered molded paneling on the walls and a marble floor. The room is well lit by the large french doors with fanlights in this room.

The butler's pantry across the hall begins the service area of the first floor. It is filled with dark wood cabinets, drawers, glass cabinets, counters, and a sink. The kitchen is reached from the butler's pantry or from the hall. The kitchen has many original details including a wall of pot cupboards and a refrigerator. Also in the service area of the main block is an enclosed garage. In the service wing is a rear hall that connects the servant's hall or break room with a porch, a store room, and a butler's room. The servant's wing is simply decorated with plain wooden doors, plastered walls, and simple moldings.

A three run, open well staircase leads to the second floor. This staircase has a balustrade of large turned posts. The newell posts are large and plainly paneled with the same dark wood as in the rest of the first floor. The staircase leads to the second floor gallery that separates the east and west halls. The west hall is reached through an **arched** passageway leading to the master bedroom suite. This room is paneled with the same dark wood as the first floor rooms. Off the bedroom are two dressing rooms with large cabinets and closets and private bathrooms.

Also in the west wing is Mrs. Pabst's study, a guest room, and one of the Pabst's sons' rooms, all with fireplaces and private bathrooms. Back across the gallery through another archway is the east hall which includes a second sons' room and two guest rooms. All have fireplaces and private bathrooms. These rooms are all decorated in a classical manner with plastered walls and classical moldings and architrave trim. The only exception is the second son's room which has a Tudor decor.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 7 Page 4Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

To the north of the east hall are the servant's quarters which include a sewing room across from a large linen closet, four maid's rooms, a women's bathroom, two male servant's rooms and a men's bathroom. All the rooms are small, about nine-by-twelve feet and have plastered walls and simple wooden trim around doors and windows. The rooms have high ceilings, though, since the servants' quarters have not been stepped down from the main block and the high ceilings of the family quarters have been carried into the servants' wing.

There is a large attic that spans the entire building. Over the main house the attic space is largely open storage space along with a large skylight. Over the servants' wing is a large cedar-lined storage closet, two bedrooms, and a bathroom. A fully finished basement sits under the building. Under the main section of the house are several large and small storerooms, a boiler room, a recreation room, and chambers for Pabst's organ equipment. Under the servants' wing is an ice storage room, a dirt-floor root cellar, a drying room, a laundry room, and a toilet.

Entrance Gate

The entry to the estate is flanked by a gate complex consisting of approximately 10 foot high red brick walls and pillars. The wall and pillar of the west half of the gate is attached, but on the east side, a wrought iron pedestrian gate connects the wall with the pillar. Two large wrought iron openings flank the driveway to complete the entrance gate. This gate is classified as a structure in the resource count.

Staff Houses (Gatehouse and Staff House)

These two one and one-half story, red brick houses are identical and were built for staff of the Gustave Pabst family. The houses are designed in a simple version of the Colonial Revival style as are all secondary structures of the historic estate. The houses feature side gabled roofs, two-story octagonal bays on the rear facade, and one-story polygonal bays on the front facade. Most of the windows are six-over-six light double-hung sashes decorated with jack arches, narrow keystones, and stone sills. A second story front window is topped with a fanlight. The houses also feature a simple front entrance with transom covered with a gable-roofed entry porch supported by narrow wooden posts. The rear entrance is covered with a partial width screen porch topped with a balustrade of simple wooden posts in an X pattern.

Barn

This large red brick barn has one and two story sections put together in a U shape. The details are simple Colonial Revival. Most of the roof is gable in shape except for a two story drive through that has a canted hip shape. At the ends of the gable roof are returned eaves, and on the front facade there is a lunette with keystone in the gable peak. Most of the other windows are six-over-six light double-hung sashes, although there are numerous two-over-two double-hung sashes on the second floor. At the rear of the barn are numerous sets of glass and wood folding doors that provide the openings for farm equipment, carriages, animals, or wagons. The previously-mentioned drive-through features an elliptically arched opening. Other entrances to the barn are boarded up or have simple wood and glass doors.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number 7 Page 5 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

Screen House

The screen house is a small, one-story rectangular, frame gable-roofed structure with vertical wood siding and large openings. At the time the site visit took place the openings were covered over. These openings probably held screening in summer and were probably boarded up over winter.

Garage

The garage is a one-story red brick structure with a slate tile gable roof and Colonial Revival details. The rectangular building features three central garage bays with two shallow projecting end pavilions. At the top of the roof is a cupola with louvered openings. The two end pavilions feature returned eaves, six-over-six light windows with jack arches and keystones, and wood paneled doors topped with fanlights. The garage doors do not appear to be originals.

Building Inventory

	<u>Date of Construction</u>
Gustave Pabst House	1927-28 (1)
Entrance Gate	c.1928 (2)
Gatehouse	c.1928
Staff House	c.1928
Barn	c.1928
Screen House	c.1928 (3)
Garage	c.1928

Notes to Section 7

(1) Architectural plans that are the property of the current owner of the complex indicate that they were prepared in 1927. Local historical sources date the completion of the property to 1928.

(2) Dates of construction for the secondary buildings of the estate were derived from the author's opinion that the buildings were constructed during the same time period as the main house due to their use of similar materials and their continuity of style.

(3) The screen house is difficult to date since it is so vernacular. It is likely it was built for the Pabst family around the same time as the rest of the estate was developed.

**8. Statement of Significance**

Certifying official has considered the significance of this property in relation to other properties:

nationally  statewide  locally

Applicable National Register Criteria  A  B  C  D

Criteria Considerations (Exceptions)  A  B  C  D  E  F  G

Areas of Significance (enter categories from instructions)

Period of Significance

Significant Dates

ARCHITECTURE

1927-28<sup>1</sup>

1927-28<sup>2</sup>

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Cultural Affiliation

\_\_\_\_\_

N/A

\_\_\_\_\_

\_\_\_\_\_

Significant Person

Architect/Builder

N/A

Philipp, Richard<sup>3</sup>

**State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.**

The Gustave Pabst Estate is being nominated to the National Register of Historic Places under criterion C, because the main house is an excellent example of the Italian Renaissance style of architecture and because the secondary buildings are good examples of the Colonial Revival style of architecture as seen in a group of similarly styled outbuildings. The estate is also being nominated at the state level of significance as a type of construction: the country or lake estate of a wealthy industrialist family. This type of construction is seen frequently around the lakes of Wisconsin, especially southern Wisconsin. These points will be discussed under the architecture theme after a brief historical overview.

Gustave G. Pabst was born in 1866, the son of Captain Frederick Pabst, who built the Pabst brewery into one of the most important breweries in the state. In 1890, Gustave Pabst entered the family business, joining his brother Frederick, Jr. Frederick, Jr. eventually withdrew from the brewing business and established the Pabst Farms near Oconomowoc, becoming an important breeder of Holstein dairy cows and operator of a successful dairy business. Gustave Pabst stayed in Milwaukee with the brewing business, and when Captain Frederick Pabst died in 1904, Gustave took over the business as President. He remained President of the Pabst Brewing Company until 1921.<sup>4</sup>

Frederick Pabst, Jr. began building his farming operation in 1908 in the town of Summit, Waukesha County. Around 1910, Gustave Pabst joined his brother in the town of Summit by purchasing the nearby Leavitt farm which covered about one-half of section 22 in the town. Gustave soon acquired two other farms in section 22 so that he soon owned the entire 640 acres of that section. These acres included two small lakes, Upper Genesee Lake and Duck Lake. Gustave also acquired about 100 acres on the other side of Duck Lake in section 21, to complete his total holdings. Like his brother Frederick, Jr., Gustave Pabst operated a dairy farming complex on his land which he named Hollyhock Farms. Also like his brother, he specialized in breeding fine Holstein dairy cows. When Pabst was on the farm, he apparently stayed in a home (not extant) that fronted what is now State Highway 67.<sup>5</sup>

See continuation sheet

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 1 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

In 1927, Gustave Pabst sold his "Hollyhock Herd" of 100 plus purebred Holsteins for over \$90,000. In that same year he commissioned Richard Philipp, an accomplished architect from Milwaukee, to design a new estate complex on his land. While he continued to hold all his land in the Town of Summit, he retired from large-scale farming and devoted his attentions to his Ventnor Corporation, a real estate company, and to the propagation of upland game birds. An avid huntsman, Pabst introduced large numbers of ring-necked pheasants, Hungarian partridges, and black squirrels to his estate.<sup>6</sup>

Because Pabst had retired from the Pabst Brewery and from farming, it is this author's opinion that this estate, also known as "Ventnor," was meant to be Gustave Pabst's retirement home. Its lavishness represents the wealth that Pabst accumulated as heir to the Pabst Brewing Company and from his successful farming operations. The large barn on this estate indicates that Pabst was still involved with stock-raising, but on the level of the "gentleman farmer," rather than as a farmer for profit.

Gustave Pabst's family lived on the estate until his death in 1943. After this year, the estate lands began to be sold off. The house and about 150 acres were sold to the Catholic religious order, the Augustinian Fathers. They named this parcel the St. Monica's Monastery and it was operated as a training school for men who desired to join the Augustinian order. It was also operated as a boy's high school as a seminary intended to train young men for further training as Augustinian priests. The Ventnor Corporation held the remainder of the land as late as 1949, but eventually they sold all of their holdings. St. Monica's Monastery operated until the 1970s, adding the three large contemporary buildings on the estate today at the peak of their operations in the 1950s and 1960s. But, like other seminaries, their population dropped off and the Augustinians were forced to close St. Monica's and lease the buildings to another organization, the Oconomowoc Developmental Training Center, a private, for profit, training school for physically and mentally disabled children. The Augustinian Fathers still legally own the property, but the Oconomowoc Developmental Training Center has a lease with an option to purchase and currently pays the real estate taxes on the property.<sup>7</sup>

## AREA OF SIGNIFICANCE: ARCHITECTURE

The Gustave Pabst Estate is significant for architecture because of its fine main building and the architecturally-coordinated service buildings of the estate. Together, they represent outstanding architectural style both individually and as a group. The main house, an Italian Renaissance mansion is a classical revival style popular between 1890 and 1935. The style is not commonly seen on small residences, but primarily architect-designed mansions and institutional buildings in major cities. Important details of the style include hipped roofs (although some flat roofs are common), arched doors and first floor windows, classical columns or pilasters accenting openings, symmetrical facades, quoins, pedimented windows, molded cornices and belt courses, and masonry walls.<sup>8</sup>

According to Wisconsin's Cultural Resource Management Plan, the Colonial Revival style of architecture was part of the period revival movement in architecture that occurred roughly between 1900 and 1940. The architects practicing in these styles borrowed past motifs and details from historic styles to create either archeologically correct copies of historic buildings or interpretive versions of the historic style. Elements of the style include a symmetry of design, gable roofs with dormers, columns, pilasters, denticulated cornices, and shutters.<sup>9</sup> The Gustave Pabst estate's secondary structures are all designed in this style and are outstanding as a group of stylistic outbuildings.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 2 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

The Gustave Pabst House on this estate is an outstanding example of the Italian Renaissance style of architecture because it has many of the characteristics seen on buildings of this architectural style and because these characteristics are executed in an outstanding manner on this house. This house features a hipped roof, arched openings, classical details, columns, quoins, belt courses, and stone and brick walls, all of which are characteristics of the style. But what is especially impressive about this house is the harmonious mix of stone and brick. The brickwork is finely laid and the stonework, especially where it is used as trim around windows and doors, is finely cut and laid. In fact, on the front facade of the house, the stone so dominates that it almost completely overshadows the brickwork, giving the impression that the house is actually built of stone.

The design of this house is well executed by architect Richard Philipp. It is symmetrical and well-proportioned with just the right amount of detail for the size of the house. The interior of the house, lavishly appointed with classical details everywhere except the servants' wing adds to the outstanding character of the building. Especially outstanding are the details in the house; the enriched moldings, the ornamental plastered ceilings, the fireplace surrounds and overmantels, and the lavish use of dark wood paneling throughout the house. The overabundance of private bathrooms, all with marble walls and terrazo floors, seems a detail almost to excess, but indicates the luxury of the interior. The abundance of heavily classical and formal interior details almost makes the house "institutional," since they are so similar to the details seen in Neo-Classical Revival, Beaux Arts, or Italian Renaissance public buildings. It is because the exterior and interior of this house is so fine that this house is a fine example of the style.

Adding to the significance of the main house is the fact that it was designed by noted Wisconsin architect, Richard Philipp. Philipp was born and educated in Milwaukee. After high school, Philipp completed a 10-year internship with the noted architectural firm of Ferry & Clas in Milwaukee. He also studied extensively in Europe. In 1906, Philipp became a partner with Peter Brust and this partnership lasted until 1927. Philipp received commissions from a number of prominent industrialists in Wisconsin and designed many fine mansions for these people. They include the Sensenbrenner House (1927) in Appleton; the A. F. Gallun House (1914), the Walter Kasten House (1908), and the William F. Luick House (1922-23), all in historic districts in Milwaukee; Riverbend, the Tudor Revival estate of Walter J. Kohler (1921-23) in Kohler; and the Walter and Gertrude Alford House, a Tudor Revival mansion (1928-31) in the Third Avenue Historic District in Kenosha. To this list must be added the Gustave Pabst House in the Town of Summit, Waukesha Co. Philipp was obviously a talented architect and his designs indicate that he was especially talented in creating period revival residences. The plans for the Pabst house on this estate indicate that Philipp paid a great deal of attention to details and used updated construction techniques such as poured concrete floors. The overall size of the Pabst house, along with its use of fine materials and construction techniques indicate the ability of Philipp as a designer, and make this house one of his most outstanding works.<sup>10</sup>

The secondary or outbuildings of this estate are also of architectural note. While there is no concrete evidence to support the assumption, the continuity of style and construction materials of the outbuildings indicate a common designer. There are no known plans of these buildings, but it is quite possible that the outbuildings were also the work of Richard Philipp. In any event, they add to the significance of the

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 3 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

estate because they have high quality construction materials and workmanship. But what is most impressive is that these buildings, instead of being merely vernacular utilitarian structures, all have stylistic elements that complement each other and the main house on the estate of which they are all a part. The use of the Colonial Revival style on these buildings adds to the richness and upper-class ambience of the estate.

The Gustave Pabst Estate is also significant for architecture because it represents a type of construction found in Wisconsin: the country-lake estate of the wealthy businessperson. In fact, because this estate is such an outstanding example of this type of construction, it is being nominated at the state level of significance. While a formal survey of these types of estates throughout Wisconsin has not been done, enough survey information exists to determine that the Pabst Estate is one of the best.

The trend of the wealthy in the midwest to establish country estates has been documented in Illinois and a number of their survey results apply to Wisconsin. It was found in Illinois that a number of Chicago industrialists located country-lake estates in northern Illinois around the Chicago area. Some of the estates were farms that actually attempted to be profit-making establishments. Others were used by owners merely so that they could dabble in farming or stock-raising like a country gentleman. Historians have conjectured that these country-lake estates were an attempt by the new money families in the midwest to copy the leisure habits of wealthy old-money Europeans and eastern Americans. In any event, the Illinois study indicates that it was common for wealthy families from Chicago to establish country-lake estates in northeastern Illinois and that these estates are important to the history of architecture in that state.<sup>11</sup>

In Wisconsin, it is known that many wealthy Chicago residents established country-lake estates in the Lake Geneva area in Walworth County. The Geneva Lake Intensive Survey Architectural-Historical Report published in August of 1985 indicates that the Lake Geneva area became a popular resort and country-lake estate area of Wisconsin during the late nineteenth century, particularly after the coming of the railroad from Chicago to that area and after the great Chicago fire of 1871. Many wealthy Chicagoans built large lakeside "cottages" and estates along with gentleman farms in the Lake Geneva area. (p. 12, 15) The survey indicates that many of the gentleman farms were showplaces with architecturally distinctive farm buildings and that some of these buildings are still extant in the area. (p. 31) The survey also identified several districts of lakeside estates and at least one almost intact gentleman farm still extant in the area and potentially eligible for the National Register.

It is also known that the area around Oconomowoc, while not in the same league as Lake Geneva, developed in a similar manner. Many wealthy families from Chicago and Milwaukee established country or lake estates around the Oconomowoc lakes. They included families from Chicago such as Henry Schuttler, Levi Merrick, Philip Armour, Patrick Valentine, and Montgomery Ward; and Milwaukee families such as Albert Earling, Louis Petit, Ole Evinrude, Frederick Miller, and Frederick and Gustave Pabst. These estates ranged from the strictly gentleman farm of Henry Schuttler (only the house is extant) to the impressive Pabst Farms complex of Frederick Pabst, a real working dairy farm. Most of the estates included large main houses in the Queen Anne or period revival styles and numerous outbuildings populated the estates ranging from actual working barns and stables to horsebarns and garages typical of that seen in urban areas. Survey information is sketchy as to how many intact estates or farms in the

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 4 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

Oconomowoc area are still completely extant. Many, like the Pabst estate, have been transformed to new uses. It is known that based on what information about the area is available, the Pabst Estate is a premier example of the type in the area.

Country-lake estates are also found in northern Wisconsin, although they sometimes differed in that they were established as rustic lodges rather than extravagant stylistic estates. Again, significant survey information and analysis does not exist to provide a comparison of these estates to those in southern Wisconsin. Suffice it to say that based on what knowledge is available from surveys, survey reports, and National Register listings, the Gustave Pabst estate is an excellent example of a type of construction see throughout Wisconsin--the country-lake estate of the wealthy industrialist. And, because of its outstanding level of integrity and fine architectural style, especially in its main house and matching outbuildings, the Pabst Estate ranks among the best in the state.

The Pabst Estate as it appears today is actually the result of a transformation of Gustave Pabst's holdings as a working, successful dairy farm (the Hollyhock Farms) into the estate of a country gentleman. Pabst was out of the cattle breeding and diaring business, but he maintained his holdings, probably leasing them as farm lands. And, the large barn he built for this estate indicates he still maintained an interest in stock-raising, probably with horses. His interests in hunting and game birds also represents his life as a country gentleman. And, as an example of the country gentleman estate, the Pabst Estate is significant for architecture.

As mentioned earlier, the Pabst Estate has a high level of integrity. The Augustinian Fathers made few changes to the estate other than to add the three new buildings. And these new buildings, because they are sited away from the older buildings, do not detract significantly from the integrity of the complex. In fact, they were easily drawn out of the Estate's boundaries. The Oconomowoc Developmental Training Center, currently leasing the complex, has expressed a desire to maintain the estate in its original condition as much as possible. And, while they are using the main house for office space, there has been no change in the floorplan or decor of the house. In fact, it appears that the training center has made a considerable effort to fit its operation into the houses's space, rather than change the space to fit their operation. If the training center acquires the complex, there is every reason to believe that the estate will be preserved intact. Given the fact that these country estates are difficult to maintain, even for wealthy individuals, their fate is often in the hands of adaptive reusers. It is fortunate that the owners and leasors of this estate have taken into account the important architectural elements this estate has in its past and future plans.

Notes to Section 8

<sup>1</sup>This is the date of construction as determined by architectural plans in possession of the current owner of the estate and local history sources that indicate the house was completed in 1927. It is assumed that the outbuildings, because of their continuity of style and building materials were built about the same time.

<sup>2</sup>Ibid.

<sup>3</sup>Architectural plans.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 8 Page 5 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

<sup>4</sup>Dictionary of Wisconsin Biography, Madison: State Historical Society of Wisconsin, 1960, p. 276; Barbara and David Barquist, The Summit of Oconomowoc: 150 Years of Summit Town, Oconomowoc: Summit History Group, 1987, pp. 133, 149; Thomas Childs Cochran, The Pabst Brewing Company; The History of an American Business, New York: New York University Press, 1948.

<sup>5</sup>Barquist, pp. 82, 149.

<sup>6</sup>Barquist, pp. 149-150; "Dairy Herd Will Go Under Hammer," The Oconomowoc Enterprise, 23 September 1927, p. 1; "Hollyhock Herd Brings \$90,225," The Oconomowoc Enterprise, 3 October 1927, p. 1.

<sup>7</sup>Barquist, p. 151.

<sup>8</sup>Virginia and Lee McAlester, A Field Guide to American Houses, New York: Alfred A. Knopf, 1985, pp. 397-398.

<sup>9</sup>Barbara Wyatt, Ed., Cultural Resource Management in Wisconsin, Vol II, Madison: State Historical Society of Wisconsin, 1986, Architecture, pp. 2-28--2-29.

<sup>10</sup>National Register of Historic Places Nomination Form for Riverbend, December, 1980. On file at the State Historic Preservation Office, State Historical Society of Wisconsin, Madison, Wisconsin.

<sup>11</sup>Karen M. Genskow, "The Country Estate in Illinois," Historic Illinois (February 1988), pp. 1-15.

## ARCHEOLOGICAL STATEMENT

The Gustave Pabst Estate that is being nominated to the National Register comprises 17½ acres. Much of this acreage surrounds the buildings of the estate or runs along the long driveway from the main road to the main house of the estate. No archeological survey was undertaken for this nomination, and given the fact that the estate is located between two lakes, there is a good possibility that prehistoric archeological resources exist within the boundaries of the portion of the estate being nominated. There is also some possibility that historic resources may remain that are associated with the farming activities that took place here prior to the development of this estate.

## CRITERIA CONSIDERATIONS

The Gustave Pabst Estate is part of a parcel of land legally owned by the Augustinian order of the Catholic Church. It is leased to the Oconomowoc Developmental Training Center and used for non-religious purposes at the present time. Even though it is technically still a religious property, it is being nominated for its outstanding architectural elements and not for any religious significance whatsoever.

**9. Major Bibliographical References**

See continuation pages

See continuation sheet

Previous documentation on file (NPS):

- 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

Specify repository: \_\_\_\_\_

**10. Geographical Data**

Acreeage of property 17.5 acres

UTM References

A	1,6	38,04,6,0	4,76,77,6,0
	Zone	Easting	Northing
C	1,6	38,08,1,0	4,76,69,0,0

B	1,6	38,05,9,0	4,76,78,2,0
	Zone	Easting	Northing
D	1,6	38,07,0,0	4,76,69,0,0

See continuation sheet

Verbal Boundary Description

See continuation pages

See continuation sheet

Boundary Justification

See continuation pages

See continuation sheet

**11. Form Prepared By**

name/title Carol Lohry Cartwright, Historian  
 organization for the Oconomowoc Devel. Training Center date July 11, 1988  
 street & number Rt. 2, 5581A Hackett Rd. telephone (414) 473-6820  
 city or town Whitewater state WI zip code 53190

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number 9 Page 1 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

---

MAJOR BIBLIOGRAPHICAL REFERENCES

Architectural Plans, in possession of the owner.

Barquist, Barbara and David. The Summit of Oconomowoc: 150 Years of Summit Town.  
Oconomowoc: Summit History Group, 1987.

Cochran, Thomas Childs. The Pabst Brewing Company; The History of an American Business.  
New York: New York University Press, 1948.

"Dairy Herd Will Go Under Hammer." The Oconomowoc Enterprise, 23 September, 1927.

Dictionary of Wisconsin Biography. Madison: State Historical Society of Wisconsin,  
1960.

Genskow, Karen M. "The Country Estate in Illinois." Historic Illinois (February 1988).

Geneva Lake Intensive Survey Architectural-Historical Report. Lake Geneva: Geneva  
Lake Land Conservancy, Inc., 1985.

National Register of Historic Places nomination form for Riverbend, December, 1980. On  
file at the State Historic Preservation Office, State Historical Society of  
Wisconsin, Madison, Wisconsin.

Wyatt, Barbara, Ed. Cultural Resource Management in Wisconsin, Vol. II. Madison:  
State Historical Society of Wisconsin, 1986, Architecture.

"Hollyhock Herd Brings \$90,225," The Oconomowoc Enterprise, 3 October 1927.

McAlester, Lee and McAlester, Virginia. A Field Guide to American Houses. New York:  
Alfred A. Knopf, 1985.

United States Department of the Interior  
National Park ServiceNational Register of Historic Places  
Continuation SheetSection number 10 Page 1 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

## VERBAL BOUNDARY DESCRIPTION

Beginning at the intersection with the edge of Genesee Lake Road and a north-south line running 100 feet west of the driveway, then east along the edge of Genesee Lake Road to the intersection with a north-south line running 275 feet east of the driveway, then north along that line to the intersection with a northwest-southeast line running 100 feet east of the driveway, then northwest along that line to the intersection with a north-south line running 10 feet east of the garage, north along this line to the intersection with the shore of Upper Genesee lake, then west along the shoreline of the lake to the intersection with a north-south line running 10 west of the screen house, then south along this line to the intersection with a northwest-southeast line running 10 feet west of the driveway, then southeast along this line to the intersection with a northwest-southeast line running 50 feet west of the driveway, then southeast along this line to the intersection with a north-south line running 100 feet west of the driveway, then south along this line to the point of beginning.

## BOUNDARY JUSTIFICATION

This boundary was drawn to encompass all the historic buildings on this estate while drawing out all the non-contributing newer structures. The boundaries also take in the landscape features along the driveway and around the old mansion that provide the setting for this property. The entire 60 acre parcel is not being nominated because it is only a fraction of Pabst's original holdings in Section 22 and does not represent the farming operation he once controlled here. Also, the estate was built after his involvement with dairy farming was over and the estate does not represent his dairy farming era, rather his retirement country gentleman era. And, at some future date, some of the 60 acres may be parceled off by the owners, therefore, breaking up what is left of the original land holdings of Pabst. For these reasons, then, the boundaries were drawn where they are, taking in enough of the surrounding landscape to provide a setting for the historic buildings of the estate.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Continuation Sheet

Section number Photos Page 1 Gustave Pabst Estate,  
Town of Summit, Waukesha Co., WI

---

Photographs:

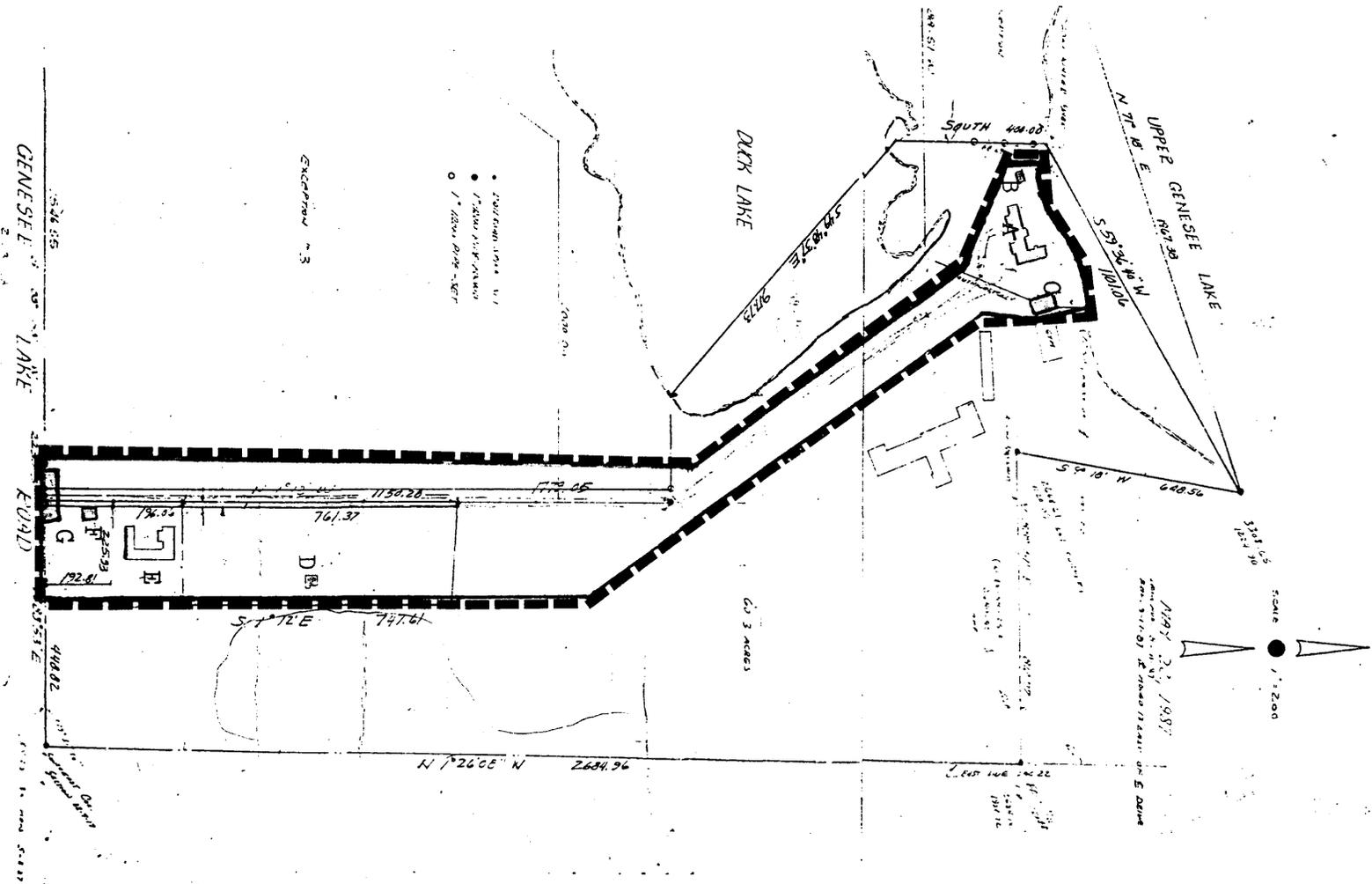
GUSTAVE PABST ESTATE, 36100 Genesee Lake Rd.,  
Oconomowoc, Waukesha Co., WI. Photos by C.  
Cartwright, June, 1988. Neg. at SHSW.

Views:

- #1 of 21 : Gatehouse, rear facade, view from the northeast.
- #2 of 21 : Barn, view from the southeast.
- #3 of 21 : Staff House, front facade, view from the southwest.
- #4 of 21 : Garage, view from the west.
- #5 of 21 : Screen House, view from the east.
- #6 of 21 : Gustave Pabst House, site view from the south.
- #7 of 21 : Gustave Pabst House, front facade, view from the southeast.
- #8 of 21 : Gustave Pabst House, east facade, view from the east.
- #9 of 21 : Gustave Pabst House, rear facade, view from the northwest.
- #10 of 21: Gustave Pabst House, west facade, view from the northwest.
- #11 of 21: Gymnasium, outside the boundaries of the nominated property.
- #12 of 21: Dormitory, outside the boundaries of the nominated property.
- #13 of 21: School Building, outside the boundaries of the nominated property.
- #14 of 21: Gustave Pabst House, living hall
- #15 of 21: Gustave Pabst House, living hall
- #16 of 21: Gustave Pabst House, living hall, looking toward living room
- #17 of 21: Gustave Pabst House, living room
- #18 of 21: Gustave Pabst House, living room fireplace
- #19 of 21: Gustave Pabst House, looking from living room through living hall into dining room.
- #20 of 21: Gustave Pabst House, dining room.
- #21 of 21: Gustave Pabst House, dining room ceiling.

FIGURE 1

GUSTAVE PABST ESTATE  
TOWN OF SUMMIT, WAUKESHA CO., WI



- KEY:
- A - Gustave Pabst House
  - B - Screen House
  - C - Garage
  - D - Staff House
  - E - Barn
  - F - Gatehouse
  - G - Entry Gate
  - Boundary