

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

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RECEIVED NOV 9 1976
DATE ENTERED APR 11 1977

NATIONAL REGISTER OF HISTORIC PLACES
INVENTORY -- NOMINATION FORM

SEE INSTRUCTIONS IN HOW TO COMPLETE NATIONAL REGISTER FORMS
TYPE ALL ENTRIES -- COMPLETE APPLICABLE SECTIONS

1 NAME

HISTORIC Joseph Schlitz Brewing Company Saloon
AND/OR COMMON Three Brothers Bar and Restaurant

LOCATION

STREET & NUMBER 2414 South Saint Clair Street
CITY, TOWN Milwaukee VICINITY OF 4th
STATE Wisconsin 53207 CODE 55 COUNTY Milwaukee CODE 079

CLASSIFICATION

CATEGORY OWNERSHIP STATUS PRESENT USE
_DISTRICT _PUBLIC X OCCUPIED _AGRICULTURE _MUSEUM
XBUILDING X PRIVATE _UNOCCUPIED X COMMERCIAL _PARK
_STRUCTURE _BOTH _WORK IN PROGRESS _EDUCATIONAL _PRIVATE RESIDENCE
_SITE PUBLIC ACQUISITION ACCESSIBLE _ENTERTAINMENT _RELIGIOUS
_OBJECT _IN PROCESS X YES: RESTRICTED _GOVERNMENT _SCIENTIFIC
_BEING CONSIDERED X YES: UNRESTRICTED _INDUSTRIAL _TRANSPORTATION
_NO _MILITARY _OTHER:

OWNER OF PROPERTY

NAME Branko Radicevich
STREET & NUMBER 2414 South Saint Clair Street
CITY, TOWN Milwaukee VICINITY OF STATE Wisconsin 53207

LOCATION OF LEGAL DESCRIPTION

COURTHOUSE, REGISTRY OF DEEDS, ETC. Milwaukee County Court House
STREET & NUMBER 901 North Ninth Street
CITY, TOWN Milwaukee STATE Wisconsin 53233

6 REPRESENTATION IN EXISTING SURVEYS

TITLE Wisconsin's Historic Preservation Plan, Volume II: The Inventory
DATE 1976 _FEDERAL X STATE _COUNTY _LOCAL
DEPOSITORY FOR SURVEY RECORDS State Historical Society of Wisconsin
CITY, TOWN Madison STATE Wisconsin 53706

7 DESCRIPTION

CONDITION		CHECK ONE	CHECK ONE
<input type="checkbox"/> EXCELLENT	<input type="checkbox"/> DETERIORATED	<input type="checkbox"/> UNALTERED	<input checked="" type="checkbox"/> ORIGINAL SITE
<input checked="" type="checkbox"/> GOOD	<input type="checkbox"/> RUINS	<input checked="" type="checkbox"/> ALTERED	<input type="checkbox"/> MOVED DATE _____
<input type="checkbox"/> FAIR	<input type="checkbox"/> UNEXPOSED		

DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

The Three Brothers Bar and Restaurant is a two story frame structure with white painted brick veneer. The building is Late Picturesque in style, with a corner tower surmounted by a large belted globe, a Schlitz trademark. The layout of the interior is very simple, with the first floor containing a bar, restaurant, kitchen, and restrooms, and the second floor containing living quarters.

Few alterations have been made to either the interior or exterior of the structure. The original restaurant windows have been replaced by more modern aluminum versions. The front door has been modified and permanent cedar shake awnings have been added above the windows. The original wooden bar remains, although it has been shortened approximately nine feet to allow construction of an additional rest room. Some Schlitz decorations remain as a reminder of the building's original use--a Joseph Schlitz Brewing Company Saloon. The second floor, always used as a residence, has not been altered.

8 SIGNIFICANCE

PERIOD	AREAS OF SIGNIFICANCE -- CHECK AND JUSTIFY BELOW				
<input type="checkbox"/> PREHISTORIC	<input type="checkbox"/> ARCHEOLOGY-PREHISTORIC	<input type="checkbox"/> COMMUNITY PLANNING	<input type="checkbox"/> LANDSCAPE ARCHITECTURE	<input type="checkbox"/> RELIGION	
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> ARCHEOLOGY-HISTORIC	<input type="checkbox"/> CONSERVATION	<input type="checkbox"/> LAW	<input type="checkbox"/> SCIENCE	
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> AGRICULTURE	<input type="checkbox"/> ECONOMICS	<input type="checkbox"/> LITERATURE	<input type="checkbox"/> SCULPTURE	
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> ARCHITECTURE	<input type="checkbox"/> EDUCATION	<input type="checkbox"/> MILITARY	<input type="checkbox"/> SOCIAL/HUMANITARIAN	
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> ART	<input type="checkbox"/> ENGINEERING	<input type="checkbox"/> MUSIC	<input type="checkbox"/> THEATER	
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> COMMERCE	<input type="checkbox"/> EXPLORATION/SETTLEMENT	<input type="checkbox"/> PHILOSOPHY	<input type="checkbox"/> TRANSPORTATION	
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> COMMUNICATIONS	<input type="checkbox"/> INDUSTRY	<input type="checkbox"/> POLITICS/GOVERNMENT	<input type="checkbox"/> OTHER (SPECIFY)	
		<input type="checkbox"/> INVENTION			

SPECIFIC DATES 1897

BUILDER/ARCHITECT Charles Kirchoff, Jr.

STATEMENT OF SIGNIFICANCE

The Three Brothers Bar and Restaurant was built as a retail outlet for the Joseph Schlitz Brewing Company of Milwaukee. These factory-owned saloons were once very popular for the advertising and sales of the Schlitz product, but are no longer in use for their original purpose. The Three Brothers is one of the best remaining examples of this type of sales outlet and is significant in the commercial history of Milwaukee, as is the Schlitz Brewing Company itself.

The building was designed by Charles Kirchoff, Milwaukee, who provided plans for several Schlitz-built taverns throughout the city, and the building permit application is dated July 26, 1897.

Purchased in 1958 by the present owners, the building still functions as a tavern and also houses a well-known Serbian restaurant. The present owners have carefully respected the building's past and performed only minor alterations.

It should also be noted that the building has been used as a prototype for an HO scale model produced by the firm of Con-Cor Heljan.

In recognition of its historical and architectural significance to the community, the Three Brothers Bar and Restaurant will be considered by the Milwaukee Common Council for City Landmark designation in 1976.

9 MAJOR BIBLIOGRAPHICAL REFERENCES

Building permits and other records, General Office, Building Inspection,
 1010 Municipal Building, Milwaukee.
 Interview and letter, Jethro M. Hurt, III, History of Architecture and
 Art Department, University of Illinois at Chicago Circle, May, 1976.

10 GEOGRAPHICAL DATA

ACREAGE OF NOMINATED PROPERTY 0.1

UTM REFERENCES

A 16 ⁴²⁷ 426200 4761030
 ZONE EASTING NORTHING

B
 ZONE EASTING NORTHING

C
 ZONE EASTING NORTHING

D
 ZONE EASTING NORTHING

VERBAL BOUNDARY DESCRIPTION

LIST ALL STATES AND COUNTIES FOR PROPERTIES OVERLAPPING STATE OR COUNTY BOUNDARIES

STATE CODE COUNTY CODE

STATE CODE COUNTY CODE

11 FORM PREPARED BY

NAME / TITLE

Kelly A. Thompson, Research Assistant

ORGANIZATION

Milwaukee Landmarks Commission

DATE

June, 1976

STREET & NUMBER

2905 North Marietta Avenue

TELEPHONE

414/964-8270

CITY OR TOWN

Milwaukee

STATE

Wisconsin 53211

12 STATE HISTORIC PRESERVATION OFFICER CERTIFICATION

THE EVALUATED SIGNIFICANCE OF THIS PROPERTY WITHIN THE STATE IS:

NATIONAL

STATE

LOCAL X

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

STATE HISTORIC PRESERVATION OFFICER SIGNATURE

Richard A. Emery

TITLE Acting Director

State Historical Society of Wisconsin

DATE

10/29/76

FOR NPS USE ONLY

I HEREBY CERTIFY THAT THIS PROPERTY IS INCLUDED IN THE NATIONAL REGISTER

CHIEF *[Signature]*
 DIRECTOR, OFFICE OF ARCHEOLOGY AND HISTORIC PRESERVATION

DATE

4/11/79

ATTEST:

KEEPER OF THE NATIONAL REGISTER

DATE

3/25/27

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CONTINUATION SHEET

See
ITEM NUMBER below PAGE 1

9. Interview with Ken P. Fletcher, Saint Paul, Minnesota, June, 1976
Interview with Branko Radicevich, June, 1976
Interview with Robert G. Carroon, Milwaukee County Historical Society,
June, 1976
Latus, Mark A., "Three Brothers Tavern and Restaurant," Wisconsin
Inventory of Historic Places, 1976, (typescript)
11. David J. Framberger, Research Assistant
Milwaukee Landmarks Commission June 1976
3039 North Maryland Avenue 414/964-5028
Milwaukee Wisconsin 53211
- Donald N. Anderson, Historian & Registrar, Historic Preservation Division
State Historical Society of Wisconsin 25 August 1976
816 State Street 608/262-0746
Madison Wisconsin 53706