

**PERMANENT HISTORIC DESIGNATION STUDY REPORT  
PABST TAVERN JUNEAU AVENUE  
OCTOBER 2017**

**I. NAME**

Historic: Pabst Tavern  
Common Name: Straight and Narrow Way Missionary Baptist Church

**II. LOCATION** 1338-1340 West Juneau Avenue

**Legal Description** Tax Key No. 3630514000  
(OTTO'S) SUBD OF W 1.933 ACRES ETC. IN SE ¼ SEC 19-7-  
22 BLOCK 203 LOT 13

**III. CLASSIFICATION** Site

**IV. OWNER** Straight Narrow Way Mission Baptist Church  
1340 West Juneau Avenue  
Milwaukee, WI 53233-1208

**ALDERMAN** Ald. Robert Bauman 4<sup>th</sup> Ald. District

**NOMINATOR** Steven Eaves

**V. YEAR BUILT** 1896  
(Permit dated May 14, 1896)

**ARCHITECT:** Charles G. Hoffmann  
(Permit dated May 14, 1896)

**NOTE: THIS BUILDING WAS LISTED IN THE NATIONAL  
REGISTER OF HISTORIC PLACES AS THE PABST  
BREWERY SALOON ON JANUARY 16, 1986**

**VI. PHYSICAL DESCRIPTION**

THE AREA
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The Pabst Tavern Juneau Avenue was constructed in what had been a bustling predominantly German American part of the city, located just several blocks west of the Pabst Brewery itself. The brewery can actually be seen from this portion of Juneau Avenue and once occupied much of the area between 9<sup>th</sup> and 11<sup>th</sup> Street from Winnebago to Prairie (Highland). The Pabst Brewery was among the earliest enterprises in this portion of the city (established here in 1844), once considered far from the core activity downtown that centered along the Milwaukee River. Another early entity in the immediate area was a German Protestant cemetery, appearing on maps in 1848. The west boundary of the cemetery was just to the east of the nominated building, at the east alley line of the alley that bisects the block from north to south.

Development started expanding to this area by the 1870s and by the time the subject of this nomination was constructed in 1896, the neighborhood was seen as a mature part of the city.

The neighborhood was typical of those that developed in the latter three decades of the 19<sup>th</sup> century in urban areas. There was a mix of large and small frame and masonry houses, stores, particularly at corners, and miscellaneous businesses including livery stables, a broom factory, print shop, as well as places of recreation and entertainment including a prominent beer garden, the Milwaukee Garden, at the northwest corner of State and 14<sup>th</sup> and an ice skating rink. There were also churches, including Friedens Evangelical nearby at the corner of 13<sup>th</sup> Street and Juneau Avenue. The density of the area was dramatic. The larger costlier houses sat on good sized lots but on many parcels there were two or even more modest houses per parcel.

With the construction of the I-43 freeway in the 1960s, all building between 10<sup>th</sup> and 11<sup>th</sup> Streets were removed and the freeway was submerged, creating a barrier between the west side neighborhood and the heart of the downtown. The area immediately surrounding the Pabst Tavern Juneau Avenue has been further isolated by the large numbers of demolitions occurring in the neighborhood. Likewise, the creation of Dr. Martin Luther King Jr. Park and Community Center immediately across the street from the former tavern, has removed substantial numbers of buildings from the area. This 21.3 acre park extends from North 14<sup>th</sup> Street to North 17<sup>th</sup> Street between West Juneau Avenue and West Vliet Street. It dates to 1968 when Milwaukee County Park Commission purchased the land from the City of Milwaukee Redevelopment Authority. The Redevelopment Authority had demolished all the structures for blight elimination. The community center in the park was opened on June 6, 1976 and provided health care facilities, child care, adult recreational areas, teen center, gymnasium, exercise rooms and a boxing facility as well as a 240 seat theater. In 1986 an addition was constructed in which was located a weight room. The center and park served the predominantly African American neighborhood in the vicinity of the park and since 1997 a Hmong Educational Advancement Association outreach office has operated on the site, reflecting the growing Hmong community on the city's west side. (Milwaukee County website. History of the Parks. Accessed on October 7, 2017. <http://county.milwaukee.gov/HistoryoftheParks16572.htm> )

<b>BUILDING DESCRIPTION</b>
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The Pabst Tavern Juneau Avenue is located at the northeast corner of North 14<sup>th</sup> Street and West Juneau Avenue on a 30-foot by 100-foot lot. A residential property is located to the east. To the west is King Park. Across the street stands one building at the southeast corner and one at the southwest corner. To the north are located a mix of residences, mostly boarded up, a couple of which appear to date to the 1870s.

The two story, flat roof, solid masonry building is constructed almost up to the Juneau Avenue and North 14<sup>th</sup> Street lot lines with a very narrow setback from the east property line. Window wells at the basement windows occupy the area between the building and the sidewalk; they are mostly capped off today. To the rear is a grassy area. Located on a corner site, the cream brick rectangular building has two principal and detailed elevations, one along Juneau Avenue and one along North 14<sup>th</sup> Street.

The building's most prominent feature is the corner rectangular tower, rising from the ground to extend beyond the parapet walls. Its Gothic entry and prominent crenellated top with corner pinnacles evokes the Old World character the Pabst Brewing was promoting in the late 19<sup>th</sup> century. Although the individual ornamental features were taken from Gothic architecture, the style of the building can fall into the overall category of German Renaissance Revival. This revival was being experienced in Germany as well as the United States with most examples here occurring in communities with large numbers of German immigrants. In Germany, the nationalistic movement sought to displace the classical revival as outsider architecture and

replace it with more indigenous forms that dated to medieval and renaissance periods. Often buildings mixed Gothic and Renaissance details. Milwaukee had many examples of this type, exclusively built for second generation German Americans. Brewery architecture in the Midwest utilized this style as the founders happened to be of German ethnicity and were proud to link to their heritage.

At the end of the east and the north elevations of our subject property, bays that mimic the tower extend out from the body of the building but they terminate just slightly above the crenellated parapet. The first story is demarcated from the second by a beltcourse of beveled stone on the two main elevations. Fenestration is consistent across these main elevations with tall window openings featuring segmental openings, stone sills either rectangular or beveled in profile, and crowned with label mouldings on the second story. The tops of the first story windows are united by a stone beltcourse that wraps these two facades. Three large windows on the first story, set in segmental openings, would have illuminated the main tavern space. Two are located on the Juneau front and one on the 14<sup>th</sup> Street front. There are three entrances on these main elevations. Two are recessed behind Gothic pointed arch openings (at the east end and at the tower) and one is a utilitarian opening along the 14<sup>th</sup> Street elevation. The projecting end/north bay on 14<sup>th</sup> Street may have had another entrance. The opening has a segmental arch rather than a Gothic arch but is now blocked up with wood infill. It may also have served as very large window opening.

Other Gothic details were incorporated by the architect as well, visually tying this building into the structures at the main Pabst plant. Prominent corbelling marks the two main elevations and forms the transition to the crenellated parapet or battlement. Battered brick piers frame the tower entrance and east entrance. Recessed panels are located above the entrances at the tower and east end and in the upper portion of the tower. Pinnacles at three corners of the tower extend above the crenellation.

Another feature of note is the second story box bay oriel window on the 14<sup>th</sup> Street elevation. It holds two tall sash windows framed by mouldings with button-like elements. Its hip roof has crenellations. It is supported by three wooden console brackets that feature scrolls and cusped forms. The bay is shown to be iron clad in the Sanborn Fire Insurance Atlas of 1910.

The Pabst medallion, with the center hop leaves, letter B, and text "Pabst Milwaukee" holds a prominent place on the Juneau Avenue façade between two of the second story windows.

The north or rear elevation as well as the east elevation are very utilitarian in character.

The north elevation lacks the crenellations at the roofline and has two tall window openings on the first story with two window openings stacked above on the second. To their right or west are taller door openings, stacked above one another. The first story door opening is blocked in with wood. The second story features a modern door that is shorter than the height of the opening. A wood staircase leads from the ground to this entrance. The right or west end of this elevation lacks windows or openings. Fire insurance maps show that there was once a one story frame structure attached to the building at this location.

The east elevation was very close to the residential property next door, no longer extant. As a result, the walls are blank except for an area that is recessed at the center of the façade. This form of setback was common, and often required by code to enable interior rooms to have ventilation. At this location are four tall sash windows on each story, stacked above one another. The first story windows are blocked up by wooden boards. The upper have glass sash. At the middle of the setback is a large leader box that directs water from the roof to a downspout that empties onto the ground. Two rooftop chimneys are visible from the east elevation. Neither are ornamental.

The rear yard has grass and random bushes along what most likely had been a fence line.

Changes to the building appear to be minimal and reversible. All windows sash appear to have been replaced but for three windows on the east elevation which are two-over-two sash, and possibly one window on the 14<sup>th</sup> street elevation having four-over-four sash. The three main saloon windows at the first story are landscape sash with upper transom over a large fixed pane of glass. They have been filled in with glass block. Window openings have been blocked down on the first story with small areas of glass block installed. The entrance below the box bay may have been a later modification to the building. Basement windows feature window wells, covered over with concrete on the 14<sup>th</sup> Street and Juneau Avenue fronts. The cream color brick has been painted white for some time. None of the entry doors are original. The rear wooden stairs are not original and do not show up on the fire insurance maps. Permit records indicate a rear masonry garage was demolished in 1973 although there are no permits for its original construction.

## **VII. SIGNIFICANCE**

The Pabst tavern Juneau Avenue is significant for its association with the Pabst Brewery, once the largest lager brewery in the world and for its architectural design and what it can tell us about the work of architect Charles G. Hoffmann.

The Pabst Brewing Company originated in 1844 as Best and Company with Frederick Pabst later marrying into the Best family and assuming the leadership of the business. Its period of greatest growth occurred in the decades between 1873 and 1893 when it took the lead in number of barrels produced, systematically expanded to outlets throughout the country and even abroad, kept at the forefront of new mechanical innovation and scientific discoveries, and used prestigious real estate holdings to make beer and Pabst synonymous with Milwaukee. The decades following the Panic of 1893 were still successful with Pabst holding its own as a mature company and reacting to the growing “dry” movement that ultimately resulted in full blown prohibition with the passage of the Volstead Act.

The Pabst Tavern on Juneau was one of a host of saloons owned by the company. Some were acquisitions of existing buildings, some were new buildings. Not all of the new buildings constructed by the company were alike. In this instance the tavern replaced an earlier frame structure and was built in a German Renaissance Revival style that complemented the main Pabst complex visible just a few blocks away. The use of pointed Gothic arches for entry openings and the crenellations at the roofline, the label moldings above the windows and the prominent tower-like corner make this one of a handful of known Pabst taverns to be designed in this manner. This is the only example of this style surviving in Milwaukee. It belongs to that period of prosperity when the Pabst name was recognized beyond Wisconsin and when at least some of the new tavern designs consciously were designed to associate with the main plant of the company and make the Pabst brand immediately recognizable to consumers.

This building also gives us an insight into a little known (as yet) architect whose entire career appears to have been spent in the design of brewery buildings. With the rapidly changing technology of brewing and the growth in the volume of production, new specialized building types were required to house operations. Brewers including Pabst wanted to make a statement with their buildings and embellished them in many ways to suggest beer’s origins in Germany. At the Pabst, Charles Hoffmann had been known to be the brewery architect and during his tenure there produced buildings with arched windows, distinctive corbelling, roofline crenellations and other bold features. He carried out these motifs in the Juneau Avenue Tavern. A handful of other taverns in Wisconsin bear a resemblance to the nominated structure. Although no architect has been associated with these other examples, it could very well be that Charles Hoffmann was responsible for their design.

This nomination does not intend to provide a detailed chronicle of the history of the Pabst Brewing Company as it has been documented in a National Register nomination (listed 11-14-2003) and local historic designation Study Report (designated 07-30-1985). An excellent in-depth study of the Pabst Brewing Company was chronicled by NYU historian Thomas Childs Cochran in 1948 using company archives that have now been lost, discarded or dispersed in recent decades. What follows is a brief summary of the Pabst itself, with emphasis placed on how the company, along with its local competitors, came to acquire real estate and construct saloons as a way to provide for steady retail outlets for its popular product

The brewing of lager beer is associated with the German immigrants who became a significant part of the American population in such cities as Milwaukee, Chicago, Cincinnati, New York and St. Louis. In contrast to the heavier ale, porter and stouts produced by the English speaking drinkers that were higher in alcohol content, lager was a lighter tasting brew and generally served cold. It eventually supplanted ale as a popular drink in America. A light, clear appearance and lighter taste became the hallmark of American lager and much in demand by customers. While hard liquors have a long shelf life, beer was a perishable consumable and it took a lot of experimentation and scientific effort to bring about a product that could withstand shipping and later, packaging in bottles and cans. Lager beer's main ingredients included barley, hops and yeast with corn or rice sometimes added to the multi-step process.

Brewing began in Milwaukee before the incorporation of the city and is credited in some sources to Welshman Richard Owen(s) and his associates who produced ale and distilled spirits beginning in 1840. A year later German immigrant Herman Reutelshofer began to produce lager beer. Milwaukee and lager beer became a match made in heaven. With the influx of German immigrants in the next two decades there was a ready market for lager beer as well as a skilled workforce for the lager breweries. Often the German immigrant entrepreneurs had better financial resources than other ethnic groups and soon lager breweries numbers in the twenties. By 1866, only 3,600 barrels of ale were brewed in contrast to the 68,000 barrels of lager produced that year. Another factor in the growth of breweries, besides a growing population of German immigrants in Milwaukee, was the Civil War tax on hard liquor, making beer a more affordable beverage. The Great Chicago Fire of 1871 and the loss of that city's breweries allowed local producers to ship product there, although Pabst had offices there decades earlier. By 1872 half of the total production of beer in Milwaukee was being shipped outside Wisconsin. (Pabst Brewery Company Complex, National Register Nomination, Section 8 pages 1 through 6)

Over the course of the later 19<sup>th</sup> century and early 20<sup>th</sup> century, the number of breweries declined due to consolidations, buy-outs and business failures. As the successful breweries increased in size, their growth went hand in hand with innovations in technology and scientific advancements that allowed for better control and consistency of production that in turn led to architectural innovations that resulted in specialized building types such as stock houses, brew houses, bottling houses, malt houses, ice houses and all of their auxiliary buildings as cooperages, stables, repair shops, boiler houses and the like. (Pabst Brewing Company Complex, National Register Nomination, Section 8 pages 1 through 6)

Pabst Brewing Company originated in 1844 as Best and Company founded by German immigrant Jacob Best, a native of Mettenheim Germany. His brewery was established along 9<sup>th</sup> Street between Chestnut (Juneau Avenue) and Prairieville Road (Winnebago Street) and produced ale, porter and whiskey in addition to lager beer. The first two lots were purchased on September 10, 1844. (Cochran page 19) It was the fourth largest brewery in the city at the time of Jacob's retirement in 1853. His two sons Jacob, Jr. and Philip inherited the company but Philip became sole owner in 1859. Philip's sons-in-law, Frederick Pabst and Emil Schandein, bought him out in 1866. The company incorporated as Philip Best Brewing Company in May, 1873 with Pabst becoming the majority stockholder, a factor that enabled the clear ownership of the company and facilitated continued expansion. On March 18, 1889 the company was renamed the Pabst

Brewing Company. (Pabst Brewing Company Complex, National Register Nomination, Section 8 pages 1 through 12)

Much of Pabst's success was due to the stable ownership structure and personalities of the owners, particularly Frederick Pabst, the Captain. Like all breweries, Pabst experienced tremendous growth yet also periods of stasis due to national economic conditions. It rarely lost money. Expansion of the physical plant was not possible during the various recessions, and the period of 1857 through the Civil War saw the brewery maintain its business but not lose ground. A flurry of activity occurred at the plant in the late 1860s when new fermenting, storage and racking buildings were constructed. (Cochran pages 58-59)

The decade of the 1870s was significant for the brewery. On November 1, 1870 the company purchased the Melms Brewery, whose owner had died in 1869, for \$95,000. Proximity to two railroad lines and a steamship dock along the Menomonee River made this Walker's Point brewery an attractive acquisition and positioned the company with a good transportation system not available at the Juneau Avenue plant. This began a practice of acquiring other firms that carried on through the 20<sup>th</sup> century. Although Pabst had a branch in Chicago since the early 1850s it was the decade of the 1870s that saw the company adopt a general policy of branch expansion. (Cochran pages 59-61, 171-172)

By 1874, Pabst was the largest lager brewery in the country. The claim to largest brewery was lost, then regained, then lost and regained again over the remainder of the late 19<sup>th</sup> and 20<sup>th</sup> centuries as George Ehrey Brewery of New York City, Anheuser-Busch, and Schlitz all came into ascendance at various times. (Pabst Brewing Company Complex, National Register Nomination, Section 8 pages 1 through 9)

The decade of the 1870s ended with a major fire that destroyed the malt house, elevators and office building at the Juneau Avenue complex on December 21, 1879. While such a setback could cripple or close a lesser brewery, Pabst responded with a surge of construction that included a new brew house and continued into the 1880s. This decade would see additional changes and advances. The company decided to close down the South Side, former Melms, Brewery and make alterations to the Juneau Avenue site, had sales to Caribbean countries as well as Australia, expanded its sales staff to handle branch expansion and had sales in 34 states as well as Washington Territory. It was also in this decade that the company began affixing actual blue ribbons to the necks of its bottled beer, later renaming their Select Beer "Blue Ribbon" in the latter 1890s. And of course, as mentioned above, the company's name was changed to Pabst Brewing Company on March 18, 1889. (Cochran pages 70, 87-88, 171, 173, 176-177)

In 1892 the Pabst became the first U.S. brewery to produce over one million barrels of beer in a single year. It was now the largest lager brewery in the world with an increase in sales of over 1,000% in the period between 1873-1893. Cochran attributes Pabst's phenomenal success in these two decades to : "flexible efficient management; traditionally skilled labor; good and progressive technology; well-calculated plant expansion; successful acquisition of the business of two large competitors; aggressive sales promotion; and one other element which cannot easily be evaluated—the Captain's own personality." Captain Pabst died January 1, 1904 at the age of 68. His son Gustav became president for the next fifteen years and together with Fred Pabst Jr. and W. O. Goodrich, guided the policies of the company until Prohibition. (Cochran page 192-193)

In the decades between 1873 and 1893, Pabst came of age and would grow as large as it ever would be until after Prohibition. Between 1893 and Prohibition, Pabst had many challenges to contend with but remained profitable and well managed. During the 1890s, the economy was in a slump following the financial Panic of 1893 but Pabst remained profitable. Between 1901 and 1912 the physical plant of the brewery experienced many improvements. The malthouse was partially rebuilt after a fire in 1901. A fireproof grain elevator with 14 circular bins and 6 segmental bins was built in 1902. In 1906 new machinery was installed to apply the patented cap of Crown Cork and Seal Company. Work expanded on the old bottle house beginning in 1907.

Electrification of the bottling line was introduced in 1908 along with other power machinery. A new fermenting house with control laboratory was added 1911-1912. A new cooperage was constructed. (Cochran pages 200-202)

The period of rapid increase in sales ended by 1894 but from this point until 1916, the company went through a period of profitable stability. (Cochran page 182) During the early decades of the 20<sup>th</sup> century, the growing momentum of prohibition ended in the passage of the Agricultural Stimulation Bill whose rider prohibited brewing and sale of alcoholic beverages and passage of the Volstead Act in October, 1919 whereby the production of all beverages above ½ of 1 % alcohol was banned. All along, brewers thought that beer would be exempted as it had lower alcohol volume, was considered acceptable for on the job consumption in many industries, was considered a healthy product and was associated with family activities. Brewers also made a concerted effort to “clean up” problem saloons that drew the wrath of reformers. But an exemption never came. Breweries closed. Some like Pabst explored new means of production to keep the company going, experimenting with metal manufacture, producing soft drinks, and producing other food products (in this case cheese). Pabst found ways to utilize their production facilities for making new products out of some of the same materials that went into beer-making such as malt syrup. They also leased out portions of their buildings to other businesses. (Cochran pages 332-335)

When Prohibition was repealed, Pabst had already been poised to resume the brewing of beer. With the acquisition of a number of companies during Prohibition that provided much needed updated facilities and distribution networks, Pabst was able to gain a large share of the market in the late 1930s and in 1946 even temporarily regained its former spot as largest national brewer with over three million barrels produced annually. Following a downturn during the 1950s Pabst stayed as third largest producer into the 1970s when it peaked at 17.1 million barrels of beer in 1976. (Pabst Brewing Company Complex National Register Nomination Section 8 pages 18-19)

The final chapter of the Pabst story came with loss of market share, “ineffective management, inconsistent marketing strategies and the threat of takeover from outside interests.” It lost valuable assets when entering into an unfavorable merger-divestiture plan with Heileman and Olympia brewing companies in 1982. The company was sold in 1985 and the brewery was closed in 1996. Pabst beer is currently brewed by others. (Pabst Brewing Company Complex National Register Nomination Section 8 page 19)

## RETAIL SALES OF BEER

Beer historically was sold at the place of production or else transported to locations that would retail the product to the consumer. In America, beer initially could be sold in saloons, hotels or in grocery stores. The drinking areas in saloons and hotels were well established. Often the grocery stores would have a dedicated area where the beer was consumed on the premises. Listings in city directories frequently show the evolution of grocery store/saloon businesses into saloon-only operations. Saloons could be stand-alone buildings or else incorporated into the ground floors of larger hotels or rooming houses. Interior furnishings varied depending on the prosperity of the proprietor. Some away from urban areas could be fairly sparse in furnishings. In urban areas where there would be the likelihood of a brewery complex more conveniently located, the brewers themselves could assist in supplying the furnishings as an inducement to carry their brand of beer. The popular image of the saloon, with its elaborate back and front bars, possibly some tables and chairs and perhaps female companionship was something that evolved over time until codified in the public’s imagination through photographs and popularized by motion pictures and later television.

From the brewer’s standpoint, distributing their product was always a challenge. Individual proprietors could demand incentives or threaten the brewer with purchasing from a competitor. One solution to stabilizing outlets was the practice of establishing tied houses. Although the term tied house has a long history, its use has become popular in recent years to describe brewery-

owned saloons. Known historically in the United Kingdom, tied houses were pubs required to buy their ale from a particular brewer. Sometimes the brewer owned the building, sometimes it was owned by others but an arrangement was made to only sell that company's product. It allowed the company some security in the face of competition as the arrangements could not easily be broken.

In Milwaukee all of the major breweries engaged in the practice of securing corner lots, erecting masonry saloon buildings (for the most part), continue running an existing saloon, and leasing the management to individuals who frequently lived on the premises upstairs from the saloon space. Most breweries secured the services of outside architects for the design of their saloon buildings. Pabst had an in-house designer Charles Hoffmann as well as Otto Strack who seemed to work on special projects.

Of all the major local breweries, the Pabst had some of the most complete records (now lost, discarded, sold) about their company that included architectural plans, history of advertising campaigns, financial data and so on. These give us a look into how the company operated and specifically how the nominated property fits into the overall expansion efforts of the Pabst in the late 19<sup>th</sup> century.

Pabst was selling beer out of a beer hall at the brewery as early as 1848 and opened a two-story brick building on Market Street between today's East Kilbourn Avenue and East State Street in 1851 that had a beer hall on the first floor. It was said to have been "built according to the Philadelphia manner". It is not mentioned again after 1856 and Pabst concentrated on selling to dealers for the next few decades. To encourage consumption, the company also ran ads in the German language press appealing directly to customers to try their product at a specific location. This practice of newspaper notices was used as early as the 1840s and 1850s, became more systematic in late 1870s both here and in Chicago press, and expanded into full blown advertising campaigns later in the century as advertising came into its own as a profession. (Cochran pages 31-33,113)

Placing beer with retailers was not an easy proposition. "[O]rdinarily, saloonkeepers, unlike druggists, or dry-goods merchants who can crown their shelves with many brands of similar articles, could afford to have only one or two brands of beer on draught, due to the cost of draught equipment and the perishable nature of beer in a tapped keg. Competition for outlets, therefore, was probably keener among brewers than among other businessmen, and it was here that brewers spent most of their promotional money." (Cochran page 139) Inducements included such activities as negotiating discounts on per-barrel price of beer, "spendings" used by salesmen to treat the bar's customers, and arranging easy credit terms. Saloon owners could also coerce a brewery for better terms by threatening to discontinue that brewery's beer and going with a competitor. (Cochran page 140, 144)

As the decades progressed, more and more breweries turned to the practice of acquiring their own saloon sites. To quote from Cochran:

The problem of getting good outlets for beer at reasonable prices was such a persistent one that from the middle eighties on, the brewers began more and more to buy their own saloons and rent them out to operators who would carry the owner's beer. Besides helping the brewers, this system helped meet the high license fees that were enacted in many states at this time. In some cases, the brewers also found it necessary to advance money and furnishings in return for notes or chattel mortgages to enable operators to start business. These methods had the great advantage of removing the pressure from spendings and discounts, but they brought a host of new problems of their own, concerned largely with planning and management of real estate. (Cochran page 143)

In 1880, Pabst began to invest small sums averaging about \$20,000 a year in properties in the Milwaukee area that might be useful for retailing purposes. From 1887 on, as profits mounted, larger sums were invested all over the country. In 1891, for example, Pabst invested \$500,000 in property all the way from Omaha to Boston. But greater emphasis was still on the home area. In

his secretary's report to the board of directors for 1892, Gustav Pabst pointed out the need for the company to "husband its resources and retain, as far as possible, its earnings" to meet the demand for capital necessary to purchase real estate or advance money to customers for building purposes." (Cochran pages 143-144)

[B]etween 1887 and 1893, Pabst spent about \$1,400,000 for such land and buildings, and \$300,000 more for improvements. By the latter year the "general property" inventory of the company, which excluded brewery property, stood at \$2,237,855.11 or about 20 per cent of the total book value of the business. (Cochran page 144)

The Captain appears to have been somewhat loath to rush into this new type of competition. By 1887 Schlitz owned some fifty retail outlets in Milwaukee and an even larger number of vacant lots, whereas Pabst possessed less than a dozen outlets and only a few pieces of land. Among the reasons for this slow expansion in Milwaukee may have been the Captain's desire for better than average quality in such outlets and his great interest in the national market. His approach to the problems of retail property ownership does not appear to have hurt Pabst sales prior to 1895. In the long run, however, his tendency to buy for prestige or advertising value may have been a decisive factor in loss of volume as compared to Pabst's two leading competitors [Anheuser-Busch and Schlitz]. (Cochran pages 144-145)

Captain Pabst definitely preferred quality over quantity. Between 1897 and 1900 Pabst made heavy investments in hotel and saloon real estate but for relatively fewer parcels than his competitors. The emphasis on prestige properties worried Fred Pabst Jr. In a letter to his father from Cripple Creek, Colorado on June 9, 1894 he stated "Schlitz seems to be investing all over and we must adopt the same policy in the good towns in order to keep our own." (Cochran page 197)

Captain Pabst's policy of establishing expensive retail outlets such as hotels and restaurants rested ultimately on the expectation that the association of Pabst beer with certain smart places could create a demand for it anywhere. The owner of a small saloon, he hoped, would regard the carrying of Pabst beer as a badge of standing and respectability, and travelers would be induced to patronize with confidence places that displayed the Pabst sign. He knew, of course, that the working classes would always be the most numerous customers, but he was anxious also to raise the social standing of beer through associating it with luxurious living. (Cochran page 210)

Despite the Panic of 1893 and subsequent recession, real estate purchases continued and topped out at 135 pieces of property in 1899, the largest number of acquisitions in a single year. It marks the end of the large scale real estate expansion and in following years only a dozen or two properties would be acquired per year either through foreclosure or to prevent competitor acquisition. (Cochran page 198)

Among the prestige projects built by Pabst was the 9-story hotel built in New York City for bachelors that opened on November 11, 1899; the Grand Circle Restaurant in New York City that opened in 1900; the Pabst Loop at Coney Island; Pabst Harlem in 1900 in New York City, the largest restaurant in America at that time; the Pabst Café in San Francisco; the Union Hotel in Chicago; Pabst's Kaiserhof in Minneapolis; the Pabst Whitefish Bay Resort in Milwaukee; and, the Gargoyle Restaurant in Milwaukee. (Cochran pages 211-212)

The era of the big and noteworthy projects of the type cited above was relatively brief. And while the projects made a name for Milwaukee and Pabst and were good advertising, they were not the moneymakers needed to keep a company afloat.

Pabst's investments in saloons, on the other hand, helped to sell beer. But it was an expensive way to do it. Saloonkeepers were notoriously bad bookkeepers, and rents or mortgage interest on such properties were always uncertain quantities. Not until 1909 did Pabst's total net rents top a hundred thousand dollars, and in 1916, the best year of the whole period, the net return on rents was only \$120,025.34 or about 2 per cent on the capital involved. Furthermore-as pointed out by Price, Waterhouse-saloons were generally property not likely to increase in value, since they were usually located outside of areas of real-estate development. (Cochran page 199)

The number of retail outlets in Milwaukee licensed by Pabst was increased from under 250 in 1898, when local sales were on the downward trend, to nearly 400 in 1907 [and 428 in 187 cities by 1910] when sales were sharply rising. At this time the Baker Law prohibited the granting of further saloon licenses until the city should reach 500,000 population; and as this did not happen before 1919, Pabst and Schlitz, which had followed a similar policy of extensive buying and licensing, were left in a very favorable position in the local keg-beer market. Miller, which had recently expanded to be the fourth largest Milwaukee brewery, also built itself a secure position in the home market in the same way." (Cochran pages 198, 226-227)

The saloon that is the subject of this nomination was built in the period in which the Pabst Brewery was expending considerable amounts on its real estate holdings and was one of the 250 properties in Milwaukee then under Pabst ownership. The design was assigned to the brewery architect, Charles Hoffmann, and complemented the design of the main complex just a few blocks away.

Was the Juneau Avenue Pabst Tavern typical of the Pabst-built saloons? What did the Pabst-owned saloons look like? A copy of a photo album of Pabst holdings now at the Pabst Mansion shows a fraction of the holdings Pabst had, with images of locations in Milwaukee and outside of Wisconsin. There were likely other albums and records for all of these properties, now lost. We know that Pabst acquired existing structures and kept them and some photos show relatively plain structures. Others are substantial masonry buildings and appear to have built by the company. There is no one consistent design to the company-built saloons. We know of four in Milwaukee: 1006 East Brady Street (1890) designed by Otto Strack, the Pabst Tavern Metropolitan Hall 532-541 West Clarke Street (1890-1891) Otto Strack architect (since razed), 124 North Water Street (1904) Charles F. Peters architect, and 2679 North 30<sup>th</sup> Street (1907) no architect identified. A very impressive building likewise still stands in downtown Wauwatosa at 7616 West State Street (1899) with a matching addition built in 1902. The Otto Strack designs feature Queen Anne details (Metropolitan Hall) as well as Romanesque details (today's Golden Coin on Brady Street). Both the 1904 Water Street tavern and the 1907 tavern on 30<sup>th</sup> Street display commercial style with the elimination of the historic references seen in the earlier examples.

The downtown Wauwatosa example is a larger version of the building that is being nominated. It makes use of a tower-like corner element as well as crenellations and pointed Gothic window and door openings. Considering the number of properties owned by Pabst in Milwaukee, it is curious that more examples have not been found. Perhaps, Pabst utilized existing buildings or perhaps many have been demolished. Corner buildings were particularly noteworthy throughout the city and were highly embellished whether they were drug stores, grocery stores or saloons. In many of the depressed neighborhoods in Milwaukee, these corner properties have been abandoned as later owners struggled to maintain them and find new uses and many have been demolished.

A number of factors would change the brewing industry and its real estate ownership in the early 20<sup>th</sup> century. Breweries on the whole in Milwaukee stopped expanding after record sales in 1907. Once recognized as Milwaukee's largest industry from the standpoint of product and capital investment in 1889, brewing products about equaled the total of all metal manufacturers by 1914. Likewise, the Baker Act prohibited the issuance of further liquor licenses until Milwaukee's population reached 500,000. That did not occur until after Prohibition so the need to build more saloons diminished although acquisition of existing sites likely continued in the competition between the breweries. (Cochran pages 256, 266-267)

Prohibition had become an active movement in the 19<sup>th</sup> century, with some 13 states enacting legislation against alcohol in the 1850s. The movement subsided with the Civil War and became significant during the 1880s when states as Kansas, South Carolina, Georgia, Mississippi, Missouri, Rhode Island, the Dakotas, West Virginia, Maryland and Illinois either went completely dry or adopted local options whereby individual counties could prohibit alcohol within their borders. These state and local laws needless to say had a depressing effect on beer sales as more and more, beer, once promoted as healthy and not excessively intoxicating, was lumped in

with hard liquor and wine. Where not outright prohibited, high license fees were imposed requiring saloonkeepers to pay annual license fees of \$500 to \$1,000. These actions “forced the brewers into the saloon business and saloon ownership, since many of the smaller proprietors had to borrow from the brewers in order to pay for their licenses. The brewery could not risk being responsible for a license where it had no control over the establishment; and, therefore, in many instances the brewery bought the property, licensed it and leased it to the former proprietor.” (Cochran page 305)

Brewers as a collective believed that beer would not be included with banned alcoholic beverages, or that at best control vs. elimination would prevail. But the public outcry against such products and the saloons that sold them and breweries that produced them became a fanatical movement fanned by the anti-German sentiment of World War I. John Strange, a dry leader and former Lieutenant Governor of Wisconsin, said at the beginning of 1918: “We have German enemies in this country, too. And the worst of all our German enemies, the most treacherous, the most menacing are Pabst, Schlitz, Blatz and Miller. They are the worst Germans who inflicted themselves upon a long-suffering people.” (Cochran quoting from a Milwaukee Journal article February 13, 1918, page 321)

The Volstead Act prohibiting the manufacture and sale of alcohol passed in October, 1919 and went into effect January 17, 1920.

Pabst, looking ahead to the probability that brewers would have to divest themselves of real estate, formed two corporations in December 1920. The Pabst Corporation was created to handle any future production. The Pabst Realty Company was formed to hold or liquidate the outside properties. The old Pabst Brewing Company was placed in liquidation. Properties went to the realty company in return for 4,000 of its no-par-value shares with a book value around \$4,100,000. About \$2,000,000 worth of property had already been sold in 1919 and 1920. (Cochran page 326)

The Pabst Tavern Juneau Avenue was one of the many properties sold. It has subsequently seen a number of owners.

#### Pabst Tavern Juneau Avenue History

The Pabst Tavern on Juneau Avenue is the second or possibly third building on its site and is immediately adjacent to what had once been an early German Protestant cemetery known also as the Gruenhagen cemetery and the Second Ward Cemetery. The cemetery site was purchased in 1846 by Joachim Gruenhagen and by 1848 was appearing on maps as a burial place. This area was considered far enough away from the settled part of Milwaukee to be acceptable for a burial place since cemeteries were considered unhealthy amid developed neighborhoods. The Second Ward Cemetery Association purchased the property on December 1, 1850. The boundaries of the site ran from West Juneau Avenue on the south, to a line 105 feet south of McKinley Avenue on the north, from the alley between North 12<sup>th</sup> and North 13<sup>th</sup> Streets on the east and a point about 60 feet west of North 14<sup>th</sup> Street. This west 60-foot portion was sold off by the Second Ward Cemetery Association on March 23, 1859. It likely did not contain any burials but may have been a way to raise money for upkeep of the grounds. It is on part of this acreage that the Pabst Tavern Juneau Avenue was later built. (Robert J. Felber, “The Ghosts of Gruenhagen Cemetery Keep Returning”, Milwaukee County Genealogical Society REPORTER, Vol. 35 No. 3, August 2004, Deeds Volume 65 page 305) For a more complete history of this cemetery see appendix at rear of report.

A Mr. Otto was associated with the cemetery and along with the Reverend Muelhaeuser “erected a Depository for the Dead, on Gruenhagen’s Burial Ground, from which a bell wire extends into the house of the Sacristan, to render such persons as have been overtaken with apparent death, hope and assistance, instead of despair and miserable death.” For a fifty cent charge one could assure that loved ones were not buried prematurely and could signal if they suddenly awoke

within their coffins. There was great fear of being buried alive at that time as there had been instances when an individual was declared dead when actually in a coma or had no apparent vital signs. (Felber)

The current Pabst Tavern site had been part of the land sold off by the Second Ward Cemetery Association in 1859. As later platted, the block contains 13 very narrow lots with three additional larger lots (that were part of a different platting) fronting McKinley Avenue. An alley bisects this block from north to south and the Gruenhagen Cemetery was to the east of the alley after the sale of 1859. It falls within "Otto's subdivision of 1.933 Acres, etc.", most likely the Mr. Otto referred to with the cemetery. He may have been the purchaser in the sale of 1859.

On March 4, 1861 the City of Milwaukee prohibited any further burials at the cemetery, possibly due to an unkempt condition or because the surrounding area was becoming more settled. The cemetery was claimed to be a nuisance. In the Milwaukee Sentinel of July 12, 1861 it was reported that due to the actions of the Common Council the Second Ward Cemetery Association had no income any longer from burials and that the property was in danger of being foreclosed upon. The Association petitioned the Common Council for compensation in the amount of \$1,000 as a result and claimed the council's actions were illegal. (Felber)

Likely due to the actions of the city, Otto's parcel was surveyed in 1863 and platted into lots in preparation for development. The plat was approved by the Milwaukee Common Council on May 25, 1863 and then recorded at the court house on January 29, 1864. The property that is the subject of this nomination, Lot 13 is located at the northeast corner of North 14<sup>th</sup> Street and West Juneau Avenue and measures 30 foot wide by 100 foot deep.

On May 28, 1870 the Milwaukee County Sheriff sold the cemetery grounds to Frederick Mayer at public auction as part of a foreclosure for nonpayment of the \$3,845 mortgage. Three years later Stark & Mayers Subdivision was platted on September 10, 1873. Oddly, all this was proceeding without the cemetery being vacated. (Felber: Deeds Vol. 115 page 629; Plat Map Vol. 3 page 141)

It was finally reported on April 30, 1874 that "The Council Orders the Removal of Gruenhagen's Cemetery" and that the "extension of the city in a northwesterly direction has made it necessary to remove the dead to another cemetery. An ordinance of the Common Council had ordered the extension of Thirteenth Street, through the burying ground known as Gruenhagen's Cemetery, and the lot owners, and others interested in the dead buried there, are called upon to remove the remains within thirty days. This is the fourth cemetery that has been disturbed since the settlement of the city." (Felber)

Felber's article goes on to state that Thirteenth Street was opened on October 5, 1874. Although some removals had taken place, to Union cemetery and Forest Home Cemetery, it appears no organized removal took place. Buried remains are still being found. See appendix.

The first person we can associate with the parcel that is the subject of this designation nomination is Johann Woller. Woller was a laborer, possibly grocer, who had lived at 362 14<sup>th</sup> Street (old number) probably this corner, as the house numbers are in the 350s south of today's Juneau Avenue. At this time we do not know when Woller purchased his lot but he had his residence here at least as early as 1866. By 1880 he and his wife Anna are recorded as having five children. (Deeds Vol. 126 page 202; Milwaukee City Directories; Ancestry.com U.S. Census 1880 Johan Woller/Johann Woehler)

On July 18, 1872 Woller sold the property to Johann George Poehlmann for \$2,900. Johann (John) Georg (George) Poehlmann was born in Bavaria and came to the United States in October, 1855 arriving in New York. He became a naturalized citizen in April 1866. Poehlmann was listed as a brewer in the 1870 city directory and was living on Vine Street near the Schlitz

Brewery. Poehlmann's family would consist of his wife Caroline and seven children: Gustav Adam, Adolph Herman, Lina (Reimer), George Lorenz, John William, August Frank and Bertha.

After purchasing the corner lot from Johann Woller, city directories show that Poehlmann lived at this site and operated a grocery store on the premises. Some of the children worked at the store, others had different occupations: Gustav a baker (1877, 1878) Adolph, a clerk (1879) John W. a clerk (1882-1883), August a printer (1885). By 1878, Johann/John G. was also operating a saloon on the premises in addition to the grocery and provision business. The 1894 Sanborn Fire Insurance map shows the Poehlmann building to be a two-story frame structure occupying the full 30-foot frontage on Juneau Avenue. A narrow sliver of the building at the east end was occupied as the residence. A large 1 ½ story frame barn was located at the rear. (Deeds Vol. 280 page 430; Milwaukee City Directories; Sanborn Fire Insurance Map 1894 Vol. 2 sheet 143)

Poehlmann moved to 390 21<sup>st</sup> Street (old number) in 1890 and had George Fischer continue operating the saloon and grocery on Juneau Avenue. By this time the neighborhood had matured. Houses, commercial buildings, churches and places of recreation and entertainment could be found. Development continued north and west. Poehlmann sold the Juneau Avenue property to the Pabst Brewing Company on May 26, 1891. The deed merely records the amount of the transactions \$1.00 and other considerations. Pabst kept the existing building on the site for about five years and leased the premises to August Beckmann who ran a saloon and bakery on the premises. He lived on site along with Matthias Orgeich, a laborer. (Deeds Volume 280 page 430; Milwaukee City Directories)

This purchase of a corner site was consistent with Pabst's policy to buy corner properties as outlets for their beer. Such a practice was followed by the other Milwaukee brewers as well. It was known that Schlitz actually had greater numbers of such properties. It is likely that Poehlmann may already have been selling Pabst beer and he or his family may have approached Pabst to buy the premises. Poehlmann died on December 25, 1891 just seven months after the sale. He had personal property worth \$8,000 and real estate worth \$6,000 at the time of his death. (Will and Estate of John George Poehlmann as found on Ancestry.com)

Pabst decided to invest in a new structure and constructed today's building at a cost of \$5,600 in 1896. Like most of their saloons, the ground floor was devoted to the tavern while the upper floor provided housing for the proprietor and sometimes other tenants. The solid masonry building was designed by the brewery's in-house architect, Charles G. Hoffmann. He shows up as a cashier with the Philip Best Brewing Company (predecessor to Pabst) in 1880, possibly an error, then as architect for the brewery from 1881 through 1897. He lived in a brick veneered house on the east side of North 9<sup>th</sup> Street just south of today's Juneau Avenue, a site that would later be developed by the brewery more than one time and is now the site of a 1960s structure. The new saloon building on Juneau Avenue was a dramatic, castellated structure, very much emulating the architectural work going on at the brewery itself. The former German Methodist Church was given crenellations to make it look Old World, and the former 1850s schoolhouse used now as Pabst offices likewise was transformed from Italianate to German Renaissance Revival to make it fit in with the remainder of the complex. This saloon constructed on Juneau Avenue was one of a just a handful of known similar saloons constructed by Pabst, but is the only one surviving in Milwaukee. Like other known examples of Pabst structures, the building was constructed of solid masonry, situated on a corner lot and proudly displayed the Pabst logo at the front.

The Pabst Brewing Company, for a period of time in the late 19<sup>th</sup> century, was the largest brewery in the world and invested heavily in its main plant located along Juneau Avenue between Ninth and Eleventh Streets. In addition to its production facilities, Pabst, along with Schlitz and Blatz, and to a lesser degree Miller and Jung, also invested heavily in the construction of tavern or saloon buildings that would serve as exclusive outlets for their brands of beer. The race to acquire choice corner lots for these structures really heated up in the 1880s. A Milwaukee Sentinel article from April 26, 1885 indicated that the three major breweries, Schlitz, Best (later known as Pabst) and Blatz, had purchased around 200 corner lots in the past year alone. The

article went on to say that Milwaukee had earned the name the saloonkeepers' paradise since there was room for a saloon for every 130 inhabitants. The article continued it "is hardly possible, however, that all of these saloons could be profitably continued were it not for the backing of the brewers. The brewers have invested an enormous aggregate of capital in the business of brewing beer, and have a vital interest in having the demand for beer kept up. Within the past two years the export trade has been affected by a more active competition, and in order to utilize the full strength of their productive facilities, local brewers have seen the need of maintaining the home trade." (Milwaukee Sentinel April 26, 1885)

Rather than merely supplying stock and fixtures to saloonkeepers who might otherwise prove untrustworthy or unbusinesslike, the breweries took it upon themselves to erect their own tavern buildings with the result that "[I]t secures the erection of better buildings in place of the wretched structures occupied by the proprietors of low groceries, and better order will be maintained." Although the structures themselves were far and away architecturally better than independently owned facilities, the Sentinel commented that saloon sites were even being acquired in the better residential parts of the city and "every property owner knows that they not enhance the value of his adjoining property, and although he may be a good patron of the saloon, he does not care to have it for his next door neighbor." (Milwaukee Sentinel April 26, 1885)

From information gathered on sites across the years, Historic Preservation staff have discovered that not all corner site became saloons. Some were leased to other businesses for use as pharmacies, stores and the like.

During the period of Pabst ownership the following proprietors were hired to run the business. They also lived on the premises:

August Beckmann (1892-1900) He actually transitioned from the old building to the new masonry saloon built in 1896

Gotthilf Reuther (1891-1904) He ran the saloon with his wife Amelia and later had the Milwaukee House hotel at 521 3<sup>rd</sup> Street in 1905

Jacob Hierlinger (1905) Possibly sublet from Reuther

Fred C Maertz (1906) Possibly sublet from Reuther

Rudolph Winter (1907) Possibly sublet from Reuther

Reuben Winter (1908, died October 13, 1908)

Otto Winter (1909) Possibly sublet from Reuther

Gotthilf Reuther (1910-1920) Gotthilf died June 17, 1911, his widow Amelia ran the saloon thereafter. His son Edward ran G. Reuther & Son Company, printers, on the premises. Joseph Hiller lived on the premises as well 1912-1918. He worked as a clerk on Huron Street.

With the advent of prohibition, the Pabst Brewing Company transferred this property to the newly created Pabst Realty Company on December 21, 1920. (Deeds Volume 868 page 277)

In that year, 1920, Frank Sauschlager ran the premises as a soft drink parlor.

In 1922 Joseph Reder was operating the soft drink parlor on the premises and lived upstairs with his wife Theresa. Also living in the building were Joseph Reder (clerk Abel & Bach Co.) and his wife Marie, and Nate C. Danielson with his wife Clara. Danielson worked as a salesman for Super Maid Cook-Ware Corp. Michael Mehan, a watchman, was a later tenant in 1927-1928.

The Pabst Realty Company sold the property to Joseph Reder on May 13, 1925. Members of the Reder family would own the property into 1940. They operated as a tavern once again after Prohibition was repealed. There is an occupancy permit for Fred Rohrman to run a tavern on the premises in 1935. Also living on the premises starting around 1931 was Herbert H. Ehlke and his wife Theresa. Theresa Ehlke was the Reder's daughter. The Ehlke's would live on the premises through about 1933. A widowed Theresa Reder moved to North 47<sup>th</sup> Street around 1933. After the Reder family moved away from the building, the upstairs apartment was tenanted by Henry Kuehber (1934), Albert and Blanche Skavold (1936), Adam, Walter and Helen Nehr (1937) Mrs. Fern Stasiou (1938). Likewise, the tavern itself was run by Adolph Koehig (1934), Loretta Beilman (1936, she also lived upstairs), Frank C. Cootware (1937), and Mabel Herman (1938-1939, the Wagon Wheel, she also lived upstairs) (Permit records July 8, 1935; Deeds Volume 1054 page 534, Milwaukee city directories)

The Reder children, Marie Matthias, Joseph Reder and Theresa Ehlke sold the property to Joseph Nagy and his wife Theresa on May 22, 1940. The Nagy's made the first documented alterations to the property when a permit was issued on June 23, 1942 to enlarge one window, replace the front entrance and lower the 13-foot ceiling of the tavern. (Deeds Volume 1638 page 228; Permit records June 23, 1942)

The Nagy's leased the tavern operation to Cyril Valcq starting in 1940 and it was called Castle Tavern. Valcq lived on the premises with his wife Marcella, son Merritt and son Nicholas with his wife Alice.

On June 22, 1944 an occupancy permit was issued by the city to allow a rooming house on the second floor. Joseph Nagy and Joseph Nagy Jr. would live on the premises for a few years in the early 1950s. They continued the name The Castle Tavern or The Castle Lounge Tavern. Joseph Nagy and his wife Theresa sold the premises to Ace Associates, Inc. on April 22, 1954. The following month Ace sold the property to Richard and Dorothy Schwoegler on land contract for \$1,590.28 down toward a total of \$41,909.72. It appears they defaulted on the land contract and Ace Associates sold the property to Jess and Ruth Wickner on January 7, 1955. (Deeds Volume 3297 page 182, Volume 3304 page 405, Volume 3387 page 157; Milwaukee city directories)

The former Pabst tavern sat vacant for a period of time before the Wickner's sold the property to Padon Missionary Baptist Church, Inc. on June 29, 1960 for \$22,500 on land contract. Since this time the building has served as a Baptist church under several congregations. (Deeds Volume 4051 page 34)

Padon Missionary Baptist Church was unable to fulfill the conditions of the land contract and the Ruth Wickner sold the premises to Guiding Light Baptist Church on February 1, 1970 for \$19,468 on land contract. Once again the conditions for the land contract were not fulfilled and Ruth (Wickner) Fredericks sold the property to the Zion Baptist Church with warranty deed on April 14, 1986. Zion Rock Baptist Church sold the property to Straight and Narrow Way Missionary Baptist Church on December 7, 1998. This congregation owns the property today. (Deeds Reel 522 image 636, Reel 1867 image 1318, Reel 4451 image 932)

In summary, this property has seen use as a retailer of beer for over 70 years and since 1960 has served religious purposes. It began life as a Pabst owned saloon, had a period of use as a soft drink parlor (likely selling alcohol despite Prohibition) then resuming tavern status in the 1930s. In 1959 the building sat vacant, only to be repurposed as a Missionary Baptist Church. Today, a fourth Baptist congregation occupies the building, pastored by Reverend V. W. Chambers.

## **VIII. THE ARCHITECT**

Charles G. Hoffmann was born in Berlin, Germany in 1832 and was educated at the polytechnic school there. After coming to American, he worked in Philadelphia for some years, lived in Chicago

for a few years then came to Milwaukee. His death notice in The Improvement Bulletin August 15, 1903 states that he came to Milwaukee in 1885 but Milwaukee city directories show otherwise.

A Charles G. Hoffmann first appears in the city directories in 1880, listed as a cashier for the Philip Best Brewing Company and living at 807 Walnut Street. In 1881, Charles G. Hoffmann is listed as an architect, no location, along with a Charles Hoffmann listed as a brewer. Both are living at 407-11<sup>th</sup> Street. The following year, 1882, there is only one Charles G. Hoffmann, still living on 11<sup>th</sup> Street and listed as an architect but no location. Starting in 1883 Hoffman's listing consistently shows him as architect for the Philip Best then Pabst Brewing Company and he is living on North 9<sup>th</sup> Street in a brick veneered house just south of Juneau Avenue. It seems clear that he worked exclusively for Pabst and did not have an independent architectural practice.

It appears that Hoffmann overlapped with Otto Strack who moved to Milwaukee in 1888 and shortly thereafter took on the position of supervising architect for the Pabst Brewing Company for four years. Strack afterward opened his own office in Milwaukee but continued to work on large projects for Pabst. It appears that Strack may have handled the design of non-production buildings such as the Pabst office building, the Pabst Theater and the Pabst Union Hotel. He worked on independent commissions as well in Milwaukee in the 1890s but left to work for the George A. Fuller Construction Company in New York City after 1897. He died there on October 11, 1935. (Andrew J. Aikens and Lewis A. Proctor, *Men of Progress*, (Milwaukee: The Evening Wisconsin Co., 1897), pages 532-533)

The Western Brewer XX 1 (January 1895, page 85) had this to say about Hoffmann "The buildings [at Pabst] have all been designed by the brewery architect, Mr. Charles G. Hoffmann, who has been employed by the Pabst company for many years, and is a man of undoubted ability and experience in his business. He has been remarkable successful in his constructions, both light and heavy." The buildings he designed were described as "plain but of pleasing architecture, strongly and substantially built...[with] an immense amount of iron and steel as well as wooden construction." The buildings were compact due to the value of the real estate and often were carried to several stories and connected by underground tunnels and [above ground] bridges. Among the Pabst buildings he designed were the malt house [building #25, currently being renovated], the bottling house [building #29], the boiler house [building # 10], engine, mill, refrigeration machines building [building # 21], malt elevator [building # 24], and wood working shop [building # 11]. In an article on the construction of the malt house in 1883, Hoffmann's knowledge of brewery architecture was attributed to "experience and practical test work". (National Register Nomination Section 8 page 19)

Interestingly, The Improvement Bulletin indicates that Hoffmann worked for Pabst for 18 years. He is last listed in the city directories in 1897. He died suddenly of apoplexy on August 5, 1903 at the age of 71 although he had been in apparent good health. He may have been retired before his death. He was survived by his wife and two adopted daughters. (Improvement Bulletin, 1903, Vol. 27 August 15, 1903 page 13. Google Books,

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## **IX. STAFF RECOMMENDATION**

Staff recommends that the Pabst Tavern Juneau Avenue be recommended for permanent historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e-5 and e-6 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

- e-1. Its exemplification of the development of the cultural, economic, social or historic heritage of the City of Milwaukee, State of Wisconsin or of the United States.

The Pabst Brewing Company originated in 1844 with its period of greatest growth occurring in the decades between 1873 and 1893. It was in this period that it took the lead in number of barrels produced, systematically expanded to outlets throughout the country and even abroad, kept at the forefront of new mechanical innovation and scientific discoveries, and used prestigious real estate holdings to make beer and Pabst synonymous with Milwaukee. While the majority of its brewing complex still stands, extant neighborhood taverns like the Pabst Tavern Juneau Avenue illustrate how closely tavern culture was woven into the fabric of Milwaukee society. Pabst was consciously promoting well-designed buildings at both the plant and in neighborhoods and in such prestigious locations as New York City and San Francisco testifies to the company's commitment to making Pabst the premier beer in the country.

- e-5 Its embodiment of the distinguishing characteristics of an architectural type or specimen

While taverns as a building type are an ubiquitous feature in Milwaukee, not all can be considered equal. For the most part, the brewery-built examples are two story solid masonry buildings located on corner properties with tavern space on the first floor and living quarters above. Some even had rental halls in which case they rose to three stories at prominent corners.

The Pabst Tavern Juneau Avenue is distinctive among the surviving examples of neighborhood brewery saloons. It is the only example that can be classified as German Renaissance Revival an inclusive term that combined elements from Germany's medieval and Renaissance past and rejected the classicism that was seen as an outside influence during the 1890s and early years of the 20<sup>th</sup> century. Milwaukee's German Americans and their architects, many of whom trained in Germany, found that this style resonated with their strong sense of heritage as well as deep appreciation for America that allowed them to succeed beyond what they could ever have accomplished in the old country.

In this example, gothic arches, label mouldings and buttresses take what would have been a simple rectangular building and transformed it into a castle-like structure complete with prominent tower and battlements. This style was not use for all of the Pabst saloons. That it was used here and at scattered other locations is telling. Brewery architect Charles Hoffmann was adding similar features to existing non brewing buildings that were absorbed into the main brewery complex. With Pabst at its height of prosperity and prestige, the Captain wanted his company's buildings to stand out architecturally, speaking to the company's importance yet tying that importance to the long tradition of brewing in the Old Country. While we know that the company ultimately owned over 400 properties in 187 cities by 1910, saloon examples like this one are rare and there are three other known examples in the state. The Pabst Tavern Juneau Avenue is the only surviving example in Milwaukee.

- e-6 Its identification as the work of an artist, architect, craftsperson or master builder whose individual works have influenced the development of the city.

Architect Charles G. Hoffmann was born in Berlin, Germany and trained there before coming to the United States. It appears he had a successful career in Philadelphia and Chicago before coming to Milwaukee around 1880. At the present time we do not know the circumstances that brought him to Milwaukee around 1880. It may have been at the invitation of the Pabst Brewing Company itself. A large fire had destroyed a number of the Pabst buildings on December 21, 1879. It is known Pabst rebuilt right away and that Hoffmann was responsible for those structures built in the 1880s and 1890s. Hoffmann worked exclusively for the Pabst and did not have an independent architectural practice. Hoffmann was able to give the brewery buildings a unique stamp that made references to German architecture with which he would have been familiar. He also applied these medieval castle-like elements to the non-brewery buildings that the company absorbed during the course of their expansion. When comparing the buildings of the Pabst complex to those at Schlitz, Blatz or Miller, Pabst seems to be more closely aligned to what the public then and now would consider an old European tradition. Hoffmann's work extended to the design of at least some of the neighborhood saloons that Pabst was building on its many properties. The Pabst

Tavern Juneau Avenue is a very distinctive expression of Pabst's goal of Old World character applied to a neighborhood building to make it instantly recognizable as a Pabst saloon. Further research will, hopefully, add to our limited knowledge about Hoffmann's work and further enhance his standing in Milwaukee's architectural history.

### **Preservation Guidelines For the Pabst Tavern Juneau Avenue**

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the historic designation of the Pabst Tavern Juneau Avenue. The intent of the commission is to preserve the historic, existing exterior features of the building and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes including repair of masonry and stone details but exclusive of routine painting will require a Certificate of Appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation commission. The Commission reserves the right to make final decisions based upon particular design submissions.

#### **A. Roofs**

Retain the roof shape. No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. The appearance of the flat roof and the ornamental parapet is important to the character of this building.

The installation of any feature to the roof such as skylights, dormers, hatches, mechanical systems, telecommunications apparatus, and so on, will need review to determine compatibility with the historic property. Generally, such installations, if otherwise appropriate, are only allowed on sections of the roof not visible to the public.

If the building gets re-roofed, consultation with historic preservation staff is required to review and approve the new roofing material, flashing, drainage and gutters. No rooftop construction or addition is allowed, as this would have a negative impact on the historic character and proportions of the building. Any such proposal would require review by the Historic Preservation Commission.

#### **B. Materials**

##### **1. Masonry**

- a. Unpainted brick or stone must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed. No painting of the stone trim is permitted. Since this building is already painted, please refer to section c.
- b. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or Good For Business for

explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.

- c. The building is currently painted and can remain so. In the future should masonry cleaning be necessary it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone, cast stone or brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin.
- d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. The crenellations or battlements at the parapet as well as other ornamental brickwork are character defining features of the building. They cannot be removed but can be repaired according to accepted preservation masonry standards. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry.

## 2. Wood/Metal

- a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. The box bay oriel window at the second story is metal clad. This must be retained and repaired if necessary.
- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering wood or metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication. Structural wood epoxies are suggested for the lasting repair of damaged or decayed areas of wood and wood trim. Any new elements must replicate the pattern, dimension, spacing and material of the originals, including the species of wood.

C. Windows and Doors

1. Retain existing window and door openings and original doors and windows within those openings. Retain the existing configuration of panes, sash, surrounds and sills, except as necessary to restore them to the original condition. Do not make additional openings or changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Currently some of the first story windows have been blocked down or covered over. These should be re-opened to full size at such future time when renovations to the windows occur. Do not change the size or configuration of the original window panes or sash. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible. The use of structural wood epoxies is strongly encouraged to repair any minor damage or decay to wood windows.
2. In the event any windows need to be replaced, consultation with Historic Preservation staff is required to determine appropriate glazing patterns. New glass must match the size of the historic glass. New windows must be made of wood. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Existing windows may remain but at such time replacement is requested or needed, replacement windows will match the originals and be made of wood. Do not use modern style window units, such as horizontal sliding sash or casements, in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building. Any changes or replacements or restoration will require a Certificate of Appropriateness and appropriate wood windows.

Any original windows on the building must be retained and repaired if at all possible. Original windows appear on the east elevation and show a two-over-two sash configuration. There appears to be one historic window on the 14<sup>th</sup> Street elevation and it has a four-over-four sash. The storefront windows are to be retained. The transom portions and the lower portion of the windows have been infilled with glass block. Removal of the glass block is permitted with the installation of new clear, non-tinted glass matching the size of the openings. Vinyl, vinyl clad, metal, and metal-clad or fiberglass prime window units are not permitted. It does not appear that the original doors are extant. If so, they are to be retained and repaired if possible. Any replacement doors must be appropriate to the historic period of the building and the style of the building. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards are generally not allowed, especially where they are visible from the street. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

D. Trim and Ornamentation

There should be no changes to the existing historic trim or ornamentation except as necessary to restore the building to its original condition. A replacement feature

must match the original member in terms of scale, design, color, appearance and material. Existing historic trim must not be removed unless it is for the purpose of repair. Spot repair is preferable to wholesale replacement of details. Wood epoxy repair is often highly desirable for permanently repairing smaller areas of decay or damage to wood elements. Repair can also be done to metal surfaces and stone and cast stone. Consultation with Historic Preservation staff is required before any changes or repairs are made to the building.

E. Additions

As the building is constructed to its lot lines on the Juneau Avenue and North 14<sup>th</sup> Street and east side elevation, no additions are permitted at these location. The rear or north elevation could be the location for an addition and there had been a frame addition at this location in the past. The roof may not be altered or reconfigured to allow for an addition. Should a small addition be contemplated, approval shall be based upon its compatibility with the primary building in terms of window proportion and placement, building height, roof configuration, scale, design, color, and materials. Additions must be smaller than the original building and not obscure the historic building. The Historic Preservation Commission may consider an addition to the rear or north elevation if the design, scale, materials, proportions and other features are compatible with the historic building and do not dwarf or minimize the historic building.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture on the exterior of the building will require the approval of the Commission. Approval will be based on the compatibility of the proposed sign or light with the historic and architectural character of the building. Consultation with Historic Preservation staff is required to assist in the selection of exterior fixtures. Plastic internally illuminated box signs, with a completely acrylic face are not permitted. The existing sign may remain until such time a new sign or changes are proposed.

G. Site Features

While there is very little physical space for planting along the Juneau Avenue, North 14<sup>th</sup> Street and east side elevations, the addition of planters and other sidewalk features will require the approval of the Commission. New plant materials, paving, or fencing in the rear yard shall be compatible with the historic architectural character of the building. Should a fence be considered in the future examples of appropriate fencing can be found in As Good As New and Living With History. Consultation with Historic Preservation staff is required before starting any work that would involve the landscape features, parking, walkways, parking pads or driveway

H. Guidelines for New Construction

It is important that new construction be designed to be as sympathetic as possible with the character of the structure. These guidelines are included to be consistent with the guidelines for all locally designated historic properties. Small-scale accessory structures, like a gazebo, garage/parking pad or fountain, may be permitted depending on their size, scale and form and the property's ability to accommodate such a structure. Any request to construct a new garage/parking pad would be subject to review for code compliance and appropriate design and would require a Certificate of Appropriateness.

1. Site work

New construction must respect the historic site and location of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in close proximity to the historic building must be compatible to and sympathetic with the design of the building. New construction is to be smaller in size and shorter in height than the historic building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

4. Materials

The building materials which are visible from the public right-of-way and in close proximity to the historic building should be compatible with the colors, textures, proportions, and combinations of cladding materials used on the historic building. The physical composition of the materials may be different from that of the historic materials, but the same appearance should be maintained and materials not available when the building was constructed should be avoided.

I. Guidelines for Demolition

Although demolition is not encouraged and is generally not permissible, there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 11(h) of the ordinance, shall be taken into consideration by the Commission when reviewing demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

Consideration will be given to whether or not the building is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

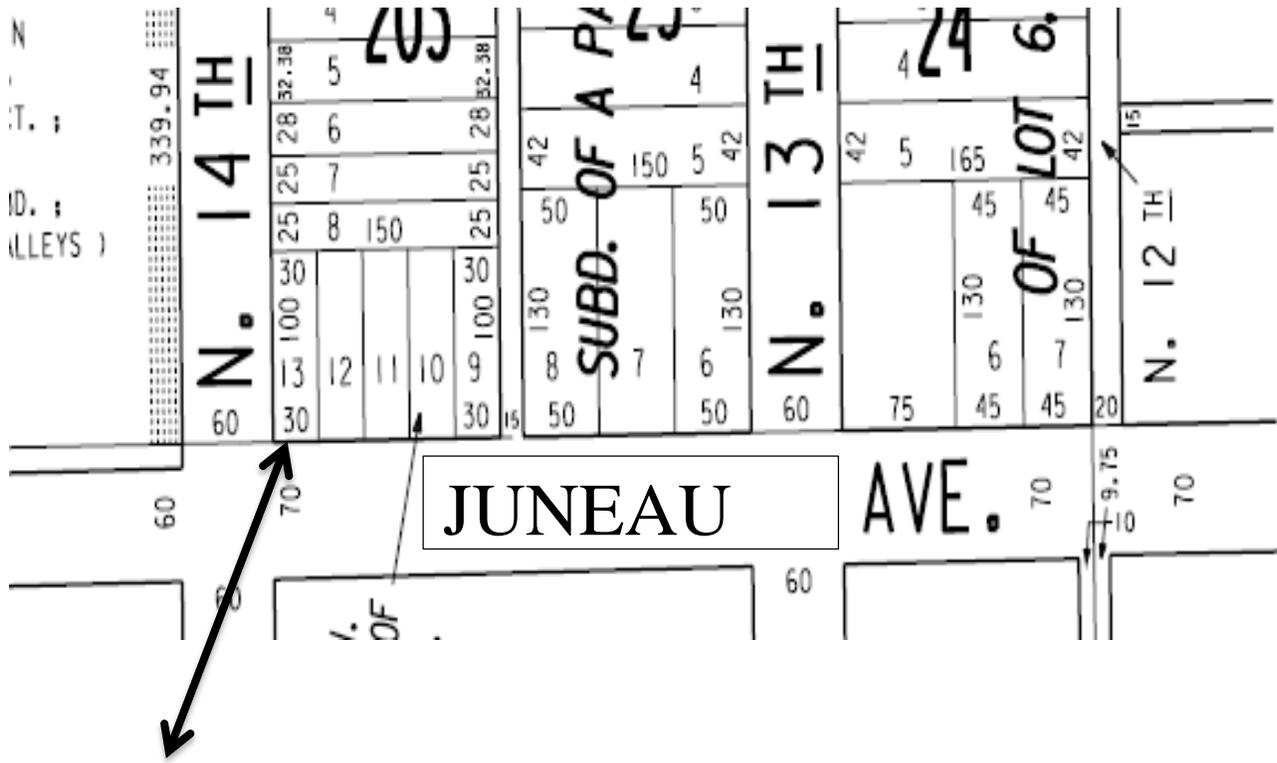
Consideration will be given to whether or not the building or portion of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

4. Potential for Restoration

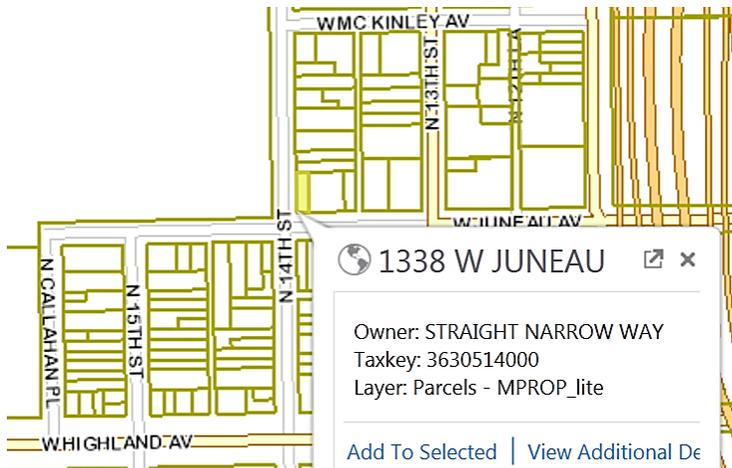
Consideration will be given to whether or not the building is beyond economically feasible repair.

5. Additions

Consideration will be given to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character. Note: there are no additions to this building.



1338-1340 West Juneau Avenue









## APPENDIX

John (Johann) F. Gruenhagen was born on January 1, 1800 in the Prussian province of Pomerania. He is said to have been of a noble family and wealthy. He left Prussia in 1836 with his wife and three children and arrived in America, stopping first in New York City. Gruenhagen was part of a group referring to themselves as Old Lutherans; they were opposed to Frederick Wilhelm III's decree to merge the Evangelical and the Reformed groups as the Prussian Union. Many Old Lutherans left Prussia due to persecution.

The Gruenhagen family moved to Sandusky, Ohio after leaving New York City, then moved on to St. Louis, Missouri in 1839. There Johann became a naturalized citizen in 1843. In 1844 the family moved once again, to Milwaukee and lived next door to Johann's brother Joachim. They became members of a Lutheran church on Chestnut Street (today's Juneau Avenue) that would later be known as Trinity Lutheran. The family had five sons by 1846 and in 1847 it is known that Johann was 2<sup>nd</sup> Lieutenant in the Milwaukee Dragoons. In 1849 their number three son, David Friederich (Fritz) passed away at the age of 17. (Warren Schmidt, "An Old Lutheran's Odyssey", posted September 17, 2016 on Lutheran Heritage Center and Museum website, accessed August 29, 2017 <https://lutheranmuseum.com/2016/09/17/an-old-lutherans-odyssey/> )

The site was purchased by the Second Ward Cemetery Association in 1850, the same year that Gruenhagen purchased land in Oshkosh, Wisconsin and moved the family there. Numerous descendants of Johann Gruenhagen remain in Oshkosh today. (Warren Schmidt; Wisconsin State Old Cemetery Society, compiler R. J. Felber, 1981)

The cemetery property was redeveloped with a variety of buildings in the ensuing years. However, we know that not all of the remains were reinterred. During the construction of Friedens Church at the northeast corner of North 13<sup>th</sup> and West Juneau Avenue in 1906, human remains were uncovered. Other human remains were discovered when doing utility work well into the 20<sup>th</sup> century. In 2014 and 2015 a team of archaeologists from UW-Milwaukee excavated land adjacent to the Guest House of Milwaukee on 13<sup>th</sup> Street, in preparation for the construction of an addition to the Guest House, a shelter for homeless men. They removed the remains of 53 adults and 28 juveniles. The project was featured on Milwaukee PBS in July 2017. The archaeologists have studied the remains for skeletal pathology and congenital abnormality. Evidence shows that the individuals suffered from physical stress and poor nutrition and disease. The Wisconsin Historical Society will determine reinternment. Guest House will pay for any re-burials. ("Dr. Patricia Richards and UWM-CRM featured on Recent Milwaukee PBS program", UW-Milwaukee College of Letters & Science, Anthropology, July 25, 2017, accessed August 29, 2017, <https://uwm.edu/anthropology/dr-patricia-richards-and-uwm-crm-featured-on-recent-milwaukee-pbs-program/> ; Sarah Vickery, "Anthropologist's uncover Wisconsin's past", UWM Research, accessed August 29, 2017, <http://uwm.edu/news/anthropologists-uncover-wisconsins-past> ; R. J. Felber; Crocker Stephenson, "Guest House expansion unearths 1800s cemetery", Milwaukee Journal Sentinel, August 6, 2015, accessed on line August 29, 2017, <https://www.pressreader.com/usa/milwaukee-journal-sentinel/20150806/281483570100786>