

NEWS RELEASE

Captain Frederick Pabst Mansion, 2000 West Wisconsin Avenue, Milwaukee, WI 53233
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BEYOND THE BREWHOUSE:

THE HISTORY OF PABST FARMS

June 12, 2009 - November 1, 2009

Milwaukee, WI- Raised to inherit an executive position in the Pabst Brewing Company, Frederick Pabst, Jr. threw off the reins of the brewing industry in 1905 and forged a name for himself in the agricultural realm. Pabst had developed a deep interest in livestock at an early age at his father's (Captain Pabst) farm at Wauwatosa. In 1906, Fred Jr. made several astute land purchases at Oconomowoc, eventually creating a farm that spanned over 1600 acres. Raising Hackney horses, Shropshire sheep and leghorn hens were among their early endeavors until 1915, when their efforts were given over entirely to award-winning Holstein cows. Soon, Pabst Farms developed a world-wide reputation for their fine livestock that continued until 1964 when the herd was dispersed. Pabst Farms today is part of a multi-decade planned community development that still produces crops.



Beyond the Brewhouse details the farm's founding, the lives of Fred Pabst, Jr. and his wife Ida Uihlein Pabst, construction of the buildings, its rise as a renowned dairy farm, its efforts to preserve the Pabst Brewing Company during Prohibition, and its eventual conversion to crop farming. Never before seen items and photographs of the farm and documents from the Pabst family detailing life on the property --- be sure to look for the many connections to the Pabst Mansion.



COUNTRY LIFE

We invite you to join us for an evening lecture by John Eastberg as we explore the rich history of Pabst Farms through private photographs of the Pabst family. Beginning with the creation of the farm in 1906 by Frederick Pabst, Jr., delve into the construction of the farm buildings, daily operations and the bucolic life created by the Pabst family near picturesque Oconomowoc Lake.

August 20, 2009

September 10, 2009

Lectures will begin at 6:30pm sharp until 8:00pm. Limited space available. Members \$15. Non-members \$20. Purchase tickets by calling Dawn at 414-931-0808.

The Pabst Mansion is open Monday-Saturday 10:00am-4:00pm and Sunday noon-4:00pm (Closed Monday mid-January through February). The Pabst Mansion's admissions are Adults \$8, Seniors/Students \$7, Children 6-17 \$4, Children under 6 are admitted free. If you have additional questions please contact Dawn Hourigan at (414) 931-0808. *Photos are available upon request.*
