

February 2014

**HERITAGE** is a newsletter for Captain Frederick Pabst Mansion, Inc., a historic house museum dedicated to the restoration of the Pabst Mansion and the preservation of the Pabst family legacy.

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# HERITAGE

## ART of the Pabst Mansion

...a new publication by curator Jodi Rich-Bartz



History largely remembers the name Pabst because of the Pabst Brewing Company and Pabst Blue Ribbon Beer. Few people today realize that Frederick and Maria Pabst were among the Midwest's leading art collectors in the 19<sup>th</sup> century. With a 20,000 square foot Mansion, the largest lager brewery in the world, the Pabst Theater, and dozens of other restaurants and properties in Milwaukee and across the U.S., they had a lot of space to fill with fine art.



The majority of works in the Pabst collection were obtained between 1892 and 1897. At the end of this five year period, they possessed one of the finest private art collections in the Midwest. Today, approximately half of the 120 paintings which originally hung at the Pabst Mansion have been accounted for. Many are still retained by the Pabst family while others have been sold or donated to museums. The Pabst Mansion Art Guide highlights some of the pieces viewed daily by visitors. Some of the works are original and have been placed in their original location while other works initially decorated the walls of other venues. We also house the Emil Blatz collection that was left to Milwaukee County to be enjoyed by all. All works have stories to tell and they help us tell you the tale of the Pabst Family, the Gilded Age, and 19<sup>th</sup> century Milwaukee.

An amazing new publication by Curator Jodi Rich-Bartz available now with two cover options in the Pabst Mansion's gift shop. Full color, 40pgs, \$5.95.

## Membership

First Mate	\$40
Sea Captain	\$60
Brewmaster	\$125
Gambrinus	\$250

Pabst Grand  
Circle \$500+



## Benefits

- Free admission
- Gift Shop discount
- Event discounts
- Christmas Gala Discount
- Heritage newsletter

... and more!

*The over \$20,000 brought in each year by our membership is an important part of our yearly revenue. Your membership contribution is vital and helps maintain and restore the Pabst Mansion. If you are not yet a member please join today. See page 8 for an application.*

## Gift Shop

The Pabst Mansion Gift Shop, located in the pavilion, offers a variety of unique gift items. All proceeds from gift shop sales help restore the Pabst Mansion. Admission is not required to visit the Gift Shop.



## SPRING EVENTS

### PROSPECT AVENUE MANSIONS

March 27, 2014 6:30pm  
Charles Allis Art Museum  
1801 North Prospect Ave.

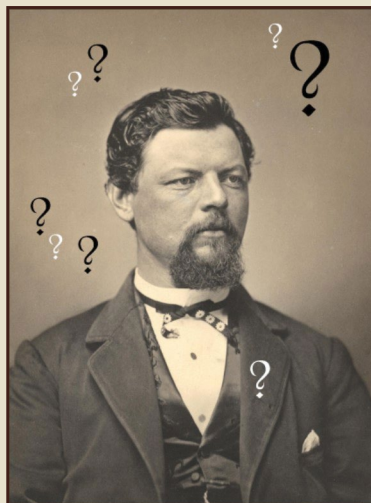
A look at the magnificent mansions of Milwaukee's Prospect Avenue and the stories they tell. Rare historical photographs presented by Pabst Mansion Senior Historian, John Eastberg, with lively discussion that is sure to follow. This lecture is funded in part by Pabst Mansion member Ray Edwards and is hosted by the Charles Allis Art Museum—one of the great Prospect Avenue mansions (1801 North Prospect Ave). Tickets online at [pabstmansion.com](http://pabstmansion.com) or by phone at 414.931.0808. *Advance ticketing only, \$15 per person.*



### PABST TRIVIA NIGHT

March 28, 2014 6-9pm

Put your trivia knowledge to the test against others with questions from our favorite topics ... Frederick Pabst, the Pabst Mansion, the Pabst Brewing Company, Milwaukee, and more. Join us in the iconic Blue Ribbon Hall at the Best Place at the Pabst Brewery (9th & Juneau). Cash bar available fully stocked with Pabst and other Milwaukee brews. Prizes for those who do the best and fun for all who participate. Ticket proceeds benefit the Pabst Mansion. Advance tickets are \$10 members and \$13 non-members. Tickets at the door are \$12 members and \$15 non-members.



### \$3 TOURS

#### - Captain Pabst's Birthday

March 28, 2014

Celebrate Captain Pabst's 178<sup>th</sup> birthday with \$3 tours for everyone. Tours start on the hour at 10, 11, 12, 1, 2, and 3. No reservations needed. A generous deal to celebrate a generous man.

## SUMMER EVENTS



### GRAND TOUR DAY

May 11, 2014 12-4pm

A full access self-guided tour of the Pabst Mansion from basement to attic and all stops in between. Tickets are \$12 adults and \$8 kids (12 and under). No reservations needed. Last entry at 3:15pm.

### \$3 TOURS

#### - Maria Pabst's Birthday

May 16, 2014

Celebrate the lady of the house, Mrs. Maria Pabst, on her 172nd birthday with \$3 tours for everyone. Tours start on the hour at 10, 11, 12, 1, 2, and 3. No reservations needed. A lovely deal to celebrate a lovely lady.

### MEMBER SWAP DAY

May 18, 2014

Are you a member of one of these great Milwaukee museums? Then maximize your benefits on this special Sunday and enjoy reciprocal free admission at these fine institutions. Simply show your current membership card at the admissions desk at each venue to be admitted free. No reservations needed. Last entry at 3:15pm.

*Pabst Mansion | Harley-Davidson Museum | Betty Brinn Children's Museum  
Grohmann Museum | Milwaukee Art Museum | Milwaukee Public Museum  
Discovery World | Villa Terrace and Charles Allis Art Museums*

### A FINE TIME FOR WINE

June 20, 2014 6-8pm

A summer wine tasting on the Mansion's front terrace—what could be better? Wines personally selected by Downer Avenue Wine and Spirits, chocolates made right here in Milwaukee by Buddy Squirrel, and new this year will be food sampling provided by a “uniquely” Milwaukee restaurant. Tickets are \$30 for members and \$35 for non-members. All advance tickets are \$5 off!



## Special Event Calendar

### A PBR WEEKEND

8/23/14 & 8/24/14

### FALL FESTIVITIES

- OCTOBER -

10 Retro Beer Night  
6-8 pm

11 Pabst Mansion Food Drive  
10-4 pm

12 Grand Tour Day  
Noon-4 pm

### GRAND AVENUE CHRISTMAS

11/14/14 – 1/5/15

### TWILIGHT TOUR

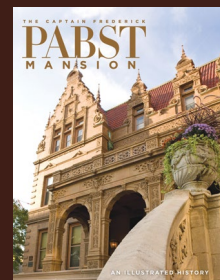
11/28/14 & 12/19/14  
5-7 pm

*For tickets visit  
[www.pabstmansion.com](http://www.pabstmansion.com)  
or call (414) 931-0808.  
Events subject to change.*

## The Book

The Captain Frederick Pabst Mansion Illustrated History by John C. Eastberg is available online or in the gift shop for \$49.95.

- 9 x 12 hard bound book
- over 270 pages
- 235 color images
- 150 historic photos





## Mansion Highlights

### Rentals

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The Pabst Mansion offers a unique and elegant setting for special events.

### Group Tours

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Docent led and self-guided group tours are available for groups of 15+ at special discount rates by booking in advance. Ask about:

- ~ Group Tours
- ~ Behind-the-Scenes
- ~ Holiday Tours
- ~ Scout Programs
- ~ School Groups
- ~ Other Area Attractions

### Volunteers

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The Pabst Mansion always has a variety of volunteer openings including docents, gift shop, and events. If you would like to find out more about volunteering, contact Josh at (414) 931-0808.

### Lectures

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Let us bring the Pabst Mansion to you! The Pabst Mansion offers fascinating presentations for groups, clubs, societies, schools, and more. Offer a refreshing change to your group's next gathering. Call (414) 931-0808 or visit [pabstmansion.com](http://pabstmansion.com) for details!

## Silver Trophy

On December 17, 1913, Gustave Pabst, eldest son of Captain Frederick and Maria Pabst, presented a silver trophy to the winner of the best pair of Heavy Harness Horses at the Milwaukee Riding Club Horse Show. Fast forward 100 years later, and that very silver trophy is now in the collection of Ray Edwards, Pabst Mansion member and history lover.

To commemorate the 100<sup>th</sup> anniversary of the award Ray spent a few hours at the Mansion on December 17, 2013, to share the special piece with the staff over lunch, guests visiting the Mansion that afternoon, and members of the Mansion's Volunteer Council.

*Many thanks to Ray for a great day!*

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## Remembering Pat Hubbard

It was with regret that we learned that one of our benefactors, Pat Hubbard, had passed away on December 7, 2013. Pat Hubbard was a great-granddaughter of Mrs. Pabst's sister, Lisette Schandein, and had lived her entire life in Buffalo, New York. Pat, who was born on March 17, 1933, was given the name of Claire-Lisette—both family names, but since she was born on St. Patrick's Day, she was also given the nickname "Pat" and that was how she was known. A chance meeting of John Eastberg and Peter Arvedson, who had known Pat in Buffalo, led to Pat's donation of twenty-three boxes of porcelain, silver and glassware to the Pabst Mansion. She made her only visit to Milwaukee in May of 2005 and was thrilled to see her family treasures exhibited on the Pabst Mansion's dining room table and in the butler's pantry. Pat thought the world of the Pabst Mansion and especially our volunteers, of whom she always asked about in her frequent telephone calls. A final bequest of furniture from Pat will arrive later this year and will be installed in Elsbeth's room. Pat's generosity and kindness towards the Pabst Mansion will be greatly missed by all of us.



## Postcards of the Past

### *...an unexpected find*

Last December, we discovered in several online auctions, a collection of Pabst family postcards had been placed on the open market. After further investigation, it became apparent that this was a collection of cards that had once belonged to Gustave Pabst Jr. when he was a boy. Dating from 1907-1913, the postcards record small conversations among the Pabst family and their friends as they traveled throughout Europe in the years leading up to World War I. Of special interest to us, were several dozen cards sent by Elsbeth Pabst while she was in boarding school in Switzerland. The cards were purchased at a Florida rummage sale before finding their way online. Fortunately for posterity, the Pabst Mansion was able to acquire all 163 cards for our archives, so that these pieces of history will be preserved in their entirety.



*Plymouth Aug. 13, 1907  
With fond remembrances  
G. Trentanove*

(Postcard artist: Karl von Eckenbrecher. Also responsible for a painting in the Pabst Mansion's music room.)



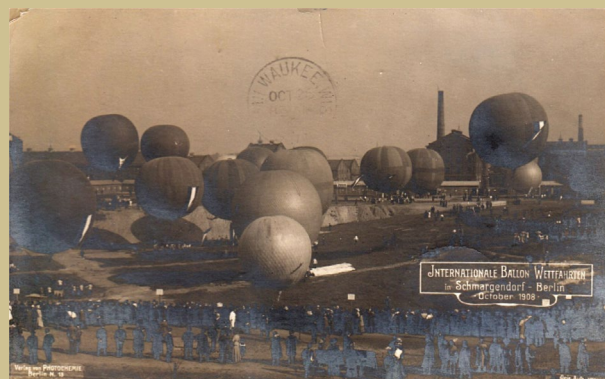
John C. Eastberg  
Senior Historian

Mr. & Mrs. Gustave Pabst  
416 Terrace Ave  
Milwaukee Wisconsin  
U.S. America

*Today we were in Cascais and Estoril and saw the devil's hole. It is a most wonderful spot. In 14 days from now we hope to be home and I am already rejoicing for the time to come. Best regards to you from Tante and write much.*

*Love to all I remain as ever your  
Elsbeth.*

*Internationale Ballon Wettfahrten  
In Schmargendorf - Berlin  
October 1908*







## PABST GRAND CIRCLE



*The Robert Uihlein Mansion*

6.5.14 6:00pm

Please join us .

- Drinks and hors d'oeuvres
- History of Schlitz and the Robert Uihlein Mansion by Pabst Mansion senior historian John Eastberg.

We hope that you can join us for this special evening, graciously hosted by Jennifer and Joseph Tate!

For information and reservations call John or Dawn at 414.931.0808.

## ***Farewell to the Homeland***

Abschied von der Heimat

*Wilhelm Koller, Austrian, (1829-1884)*  
1853

Farewell to the Homeland is one of the few Victorian narrative paintings owned by Captain and Mrs. Pabst. The canvas depicts several groupings of passengers on a ship beginning their voyage to a new country. Some passengers show great sadness and fear while others emote happiness even sharing a drink while quite literally looking forward. The painting is from the early period of their collecting, and in fact being done in 1853 was less than a decade after Captain and Mrs. Pabst's emigration to the United States from Germany in 1848 and 1844 respectively. It no doubt held a special meaning to them.



*Conservation of this huge 5' x 4' painting was recently completed and was made possible from generous contributions by the Antiquarian Society of Wisconsin and our very own Volunteer Council.*

## History Repeating Itself



2013



1999

Max and Allie Parmentier,  
great-great-grandchildren  
of Captain and Mrs. Pabst,  
flank a bust of their ancestor.

We love our Heritage Newsletter

but if you want all the latest  
information like this posting,  
our facebook pages have it first.  
So why wait...

'Like' the Pabst Mansion  
'Friend' Frederick Pabst



## VOLUNTEERS

This past year has seen our volunteers really getting out and exploring the Milwaukee area, increasing their local knowledge, and finding time to get to know each other even better. Organized by our Volunteer Council, there are new places being explored nearly every month!

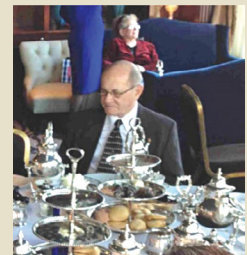
Recent excursions...

- A tour of the Layton Art Gallery collection at the Milwaukee Art Museum
- A luxurious high tea at Blu in the Hotel Pfister
- A tour of the Buddy Squirrel Factory - finishing off with delicious samples

Coming in 2014...

- The annual Volunteer Reunion in March
- An outing to Oshkosh for the "Suffrage in Sawdust City" re-enactment
- Behind-the-Scenes tours of the Pabst Theatre and the Charles Allis Art Museum
- A visit to the Kneeland-Walker House
- The annual Volunteer Recognition Lunch

Josh Fundell  
Volunteer Coordinator  
414.931.0808 x111



## TOP 5 PABST MANSION STORIES FROM 2013

- Completed restoration of the Master Suite ceiling.
- Grand Circle trip to Chicago in celebration of the 1893 Chicago World's Fair.
- Return of several original items to the Pabst Mansion: two paintings, library desk, oak silver chest, and Mrs. Pabst's traveling trunk.
- Publication of the Pabst Mansion's new art guide.
- Creation of a Pabst Mansion short film that can be seen by one and all on our website.



Captain Frederick Pabst Mansion, Inc.  
2000 West Wisconsin Avenue  
Milwaukee, WI 53233-2043

414-931-0808 P 414-931-1005 F  
WWW.PABSTMANSION.COM



ADDRESS SERVICE REQUESTED

March 28, 2014

PABST TRIVIA NIGHT

???

Details pg. 2

## MEMBERSHIP

*Yes, I want to be a member of Captain Frederick Pabst Mansion, Inc.!*

- |  |   |
|--|---|
| <input type="checkbox"/>  Pabst Grand Circle \$500+ | <input type="checkbox"/> Gambrinus \$250  |
| <input type="checkbox"/> Brewmaster \$125  | <input type="checkbox"/> Sea Captain \$60 |
| <input type="checkbox"/> First Mate \$40   |   |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Amount \$ \_\_\_\_\_

CC# \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signed \_\_\_\_\_ E-Mail \_\_\_\_\_

*I am currently a member but would like to make an additional contribution to the Mansion. Enclosed is my contribution for \$\_\_\_\_\_.*

Detach and mail to: Pabst Mansion  
2000 West Wisconsin Avenue, Milwaukee, WI 53233

### HOURS/ADMISSION

Monday – Saturday 10am - 4pm  
Sunday noon - 4pm

Tours at: 10, 11, 12, 1, 2, 3

(Closed Wednesdays mid-Jan. – Feb.)

Adults: \$9  
Seniors/Students: \$8  
Children ages 6-17: \$5  
Under 6 years of age: Free

### CHRISTMAS SEASON

(mid-Nov. – mid-Jan.)  
Monday – Saturday 10am - 4pm  
Sunday noon - 4pm

Guided and self guided tour options.

Adults: \$10  
Seniors/Students: \$9  
Children ages 6-17: \$6  
Under 6 years of age: Free

Prices and hours subject to change.

Located on 20th  
and Wisconsin Avenue.  
Limited parking is available.  
Wheelchair accessible.