

NOVEMBER 2019

**HERITAGE** is the 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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## Layers of a Portrait: Archival Finds and Newfound Perspectives

A year ago, in early October 2018, we received an e-mail from Dr. Frederick Pabst Wurlitzer asking if we would be interested in a series of scrapbooks that had been organized by his mother, Pauline Pabst Wurlitzer. Pauline was the only daughter of Ida and Frederick Pabst, Jr.'s seven children and one of the eldest grandchildren of Captain and Mrs. Pabst. We had no idea the treasure trove that was about to be shared with us, as held within these eleven scrapbooks were hundreds of photographs, including some of the oldest known images of the Pabst and Uihlein families as well as other historic materials and documents.

Over three decades earlier, Dr. Wurlitzer had bestowed on the Pabst Mansion a set of the original 1897 photographs taken of the Mansion's interior. Those photographs have proven to be invaluable, allowing us to complete so much restoration, as well as enabling us to identify hundreds of furnishings, objects and paintings that were part of the Mansion's original interior. These scrapbooks are just as important for the history of the Pabst family, as they span over one hundred years and five generations. Late this summer, we took possession of the scrapbooks and are now just beginning the insightful process of making connections, utilizing the scrapbooks to better inform us about other objects and histories.

Case in point, since the *Pauline Pabst Wurlitzer Scrapbook Collection* has come into the Archive, we have found ourselves again and again doing a little jump of excitement when we come across images that shine new light on objects long-known at the Mansion. One such example is a photo of Harald Pabst taken in 1924 by prominent San Francisco-based photographer Arnold Genthe (1869-1942), which shows a photographic counterpart to the portrait painting of him by the renowned artist Jean McLane (1878-1964) completed in the same year. To see the child in the same setting from the perspectives of two artists, one working behind a camera lens and the other through a painterly eye, brings a greater appreciation of both and makes one wonder more deeply what exactly each drew from the young subject.

We look forward to many more discoveries from these scrapbooks and extend our deep gratitude to Dr. Wurlitzer for sharing these important documents with us—a true gift to future generations of the Pabst family and our visitors.



*Painting of Harald Pabst by Jean McLane (American, 1878-1964), 1924. On loan from Joyce and H. Nicholas Pabst.*

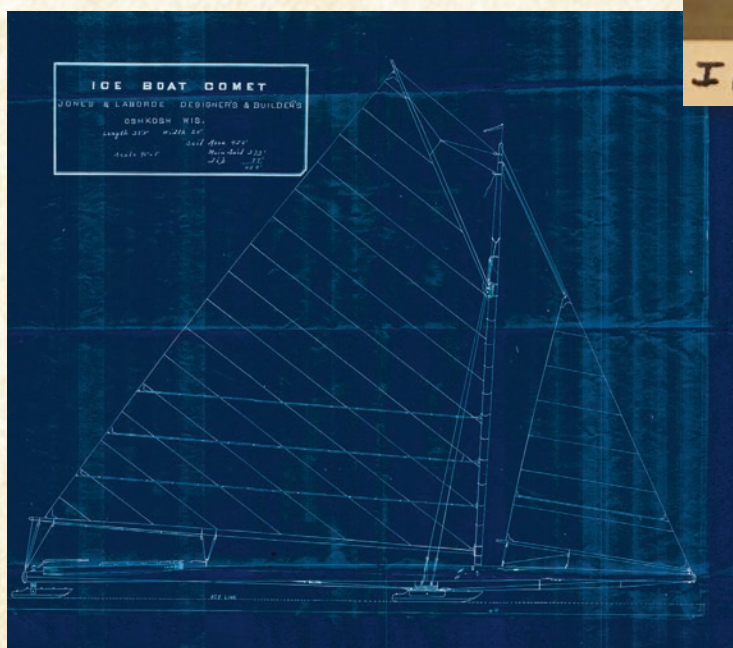


*Photograph of Harald Pabst taken by Arnold Genthe (German, 1869-1942), 1924.*



## Sails on Skates: An Iceboat for Frederick Pabst, Jr.

Frederick Pabst, Jr. clearly shared his father's love of the water, no matter the state or season. At the turn of the 20th century, Fred ventured to see how his summer sailing skills fared in the Wisconsin winter. The Pabst Mansion Archive's *Frederick Pabst, Jr. Letterboxes Collection* contains materials pertaining to the iceboat 'Comet' (recalling the name of his father's steamship), an ice yacht crafted by the company Jones & LaBorde of Oshkosh, WI in 1901. In correspondence dated November 18, 1901, which accompanied a blueprint of the vessel, J.H. Jones penned: 'We have taken great care in constructing "Comet," and feel satisfied that we have turned out a Boat, both for speed and appearance, which cannot be exceeded'. While the blueprint and correspondence were themselves intriguing, a photograph was not present in the



collection to showcase the finished product. Therefore, it was with great enthusiasm that images of the craft from 1909 were discovered in the recent acquisition of the *Pauline Pabst Wurlitzer Scrapbook Collection*.

Photographs and written descriptions of the 'Comet' show it to be a sleek, handsome boat comprised of silk sails, oak beams and sharp skates. Sailing on ice is similar to sailing on water in the sense that the boat is sailed close-hauled and on the wind; however, the physics behind ice sailing allow the craft to travel up to five times faster than wind velocity, meaning speeds



(Above) Photograph of the iceboat 'Comet', 1909.

(Left) Blueprint of the iceboat 'Comet' drafted by Jones & LaBorde, C. 1901.

greater than 70 miles per hour can be reached. Thus, the sport may only be palatable for those who seek a frigid thrill.

The exact origins of 'ice yachting' remain rather nebulous. Engravings reveal ice sailing was prevalent in the Netherlands during the 17th century, and records indicate that near the end of the 18th century the Dutch brought their iceboat technology to the Hudson River Valley, where the sport of ice sailing developed in the United States. Oliver Booth began building iceboats at Poughkeepsie as early as 1790, and the vessel and sport continued to grow in popularity and refinement throughout the 19th and 20th centuries. While races on the Hudson in the East received the most press in the sport's formative years, Wisconsin too developed ice yachting enthusiasts. An article in the *Oshkosh Northwestern* from January of 1902 remarks, 'It is estimated that all the way from 160 to 200 boats of all classes are owned and sailed by the several clubs of the state'. Since this time the sport has only grown, and iceboating remains a uniquely northern sport with Wisconsin serving as an iceboater paradise.

*Please contact the Pabst Mansion for sources.*



## Picture Perfect: Simon L. Stein and the Pabst Family

One of the favorite holiday gift-giving traditions of the late 19th century was the exchanging of photographs. A still relatively new technology, photographs were viewed as a sentimental gift that could be framed or placed into an album of other cherished photos. The Pabst family had an early interest in photography and the Pabst Mansion is indeed fortunate to house hundreds of photographs that capture the family during the 19th century. The family's penchant for having their likeness captured on a regular basis was fostered by their long association with Simon L. Stein, Milwaukee's leading society photographer.

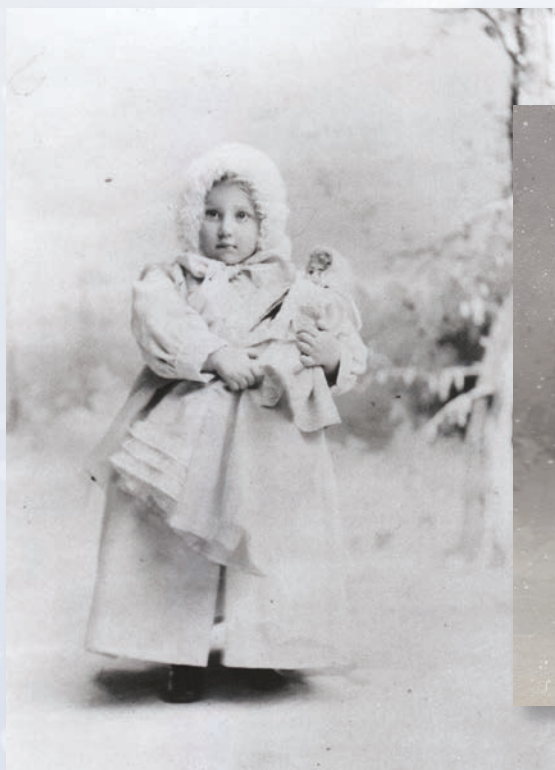
Stein was born in Marienbad, Germany in 1854 and emigrated to America in 1866, settling in Chicago. It was in the Windy City that he was introduced to the profession of photography as a young boy and worked under early Chicago photographer A. J. Larson. The following decade, Stein moved to Milwaukee and found employment with Hugo Broich, who had a studio at Third Street and State. Several of the earliest photographs in our collection come from the Broich Studio where the Pabst family first made



*S. L. Stein, C. 1895*

the acquaintance of Mr. Stein. By 1879, Stein had assumed the studio of his employer and officially opened the business under his name. For the next four decades, the photographs produced from the studio of S. L. Stein were considered among the finest in the city. Without exaggeration, he was widely known across the county and internationally, winning awards for his work in addition to serving as the president of the Photographers' Association of America at the turn of the 20th century.

Among Stein's many skills were his ability to create special effects by altering the glass plate negative on which the image was captured. For the holidays, Stein used a technique of placing small specs of retouching paint on the glass negative and when it was finally printed, it gave the charming effect of the subject of the photo being outside in the snow. We have two of these photos in our collection, one of Captain and Mrs. Pabst's daughter-in-law, Ida Uihlein Pabst and the other of Mrs. Pabst's sister's grandson, Reinhard Heyl. Through other techniques of lighting, Stein could convey a frosty atmosphere, as seen with the image of Elsbeth Pabst, bundled up like a Victorian snow baby. These are just a few of the amazing photos that we have in our collection, highlighting the skill and creativity of one of America's great photographers and his relationship with a family that enthusiastically patronized him for two generations.



*Elsbeth Pabst, C. 1894*



*Reinhard Heyl, C. 1894*



*Ida Uihlein Pabst, C. 1907*





# Celebrate the Holiday Pabst Mansion



## Christmas at the Pabst Mansion

**Dates:** November 21, 2019 • January 5, 2020

**Tickets:** Visit [pabstmansion.com](http://pabstmansion.com)

One of Milwaukee's Grandest Holiday Traditions—Christmas at the Pabst Mansion! Be part of the generations of families who have come to the Mansion to bask in the splendor of the holiday decorations!



## Light-Up Night

**Date & Time:** November 20th • 5 PM - 7 PM

**Tickets:** \$25 for Members; \$40 for Non-members; *Members at \$250 plus levels attend free of charge.*

*Please call 414.931.0808 to RSVP.*

Start your holiday season with Light-Up Night, where you will be able to witness the official unveiling of *Christmas at the Pabst Mansion*. Saunter through each uniquely decorated room while nibbling on a selection of hors d'oeuvres and sipping champagne, a Pabst Brewery & Taproom special release beer and Twisted Path Distillery's chai eggnog.

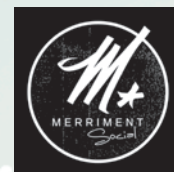


## Twilight Tours

**Dates & Times:** November 29th & 30th, December 6th, 13th, 20th, 21st & 23rd • 5 PM - 7 PM

**Tickets:** \$17 for Adults; \$10 for Children (6-15); Children under 6 are Free

Our Twilight Tours are extra bright this season with select tours featuring local Milwaukee crafters to showcase and sell their specialty products. You'll find delicious stocking stuffers with Addicting Pretzels on **December 6th**, a selection of sweet treats from Cream City Caramels & Confections and warming chai eggnog and hot chocolate cocktail samples provided by Twisted Path Distillery on **December 20th**, and all the classic holiday cookies you know and love provided by Third Coast Provisions/Merriment Social Pastry Chef Jonna Zaczek on **December 21st**. Faith Ann Givings will also join us on the evening of **December 21st** to sell her hand-crafted ceramic ornaments.





# oliday Season at the Mansion



## Paper Ornament Class

**Date & Time:** December 1st

12 PM - 4 PM

(last participants admitted at 3:30 PM).

**Tickets:** Free with paid tour admission.

Registration not required.

Is your tree a little sparse? In need of a touch more cheer? Drop in to make vintage holiday paper ornaments!



## Cookie Decorating Class

**Date & Time:** December 22nd • 12 PM - 1:30 PM  
and 2 PM - 3:30 PM

**Tickets:** \$25

Pastry Chef Jonna Zaczek will be back at the Mansion to show you how to ice your favorite holiday cookies like a pro. Learn her tricks of the trade during this hands-on course where substantial taste testing is strongly encouraged! Class space is limited, advance ticket purchase required.

## MUSEUM STORE SUNDAY

BE A PATRON

## Museum Store Sunday

**Date & Time:** December 1st

10 AM - 5 PM

Museum stores across Milwaukee will be participating in Museum Store Sunday, a one-day event that celebrates museum stores and the institutions they support. Stop by the Mansion to receive \$2 off admission with museum store purchases of \$15 or more and a complimentary gift with shop purchases of \$50 or more!

## Save the Date, or Week Even!

**Milwaukee Museum Week** is coming up quick, and the Pabst Mansion is busy planning fun and enriching special programming for you, your family and friends! Join us here at the Pabst Mansion **January 19th - 25th**. More details to follow on our website. Stay Tuned!

## Many Thanks to:

CHRISTMAS AT THE PABST  
MANSION TITLE SPONSOR:

MEDIA SPONSOR:



wisn.com



BMO



TWILIGHT TOUR SPONSOR:







## SHOP LOCAL *Shop the Pabst!*

### Ornaments

A vast array of ornaments from traditional Christmas themes to beer mugs and cheese.

Prices from \$7.95-\$24.99



### Stocking Stuffers

Some of our best-selling small items make wonderful stocking stuffers and office gift exchange presents! Great values \$.75-\$.95



### Wearables

Apparel for all seasons in a variety of hats, T-shirts, sweatshirts are available. Prices from \$3.95-\$29.95



### Glassware

Lovers of Pabst Blue Ribbon beer will find the familiar logo on many different types of glassware and drinking accoutrements. Prices from \$5.95-\$9.95



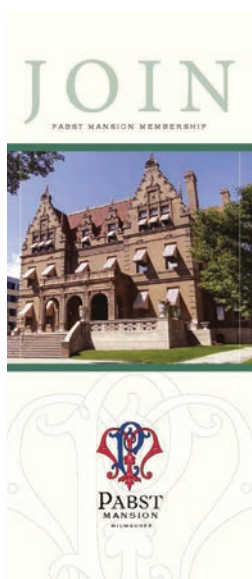
*For a more in-depth look at a wider selection of items, please visit our website at [pabstmansion.com](http://pabstmansion.com) or in person to the Pabst Mansion gift shop at 2000 West Wisconsin Avenue*

# GIVE THE GIFT OF MEMBERSHIP

Give the gift of membership this holiday season! Your gift membership also contributes to the preservation and restoration of this historic Milwaukee landmark!

Membership in the Pabst Mansion includes the following benefits:

- Allows for free admission to the Pabst Mansion, anytime of year
- 10% discount in the Pabst Mansion gift shop
- Subscription to our *Heritage* newsletter
- Invitations to special events
- Membership at the Pabst Grand Circle and Comet levels allow for renting the Pabst Mansion for your own private event at ½ the price—contact Dana Hansen for more details on this great perk of membership!
- **NEWEST FEATURE OF MEMBERSHIP:** Join or renew at the Brewmaster level [\$125] or above and you will automatically be enrolled in NARM [North American Reciprocal Museum Association]. This enrollment automatically provides you access to free admission and discounts to over 1,000 arts, cultural and historical institutions across the United States, Canada and Mexico through the North American Reciprocal Membership (NARM) Association.



## Special Holiday Season Membership Promotion

Spread your love of the Mansion!

Join or renew at the **Beer Baron** level or above and receive a free **Blue Ribbon membership** to gift to someone special on your list!

Promotion valid through January 5, 2020.



# MEMBERSHIP

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

- |                                       |         |                                      |       |
|---------------------------------------|---------|--------------------------------------|-------|
| <input type="checkbox"/> Comet        | \$1,000 | <input type="checkbox"/> Brewmaster  | \$125 |
| <input type="checkbox"/> Grand Circle | \$500   | <input type="checkbox"/> Blue Ribbon | \$60  |
| <input type="checkbox"/> Beer Baron   | \$250   | <input type="checkbox"/> First Mate  | \$40  |

Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Please make checks out to Pabst Mansion. To pay securely by credit card, visit [www.pabstmansion.com/shop](http://www.pabstmansion.com/shop)

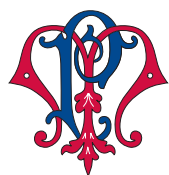
☐ I am interested in volunteer opportunities, please contact me.

*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





PABST  
MANSION  
MILWAUKEE

CAPTAIN FREDERICK PABST MANSION, INC.  
2000 WEST WISCONSIN AVENUE  
MILWAUKEE, WI 53233-2043

414-931-0808  
WWW.PABSTMANSION.COM



## Extra, Extra! Read More About It!

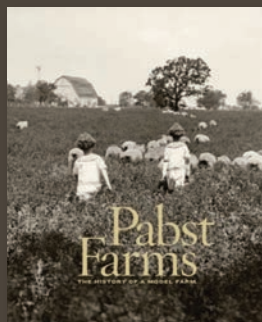
*The Captain Frederick Pabst Mansion*, an illustrated history by John C. Eastberg, is available online or in the Museum Shop for \$49.95.

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



*Pabst Farms: The History of a Model Farm* by John C. Eastberg, is also available online or in the Gift Shop for \$35.95.

- 7.75 x 9 hard bound book
- 348 pages
- 350 color and B&W photos



## HOURS/ADMISSION

### REGULAR SEASON

Monday-Saturday 10am-4pm • Sunday Noon-4pm

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

Closed Wednesdays mid-Jan. - Feb. and Easter

Adults: \$14 • Seniors/Students/Military: \$12

Children ages 6-15: \$8

Under 6 years of age: Free

### CHRISTMAS AT THE PABST MANSION

November 21, 2019 - January 5, 2020

### SELF-GUIDED TOURS

Monday-Saturday 10am-4pm • Sunday Noon-4pm

Last Entry 3:15pm daily

Christmas Eve, New Year's Eve 10am-2pm (last entry 1:15pm)

Closed Thanksgiving, Christmas, New Year's Day

Adults: \$14.50

Seniors/Students/Military: \$12.50

Children 16 and under: Free

*Prices and hours subject to change.*

Located on 20th and Wisconsin Avenue.

Limited parking is available. Wheelchair accessible.