

APRIL 2023

HERITAGE is the newsletter for 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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PABST AND THE PRESERVATION OF WISCONSIN'S SACRED LANDSCAPES

BY DAVID ZEH

After Captain Pabst passed away on New Year's Day in 1904, there was an expectation that his two sons, Gustave and Frederick Jr., would inherit the brewery and continue the legacy that their father created. However, with Gustave and Fred's differing views on business matters, and Fred's admiration of an agrarian lifestyle, the younger brother decided to take a different path. On March 20, 1905, Fred announced that he would be stepping down from his position as vice president of the Pabst Brewing Company to pursue a career in scientific agriculture.

From 1906 to 1907, Fred purchased over fourteen hundred acres from a number of farmers with plans to create a "model farm" in Oconomowoc, WI. One of the farms previously belonged to Jacob Regula, whose family owned the property since 1838. While most referred to the property as the Regula Farm, others called it by a different name, "Mound Hill Farm." Before European settlers began cultivating the land, the farm contained twenty-one mounds that were constructed by Native Americans nearly one thousand years earlier. The mounds at Regula Farm were made in various shapes and sizes, including conical, oval, linear, and effigies.

Effigy mounds are mounds designed in the shape of an animal such as a bird, panther, bear, snake, or lizard. Primarily found in present-day Illinois, Minnesota, Iowa, and Wisconsin, their creation reached peak popularity during the Late Woodland Period (400-1100 CE). The Indigenous peoples of Wisconsin constructed more mounds than any other group during this period and anthropologists of the twentieth century believed that the ancestors of the Ho-Chunk constructed these effigy mounds in various sizes and shapes to serve both religious and ceremonial purposes.

Fred Pabst, Jr. relaxing on a summer day at Pabst Farms

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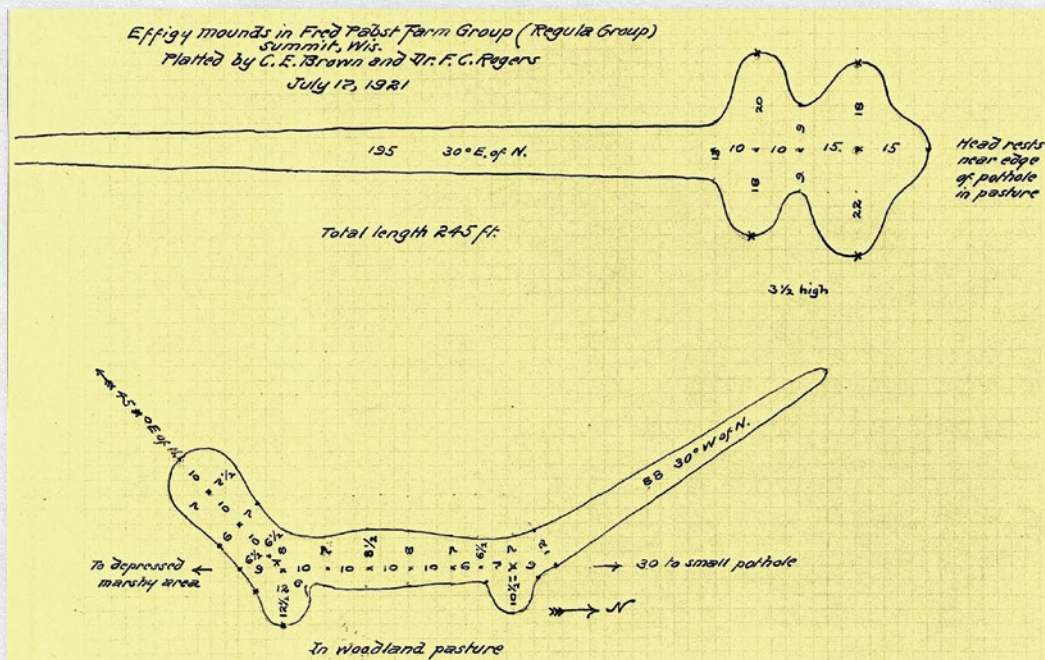
PABST AND THE PRESERVATION OF
WISCONSIN'S SACRED LANDSCAPES *continued from page 1*

The Indigenous peoples of Wisconsin constructed each mound with respect to the land and resources that were extracted from a specific region. The dirt and soil that was typically used in mound construction was gathered by using small hand tools and antlers, leaving no trace or scar on the landscape. Most effigy mounds were built in harmony with the land, which meant the mounds were placed in such a way that they would contour the natural landscape around them. In fact, some of the mounds blend in with the landscape so well that it is often difficult to find or see them.

Wisconsin's first formal archaeologist, Dr. Increase Lapham, began locating and recording archaeological sites in Waukesha County as early as 1836. Lapham's work was mainly confined to recording Indigenous mound groups in Summit, Merton, Pewaukee, Vernon, Milwaukee, and Muskego. Lapham would later mention the mounds found on the Regula

Farm in his book, *The Antiquities of Wisconsin*, which the Smithsonian published in 1855.

When more Europeans began settling in the region in the mid-19th century, many of these once sacred lands were destroyed both out of curiosity and to make way for their style of farming. Shocked by the level of destruction, archaeologist and founding member of the Wisconsin



(Above right) Effigy mound platting from 1921. Image courtesy of Effigy Mounds Initiative (Below) A Regula mound taken at Pabst Farms in 2021. Image courtesy of Effigy Mounds Initiative



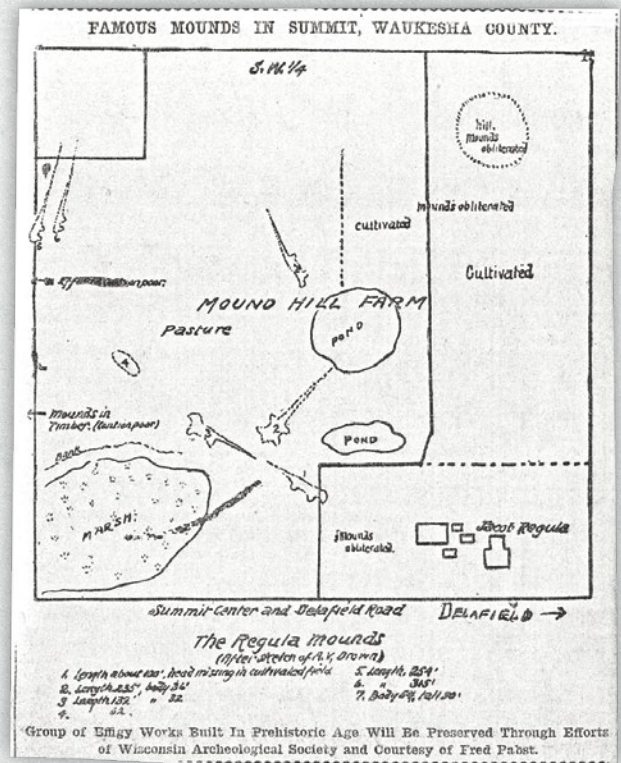
Archaeological Society, Charles E. Brown, advocated that mound preservation should be the group's top priority. In 1893, a party of Delafield students excavated a conical mound near one of the barns on Regula Farm and found human remains and charcoal at its base, and when Brown arrived at the Regula Farm in 1905, Mr. Regula told him that some of the mounds had already been destroyed. Luckily, many of the effigy mounds on the property remained intact including three panthers, two lizards, and a turtle mound. The farm also contained one of the most unique panther mounds in the state and obtained the local name of the "Horse."

On July 17, 1921, Brown and Dr. F.C. Rogers platted the remaining effigy mounds on the property, which was then owned by Fred Pabst, Jr. Shortly after their visit, Brown wrote a letter to Pabst urging him to help the Wisconsin Archaeological Society preserve the remaining effigy mounds on his farm. According to a local article from 1923,

"Mr. Pabst's reply was such as to insure the preservation of the mounds and to give hope for their restoration." The article also notes that Pabst was known to be "interested in the preservation of unique relics from a past age in Wisconsin." Eventually, the 1985 Burial Sites Preservation Law would ensure the protection of all burial sites on public and private lands throughout Wisconsin. While this crucial step has helped protect the mounds for nearly four decades, without the voluntary cooperation of people like Fred Pabst, Jr. who respected these sacred sites before the law was passed, many of these effigy mounds would not be here today.



Regula Mound Group from above. Image courtesy of Effigy Mounds Initiative
Clipping from a news article in 1923 referencing the mounds



PRESERVE EFFIGY MOUNDS

Fred Pabst Makes Concession to Wisconsin Archeological Society on Regula Farm Near Delafield.

GROUP LOCATED BY DR. LAPHAM

Through the effort of the Wisconsin Archeological society and the courtesy of Fred Pabst the excellent group of mounds on the Regula farm in the town of Summit, Waukesha county, about one mile west of the Nemahbin lakes, will be preserved. This group, which has long been known as the Regula or Mound Hill farm group, is one of the best and most extensive groups of effigy mounds in Wisconsin, ranking probably next to the famous Craw-

fordsville or Dewey group in the town of Vernon, Waukesha county.

At one time this was the center of an extensive group of mounds of various shapes but through cultivation most of those in the plowed lands have become obliterated. There now remains six effigy mounds and one oval. The group is located on the sloping banks of what was once an arm of Otis lake. All of these though somewhat excavated are in a fair state of preservation, except one panther mound, the head of which has been badly wrecked by the plow. There is in this group three panthers, one turtle and two lizards, ranging from a total length of 315 feet down to a length of 132 feet. The shapes of the effigies are distinct and the mounds form a striking view from the

Summit Center and Delafield road.

This group was first located by Dr. I. A. Lapham in about 1855 and was later carefully surveyed and platted by A. V. Drown. The accompanying illustration after Mr. Drown's sketch gives a good idea of the group.

This farm was recently purchased by Mr. Pabst and as he is known to be interested in the preservation of these unique relics of a past age in Wisconsin. Secretary Charles A. Brown of the Wisconsin Archeological society wrote Mr. Pabst calling his attention to this group and asking that it not be further destroyed. Mr. Pabst's reply was such as to insure the preservation of the mounds and to give hope for their restoration. While this group has long been known to and frequently visited by students, like many of the archeological features of Wisconsin it has been inaccessible being out of the ordinary line of travel. Now that the new Oconomowoc electric line runs within about a half mile of them, they will undoubtedly become a center of attraction to those interested in Wisconsin antiquities.

UPCOMING SPECIALTY TOURS & EVENTS



FLORAL REFLECTIONS: IKEBANA AT THE PABST MANSION

April 28 – May 1

Self-guided tours daily, 10am-4pm

Tickets: Adult: \$18, Senior/Student/Military: \$16,
Child (6 & over): \$10, Child (5 & under): Free, Member: Free

The Pabst Mansion has partnered with the Milwaukee chapter of Ikebana International to synthesize the beauty of the Mansion and the art of Japanese floral arrangements. Over twenty ikebana displays will be positioned throughout the historic home to express the symbolic qualities of each floral element while also drawing upon the aesthetic, history, and design of the Pabst Mansion. By interpreting the past, present, and that which flows between through these meditative floral compositions, visitors are invited to reflect not only on this home and the family that once inhabited it, but also their own connections to the wider space and place around them.

All tours are self-guided, there will be both Pabst Mansion docents and ikebana artists present each day.

Live ikebana demonstrations will take place on April 28-30 at 11am. There is no additional cost for viewing demonstrations.

AN IKEBANA EVENING

Saturday, April 29 - 5pm-7pm

Tickets: Adult: \$23, Senior/Student/Military: \$21, Member: \$5

Grand Circle & Comet level memberships receive two complimentary tickets (must RSVP)

Tour *Floral Reflections: Ikebana at the Pabst Mansion* the evening of Saturday, April 29 to immerse yourself in flowery splendor. This special evening tour invites guests to take in the Japanese floral exhibition, which includes over twenty ikebana displays positioned throughout the historic home in the spaces which inspired their design, while enjoying traditional live Japanese music and floral-inspired cocktails.

Be transported by both sights and sounds from 5:30pm-6:30pm when Tokiko Kimura of the Ikura School plays her koto, the plucked half-tube zither that is the national instrument of Japan.



BEHIND-THE-SCENES TOURS

Sundays, May – September, 1:30pm

Tickets: Adult: \$28, Senior/Student/Military: \$26, Child (6-17): \$18,
Members: \$13

Behind-the-Scenes Tours are back! Ever wonder what's beyond a classic Pabst Mansion tour? Here is your chance to explore the areas behind the ropes and closed doors. This in-depth look at the home, all the way from the basement to the attic, is for those who just want to see it all!

**Please note this tour lasts approximately two hours and involves stairs, uneven floors, narrow doors, and constant standing/walking.*

OYSTERS AND BUBBLY...

Bubbly Pabst Blue Ribbon That Is

The Albert King painting *Pabst and Oysters on the Half Shell* has now been hung in the Boys' Library! King was commissioned to create two renderings of the scene in the painting (one with a bottle opened and poured, and one without). While the original work now on display at the Pabst Mansion is that with the two unopened bottles, the version with one opened bottle was widely used in advertising in the 1890s after the name Pabst Select was changed to Pabst Blue Ribbon.

Albert King (American, 1854-1945), Pabst and Oysters on the Half Shell, c.1898



MEMBERSHIP

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

- | | |
|---------------------------------------|---------|
| <input type="checkbox"/> Comet | \$1,000 |
| <input type="checkbox"/> Grand Circle | \$500 |
| <input type="checkbox"/> Beer Baron | \$250 |
| <input type="checkbox"/> Brewmaster | \$175 |
| <input type="checkbox"/> Blue Ribbon | \$95 |
| <input type="checkbox"/> First Mate | \$50 |

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City _____ State _____ Zip _____
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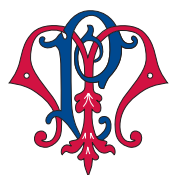
Please make checks out to Pabst Mansion. To pay securely by credit card, visit www.pabstmansion.com/shop

☐ 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

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*Coffee with a feel of
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Shop local with
Pabst Mansion's
private label coffee
from Milwaukee's
Vennture Brew Co.
A balanced coffee
with hints of caramel,
toffee and lemon.



PABST MANSION tours & admission

DAILY CLASSIC TOURS GUIDED

Monday-Saturday 10am, 11am, 1pm, 2pm, 3pm
Sunday 11am, 1pm, 2pm, 3pm

SELF-GUIDED

Daily noon-1pm

Adult: \$17

Senior/Student/Military: \$15

Child (6-17): \$10

Child (5 and under): Free

Member: Free

Prices and hours subject to change.

SPECIALTY TOURS

The Pabst Mansion has an array of year-round
and seasonal specialty tours.

Visit pabstmansion.com to learn more!

Located on 20th and Wisconsin Avenue.

Limited parking is available. Wheelchair accessible.