PABST MANSION
MILWAUKEE

HERITAGE

NOVEMBER 2025

HERITAGE is the newsletter for Pabst Mansion, Inc., which preserves, shares, and interprets an iconic Milwaukee home that serves as a testament to the Gilded Age. Through immersive tours, educational opportunities, and programming, Pabst Mansion, Inc. brings visitors back in time to help understand the present, sharing the story of brewing, architecture, art, and culture through the lens of the Pabst family and its impact on Milwaukee.

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Voyages of the Pabst Family

Travel and Leisure in the Gilded Age

Long before modern air travel made the world feel small, Captain and Mrs. Pabst crossed the globe, making regular trips to Germany and exploring destinations most Americans could only dream about. In a typical year, they called the Mansion home for only part of the year, spending time in the summer at their Percheron farm in Wauwatosa and the remainder of the year traveling.

Such extensive traveling was not unique to the Pabsts. In fact, the Gilded Age was a time that travel among elites became more than just vacations. It was a sign of one's wealth and status, and many would use these trips to purchase items to fill their mansions. Modern steamships, opulent hotels, and luxurious train journeys transformed the way America's elite explored the world.

By the 1890s, the practice of the "Grand Tour," once exclusive to European aristocrats, had been adapted by America's Gilded-Age upper class. These journeys, stretching from Paris to Rome and beyond, were increasingly about cultural education and social standing. As industrial prosperity grew, so did the desire among wealthy Americans to emulate European sophistication. To meet this increased demand, new ocean liners were built, with many able to accommodate 500 or more first-class passengers.

Members of high society were the world's first true "luxury travelers," with the means, time, and social incentives to demand exquisitely furnished train carriages and floating "palaces of the sea." Deluxe transatlantic liners offered rich American passengers amenities styled after European royalty — lavish staterooms, grand ballrooms, and a level of comfort fit for a king. For affluent families like the Pabsts, this new era of fast and luxurious sea travel made international cultural exploration not only possible but also highly desirable. A typical transatlantic trip could take as little as five days.

On land, realizing the new expectations of their wealthier clientele, luxury rail travel emerged with companies offering elegantly appointed Pullman cars, granting fast, comfortable journeys across Europe and America.

With travel more comfortable than ever, Captain and Mrs. Pabst spent a significant amount of time in

Entrance hall on 'SS Graf Waldersee'.

First-class dining saloon on 'SS Kaiser Wilhelm der Grosse'.

Ladies parlor on 'SS Kaiser Wilhelm der Grosse'.

Photos courtesy of GG Archives.

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Europe, particularly Germany with their family ties in the region. They visited the region so frequently that their youngest daughter, Emma, met her second husband in Germany.

Among their most remarkable journeys was a grand tour of the Mediterranean in 1894. Accompanied by their daughter Emma, the Pabsts embarked on a months-long voyage that carried them through Paris, Nice, and Monte Carlo before venturing farther afield to Cairo and the Holy Land. Christmas was spent in Cairo's bustling streets, while New Year's Day was marked in Jerusalem — experiences that underscored both the adventurous spirit and cosmopolitan outlook of Gilded Age travelers. Mrs. Pabst even rode a donkey during their excursions, while the family attended an Arabian wedding and visited ancient temples and tombs. Their journey concluded in Germany.

The Pabsts also embraced domestic travel with equal enthusiasm. In 1898, Captain and Mrs. Pabst, joined by their daughter Marie Goodrich and her husband, traveled to California to witness the launch of the USS Wisconsin. Thanksgiving that year was celebrated aboard their rail car — a uniquely American holiday observed in motion — before arriving in San Francisco on November 25th. The following day's launch ceremony was a proud moment, after which the couple extended their travels along the West Coast through the close of the year.

Like many wealthy Americans of their time, the Pabsts brought the world home with them. Their mansion became a curated reflection of their journeys, enriched with cases of imported wine, small eye-catching pieces of decorative art, and fine artworks collected abroad. These objects not only enhanced the grandeur of their home but also served as tangible markers of their place within an elite circle of globe-trotting Americans who believed travel was as essential to cultivating taste and knowledge as it was to leisure.

Pullman car interior

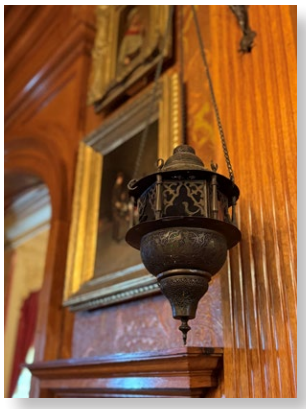
Dining car interior

'Still Life of Flowers and Strawberries' by Jean Baptiste Robie c. 1892, collected during their 1894-95 travels.

'The Little Trapper' by Herman Kaulbach c. 1890, collected during their 1894-95 travels.

Photos from the Pabsts' Mediterranean trip.

Above: Commemorative spoon from 'USS Wisconsin' launch. Right: Turkish Lamp that now hangs in the Reception Hall.



MEMBERSHIP

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

☐ Comet	$1,000
☐ Grand Circle	$500
☐ Beer Baron	$250
☐ Blue Ribbon	$125
☐ First Mate	$50
☐ Student	$25

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

Name _____

Address _____

City _____ State _____ Zip _____

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Please make checks out to Pabst Mansion. To pay securely by credit card, visit **www.pabstmansion.com/memberships**

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

The Halls are Decked for Christmas

at the Pabst Mansion

Opening Reception

November 19, 5:30-7:30pm

Tickets: *$65 member/$75 non-member*

Beer Baron level membership & above receive two complimentary tickets (must RSVP)

You are invited to an exclusive preview of Christmas at the Pabst Mansion during the official opening reception! Join us in celebrating the season during an evening of holiday drinks, hors d'oeuvres, and live music where the sparkle in the champagne matches that of the trees!

Twilight Tours

Thursdays – Saturdays, 4:30 – 7:30pm
November 28 – December 27, 2025
& January 3, 2026

Tickets: *Adult: $28, Senior/Student/Military: $26, Members: $13*

Enjoy a self-guided evening tour filled with twinkling lights, live holiday music, and festive drinks available for purchase — like glühwein and pecan whiskey cider — to bring on that cozy Christmas cheer!

Holiday Mimosa Tours

Fridays - Saturdays, 9:00am;
Sundays, 9:00am & 10am
November 21, 2025 –
January 4, 2026

Tickets: *Adult: $28, Senior/Student/Military: $26, Member: $13*

The only guided tour during Christmas at the Pabst Mansion... with a mimosa! This tour is for those wanting a guided experience during the holiday season with a little something extra. Cheers to making special holiday memories!

Father Christmas Visits the Mansion!

Sundays, 3:00 – 5:30pm
November 30 – December 21, Special Christmas Eve hours 11am-1pm

Tickets: *Adult: $22, Senior/Student/Military: $20, Child (6 & over): $15, Child (3-5): $10, Infant (0-2): Free, Member: Free*

With his walking stick and trimmed red cloak, a whimsical Father Christmas travels south to visit the Pabst Mansion each Sunday during the holiday season. Create magical memories with holiday treats, letters to Santa, and room after room of enchanting Christmas displays.

Special Thanks to our sponsors

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PABST MANSION
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Christmas
at the Pabst Mansion

Hours / Admission
November 21, 2025-January 5, 2026

Daily Self-Guided Tours
Monday-Saturday 10am-4pm • Sunday 11am-5:30pm
Last Entry 60 min. to close
Open Christmas Eve, New Year's Eve 10am-1pm
Closed: Thanksgiving Day, Christmas Day, New Year's Day
Adult: $22 • Senior/Student/Military: $20
Child (6-17): $15 • Child (5 and under): Free
Member: Free
Prices and hours subject to change.

Twilight Tours
Thursdays – Saturdays 4:30-7:30pm
November 28 – January 3
Adult: $28
Senior/Student/Military: $26
Member: $13

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