

APRIL 2024

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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Put Stock in PABST PERCHERONS



When beer and horses come to mind, it's often the illustrious Budweiser Clydesdales that steal the spotlight. However, the chronicles of beer and horses run deeper than meets the eye, intertwining with the legacy of Captain Pabst's Percherons, once the most elite draft horses in the country. Recognizing the demand for robust, dependable steeds to navigate the rigors of brewery life, Captain Pabst began investing in Percheron horses, laying the foundation for a tradition that would resonate for generations to come.

Tracing its lineage to the former Perche province in France, the Percheron breed epitomizes intelligence, vigor, and an unwavering work ethic.

Initially revered as esteemed cavalry mounts in France, these noble steeds found new purpose on American soil during the 19th century, emerging as the preeminent draft horse breed until the advent of modern machinery reshaped industrial landscapes.

Like many enterprises of the time, Pabst Brewing Company integrated draft horses into its operations, with Percherons pulling beer delivery wagons through Milwaukee's bustling streets. In 1885, Captain Pabst purchased farmland in present-day Wauwatosa to establish Pabst Stock Farm. The farm served not only as a hub for raising horses destined for the brewery's service, but also emerged as a coveted destination for horse breeding. Pabst's Percherons won award after award, making a name for Captain Pabst in horse breeding.

To Captain Pabst, his Percherons were more than mere workhorses; they were esteemed members of the Pabst Brewing Company family. Captain Pabst's devotion to their wellbeing knew no



'Captain Pabst at the Stock Farm,' by Theodor Bredwiser (1847-1930), 1887

Pabst Brewing Company's loading yard, 1900

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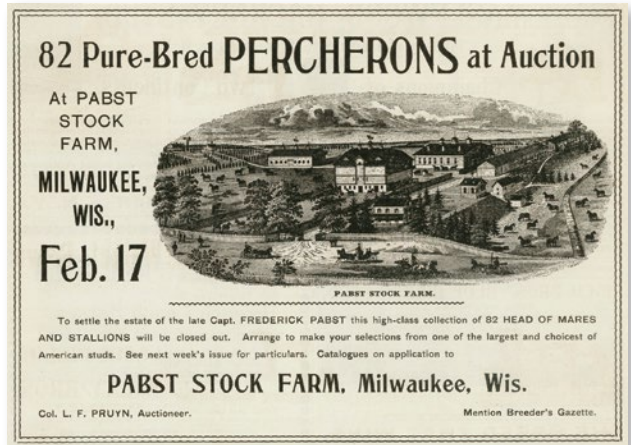
bounds – he set a standard of care that was unmatched, ensuring his charges were not just the strongest, but also the happiest and best-cared-for. His commitment to animal welfare extended beyond the brewery grounds, culminating in the co-founding of the Wisconsin Humane Society and the provision of essential resources, including an ambulance tailored for equine needs.

Pabst Brewing Company’s iconic beer was not always christened “Pabst Blue Ribbon.” Originally known as Pabst Best Select, the beer bottles were adorned with blue ribbons, signifying its exceptional quality, beginning in 1882. It was not until after the resounding success of the 1893 Chicago World’s Fair that the beer officially adopted the esteemed title of Pabst Blue Ribbon. Contrary to popular belief, the beer did not clinch any blue ribbons at the fair, but rather earned a gold medal.

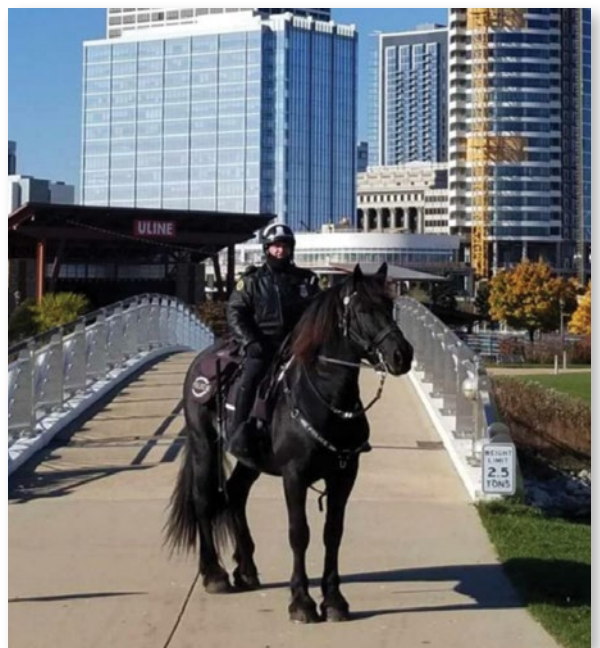
While the origins of Pabst Blue Ribbon beer may lie in its “humble” beginnings as Pabst Best Select, the true blue-ribbon champions were none other than Pabst’s Percherons. So prolific were Pabst Brewing Company’s Percherons, that their reputation preceded them at the 1904 St. Louis World’s Fair. Word of their imminent arrival prompted a notable absence of competing brewers, leading to Pabst’s sweeping success, with an impressive ten blue ribbons awarded to both individual horses and their distinguished six-horse hitch team.

In the wake of this triumph, the brewery erected a grand display to immortalize the momentous win. Today, Joe Pabst carries on the Pabst family legacy of the Percheron. Last year, he was instrumental in making a philanthropic gift to the Milwaukee Police Department for the purchase of a Percheron for the Mounted Patrol. Named “Gus” in honor of Joe’s father, Gustave Pabst III, Gus now serves the Milwaukee Metropolitan area walking the same streets as his Percheron forefathers.

Pabst Brewing Company’s Champion Blue Ribbon Team, 1904



Pabst Stock Farm Percheron Auction Advertisement, 1904



Gus on patrol in Milwaukee, 2023



UPCOMING EVENTS

FLORAL REFLECTIONS: IKEBANA AT THE PABST MANSION

May 10 - 12

Self-guided tours daily, 10am-4pm

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

The exhibition spanning the entire Mansion featuring distinct Japanese floral arrangements will return for a third year! Artists from the Milwaukee chapter of Ikebana International create ephemeral works drawing on elements of the historic home while remaining true to ikebana's intention of connecting humanity and nature. 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.

Live ikebana demonstrations will take place on May each day at 11am. There is no additional cost for viewing demonstrations.



AN IKEBANA EVENING

Friday, May 10 - 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 Friday, May

10 while enjoying live music and floral-inspired cocktails. Tokiko Kimura returns with her koto for an evening performance of traditional Japanese music. From the head family of the Ikuta Koto School, Kimura brings centuries of Japanese tradition to Milwaukee for this exclusive performance.



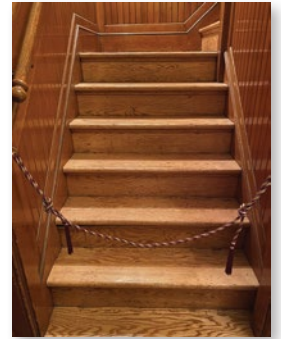
BEHIND-THE-SCENES TOURS

Sundays & Fridays, May - September, 1:30pm

Tickets: Adult: \$30, Senior/
Student/Military: \$28,
Child (6-17): \$20, Members: \$15

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.*



MEMBERSHIP

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

- Comet \$1,000
- Grand Circle \$500
- Beer Baron \$250
- Blue Ribbon \$95
- First Mate \$50
- Student \$25

I am interested in volunteer opportunities, please contact me.

Name _____

Address _____

City _____ State _____ Zip _____

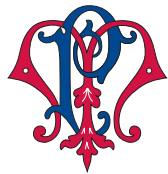
Phone _____ E-Mail _____

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



PABST
MANSION
MILWAUKEE

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WWW.PABSTMANSION.COM



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Tea Time

Urbal Tea Co. and Pabst Mansion have collaborated to create two tea blends inspired by the Pabst Mansion. Both savor-worthy blends are available at Pabst Mansion's Gift Shop and pabstmansion.com.



PABST MANSION (REGULAR SEASON)

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.