

NOVEMBER 2024

**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.

**OFFICERS**

Mame McCully - *Chair*  
Joe Tesch - *Vice-Chair*  
Susan Laabs - *Treasurer*  
Barb Scotty - *Secretary*

**BOARD OF DIRECTORS**

Bradley Amundsen  
Brendan Bush  
Tracy Byron  
Karen Forrer  
Jon Hopkins  
Jerry Janiszewski  
Josh Jeffers  
Kellen Kasper  
Mark Knapp  
Claire Koenig  
John McNally  
C. J. Wauters  
Joe Yeado

**FOUNDER**

Florence L. Schroeder

REMEMBER OUR FRIEND,

*Augie Pabst*

BY JOHN C. EASTBERG—HISTORIAN EMERITUS

It is with deep sadness that we mark the passing of one of the Pabst Mansion’s great and long-time supporters and benefactors. August Uihlein Pabst, Jr. died on October 9, 2024 at the age of 90. Augie was first and foremost a family man and dedicated friend, husband of Joan Pabst, father of James Pabst (Paisley), Christina Pabst, August U. Pabst III (Katherine), and Eugénie Pabst and loving grandfather of five grandchildren. For three decades, Augie made innumerable contributions to make the Pabst Mansion what it is today. He was immensely proud of the restoration work that had taken place and greatly looked forward to the future plans for its continued preservation. He was always a cheerful booster for the Mansion’s staff, volunteers and fellow supporters, as he greatly appreciated all the efforts it took to maintain the Pabst Mansion as the successful museum that it is today.

Augie was born on November 25, 1933 to August U. Pabst, Sr. and Eugénie Bournique Pabst. The birth of their son was a welcome event to the couple who had been married on October 1, 1932. Tragically, Augie’s father was killed in a plane crash just two weeks before the toddler turned a year old. Augie was raised by his mother and with the love and affection of his grandparents, Ida and Frederick Pabst, Jr., Captain Pabst’s daughter-in-law and youngest son. His grandparents had a tremendous influence on the young Augie and he spent a considerable amount of time at their home, Woodbine, at Oconomowoc Lake and the adjacent Pabst Farms. His childhood experiences there would be carried throughout his lifetime.



*August U. Pabst, Jr.  
in 1996*

After attending Deerfield Academy in Massachusetts and the University of Wisconsin, he would eventually purchase his grandparents’ home and make it his own.

In 1956, he established Pabst Motors in Shorewood and specialized in a fine range of imported cars. He was also a dealer in the versatile Amphicar—a vehicle that could transverse land as well as water. One of his favorite stories related to when he took a potential buyer of an Amphicar out into the roiling waves of Lake Michigan on a particularly blustery day. The gentleman, petrified that he might not make it back to shore alive, turned and said to Augie, “If you get me back safely, I’ll buy the car.” Augie of course did and a sale was made!

Augie’s love of cars soon led to a legendary career in sports car racing, winning two National Championships, twice competing in the arduous 24 Hours of Le Mans as well as racing at Brands Hatch in the south of England. By the mid-1960s, Augie decided to focus his talents on the brewing industry. Being the great-grandson of Captain Frederick Pabst, head of the Pabst Brewing Company and August Uihlein, head of the Schlitz Brewing Company, perhaps this was inevitable. As in the Captain’s day, a Pabst family member who was going to work at the brewery had to know and work in each of the departments and so Augie made his way through the plant. After graduating from the Siebel Institute of Brewing in Chicago, he joined the corporate side of the Pabst Brewing Company in 1966 and eventually rose to the position of Executive Vice-President and Member of the Board. After 17 years, Augie retired from Pabst





in 1983 and the following year became President of Pabst Farms. He also resumed his racing career, this time in the vintage sports car arena. Augie and his beloved Scarab were perennial favorites at Elkhart Lake's Road America.

Throughout his life, Augie had a keen interest in history, especially that of the brewing industry and of Captain Pabst. In the mid-1970s, Augie played a key role in the fundraising efforts to save the Pabst Theater, a building much-loved by his grandparents. His commitment to preservation was not only in honor of those that came before him, but also due to his deep belief that the Pabst legacy should be saved for future generations.

By the mid-1990s, he began his involvement with the Pabst Mansion in earnest. While working at the brewing company, Augie discovered a locked trunk in a basement that had been cast aside.

Inside, he found bundles of Captain Pabst's papers that had been gathered together shortly after his death in 1904 and had been long forgotten. In early 1995, he asked if I would be interested in cataloguing the contents of the trunk. The contents have truly been a "Rosetta Stone", informing us about the history of the Mansion and the life of Captain Pabst. Documents included original construction invoices and the building permit for the Mansion as well as the receipts for much of the artwork that both Captain and Mrs. Pabst had acquired. Augie also joined the Pabst Mansion board in 1995 and held the distinction of being its longest-serving active director.



Augie and Fred Pabst, 1948 Horse Show



Augie Pabst driving his Scarab at Meadowdale

Augie quietly sponsored many projects both large and small throughout the Mansion over the years, never asking for any accolades. What brought him the greatest satisfaction regarding his preservation pursuits was when other people joined him in his support of the Mansion or in celebrating a restoration or history project that had been completed. In 2003, Augie made the momentous decision to donate to the Pabst Mansion not only the trunk of Captain Pabst's papers, but several hundred items that had once come from the Pabst Mansion. His gifts included original artwork, furniture, dishes, glassware, books and even a tooled leather wastepaper basket that had belonged to the Captain. It was a tremendous gift that further established the Pabst Mansion as one of the most important and authentic historic homes in Wisconsin and the Midwest.

Augie's last visit to the Pabst Mansion came on August 3, 2024 for the Pabst family reunion dinner. I was honored to be able to acknowledge Augie for his many contributions to the Mansion's legacy. It was a beautiful evening and he greeted everyone with his trademark broad smile and he was surrounded by his extended family who had traveled from all over the country for the reunion. Augie has now passed the torch on to all of us to continue the work of preserving this special place that he loved. Our friend will be deeply missed by many and his years of generosity that helped transform the Pabst Mansion will be appreciated for generations to come.

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 \_\_\_\_\_

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

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



## DAILY SELF-GUIDED TOURS

November 21, 2024 – January 5, 2025, Monday-Saturday, 10am – 4pm;  
Sunday, 11am-2:30pm (Closed on holidays)

**Tickets:** Adult: \$22, Senior/Student/Military: \$20 • Child (6 & over): \$15  
Child (5 & under): Free • Member: Free

Experience the magic of the holiday season! With new decorations each year, *Christmas at the Pabst Mansion* is a holiday tradition not to be missed! From sparkling winter wonderlands to decorations bursting with color, everyone in the family is sure to find their favorite tree.

## TWILIGHT TOURS

Thursdays – Saturdays, 4:30 – 7:30pm  
November 29 – December 28, 2024 &  
January 4, 2025

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

A self-guided evening tour with twinkling lights, live holiday music, and drinks for purchase like glühwein and pecan whiskey cider to give you that warm Christmas glow!



## HOLIDAY MIMOSA TOURS

Fridays - Saturdays, 8:30am & 9:00am;  
Sundays, 9:30am & 10am  
November 24, 2024 – January 5, 2025

**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  
December 1 – December 22, 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 lantern, 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.



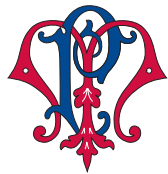
Special Thanks  
to Our Sponsors:



GODFREY KAHN







**PABST**  
MANSION  
MILWAUKEE

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

414-931-0808  
WWW.PABSTMANSION.COM



Non Profit Org.  
U.S. Postage  
**PAID**  
Milwaukee, WI  
Permit No. 4607

## *Toast the Holidays!*



The limited edition “Christmas at the Pabst Mansion” thermal cup will not only get you discounts on warm drinks at the Mansion’s bar this holiday season, but proceeds from every purchase will also go towards the *Pabst, Present and Future* capital campaign to restore the home’s exterior.

*Cheers to historic preservation!*

## **CHRISTMAS**

AT THE PABST MANSION

### HOURS / ADMISSION

November 21, 2024-January 5, 2025

### 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 29 – January 4

Adult: \$28

Senior/Student/Military: \$26

Member: \$13

*Located on 20th and Wisconsin Avenue.*

*Limited parking is available.*

*Wheelchair accessible.*