



Office of the City Clerk

**Jim Owczarski**  
City Clerk

[www.city.milwaukee.gov](http://www.city.milwaukee.gov)

May 8, 2015

To The Honorable,  
Members of the Architectural Review Board for B.I.D. #2

Honorable Members,

The Zoning, Neighborhoods, and Development Committee of the Milwaukee Common Council at its meeting on May, 5, 2015, recommended for adoption Common Council File Number 141813, substitute resolution granting permanent historic designation of the Miller Brewing Company currently known as the Milwaukee Institute of Art and Design Student Center at 266-272 E. Erie Street, in the 4th Aldermanic District. This file had previously been recommended to the Common Council by the City's Historic Preservation Commission at its meeting on April 20, 2015.

Under s. 320-21-2-a of the Milwaukee Code of Ordinances, this resolution may not be adopted by the Common Council without the concurrence of your honorable body. I would ask that this matter be schedule for consideration as soon as is possible and I would further request that my office be notified of the result.

Questions, &c., of me, please do not hesitate to contact me.

Respectfully,

James R. Owczarski  
City Clerk





**City of Milwaukee**  
**Text File**  
**Resolution**

200 E. Wells Street  
Milwaukee, Wisconsin  
53202

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**Introduced:** 3/20/2015

**File Number:** 141813

**Status:** In Committee

**Version:** 1

**Sponsors:** THE CHAIR

..Number

141813

..Version

SUBSTITUTE 1

..Reference

..Sponsor

THE CHAIR

..Title

Substitute resolution granting permanent historic designation of the Miller Brewing Company currently known as the Milwaukee Institute of Art and Design Student Center at 266-272 E. Erie Street, in the 4th Aldermanic District.

..Analysis

This resolution grants permanent historic designation of the Miller Brewing Company currently known as the Milwaukee Institute of Art and Design Student Center at 266-272 E. Erie Street, in the 4th Aldermanic District.

...Body

Whereas, The Milwaukee Historic Preservation Ordinance, s. 320-21 of the Code of Ordinances, provides that historic sites, structures and districts may be designated by the Common Council upon the recommendation of the Historic Preservation Commission; and

Whereas, The Historic Preservation Commission, at its April 20, 2015 meeting, by a vote of six (6) ayes and one (1) excused recommended historic designation of the Miller Brewing Company currently known as the Milwaukee Institute of Art and Design Student Center at 266-272 E. Erie Street, in the 4th Aldermanic District.;

Whereas, This area possesses integrity of location and fulfills the following criterion set forth in s. 320-21-3:

e-1. Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States

e-5. Its embodiment of distinguishing characteristics of an architectural type of specimen

e-9. Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city

; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Miller Brewing Company currently known as the Milwaukee Institute of Art and Design Student Center at 266-272 E. Erie Street, further described as follows:

PLAT OF MILWAUKEE IN SECS (28-29-33)-7-22 BLOCK 118 ALL EXC E 80' OF (SD BLK 118 & BLK 155 IN SURVEY & SUBDIVISIONS OF LOTS 1 & 2 ADJ) BID #02

be designated as a Milwaukee historic site. The Preservation Guidelines pursuant to the Historic Designation Study Report, a copy of which is attached to this file, shall apply to this site and is adopted by the Common Council as part of this file.

..Requestor

..Drafter

LME

4/21/15

**HISTORIC DESIGNATION STUDY REPORT  
2014**

**I. NAME**

Historic: Catherine Foley Building  
Common Name: Miller Brewing Company Tavern / MIAD Student Union

**II. LOCATION 266-272 East Erie Street**

**Legal Description -** Tax Key No. 392-1734-000  
Plat of Milwaukee in SECS (28-29-33)-7-22 BLOCK 118 ALL  
EXC E 80' of (SD BLK 118 & BLK 155 IN SURVEY &  
SUBDIVISIONS OF LOTS 1 & 2 ADJ) BID # 02

**III. CLASSIFICATION Site**

**IV. OWNER** Joseph / Gencap Triangle LLC  
6938 North Santa Monica Boulevard  
Fox Point, WI 53217

**ALDERMAN** Ald. Robert Bauman 3<sup>rd</sup> Aldermanic District

**NOMINATOR** Marit Gamberg

**V. YEAR BUILT** 1884 (Tax Rolls 1875 through 1922)

**ARCHITECT:** Unknown

**VI. PHYSICAL DESCRIPTION**

**THE AREA**

The Catherine Foley Building is located at the western tip of a triangular block located in the Historic Third Ward. It is bounded by Menomonee Street to the north, Broadway to the east and Erie Street to the southwest.

The Historic Third Ward served as center of commerce in Milwaukee from its formative years through the 1920s. It was located near the harbor and the Milwaukee River, and was also served by railroad lines. Thriving wholesale businesses and even retail appeared in the Third Ward before Wisconsin Avenue evolved into a retail district. The street plan follows a grid pattern except for Water Street and Erie Street which follow the course of the Milwaukee River. The Third Ward was conveniently located to ship raw products like grain, hides and lumber to

the east and also send manufactured goods westward by way of rail. In about 30 years commerce spread from its origins along Water Street to Broadway and Milwaukee Streets.

Early commercial buildings were constructed of wood or masonry and were interspersed with the residential buildings of the Irish immigrants who were the dominant ethnic group in the ward. A glance through the city tax rolls shows an abundance of names like O'Connor, O'Brien, O'Rourke, Hickey and Collins. Today's appearance with substantial masonry warehouses that tower 4 or more stories is the result of a catastrophic event that destroyed much of the ward in 1892. In October of that year a fire in one of the warehouses was fanned into a great conflagration by high winds and spread throughout the area. Some 440 buildings were destroyed and close to 2,000 people, mostly Irish, were left homeless.

Rebuilding began almost immediately and the new structures were in many instances built larger and with the capacity to sustain additional stories. Virtually all were architect-designed and utilized the latest in engineering, the engineers in many instances going nameless except for some references in the engineering trade journals of the day. Flourishing businesses included drug manufacturers, candy manufacturers, clothing and shoe manufacturers, coffee and grocery wholesalers, dry goods and liquor distributors. By 1919 wholesale trade became Milwaukee's single largest industry. A new wave of immigrants, the Italians, settled in the ward, adding their unique culture to the area.

The Historic Third Ward began to decline in the 1920s and as wholesalers and light manufacturers moved to larger suburban sites and trucking became more popular, uses of the buildings shifted. Construction of I-794 and urban renewal displaced the Italian residents. At one point the city considered making the Historic Third Ward into an official "red light" district.

Fortunately, some of the building owners as well as the preservation community recognized the significance of the district to the city and worked to preserve the buildings. The Historic Third Ward Development Association was formed to actively support the goals of preservation and re-use. The relatively brief period of redevelopment after the fire as well as the consistency in mass, scale, height and materials is what gives the Historic Third Ward its unique character and led to its listing in the National Register as a historic district in 1984. Of the initial 71 buildings in the district, only a few have been razed.

Today most of the buildings in the ward have been preserved and demolitions have been few. Many structures have been converted to condominiums or else serve a variety of businesses.

Description
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The Catherine Foley Building / Miller Brewing Company Tavern is a unique structure located on a triangular parcel within a triangular block. The building is bordered by Menomonee Street to the north and Erie Street to the south. The first portion of the building (1884) was constructed as a brick veneered structure and the 1912 addition is solid masonry. The building is roughly triangular in shape with a rounded narrow end fronting the intersection of the two above mentioned streets. The building occupies all of its property along the Menomonee and Erie Streets frontages and at the rear is a narrow gangway with a small one story brick entry. The double cross gabled roof is clad in 3-tab asphalt shingles. There is no visible foundation except for small portion of stone appearing above the sidewalk along Erie Street.

The most prominent feature of the building is the west front that faces the intersection. The building rounds the point of the triangle and features large windows on both upper and lower story. Built into the roof is a small turret with windows that have projecting caps.

The Menomonee Street side of the building features two gable ends below which are rows of windows on each story. A door connected to a fire escape is located on the second floor. All lower story openings have been bricked in.

The Erie Street side of the building also features two gable ends and window openings on the second story as well as two storefront openings on the first and a former entrance now blocked in with brick.

The rear or east side of the building features simple windows on the second story and in the parapet but is otherwise lacking detail. There is a narrow gangway between the back wall of the building and the back walls of the buildings fronting Broadway. For a period of time, a garage was located there. It has been removed (date unknown) and a one-story brick structure with entry is located at the northernmost portion of this space.

The two different construction dates of the building can be identified by the architectural details. The 1884 building features segmental arched window openings with corbeled brick hoods. Two decorative bands of sawtooth design join the widow hoods, one band at each story. This same sawtooth design is used as spandrels below each of the windows as well. The 1912 addition lacks these details but retains the same proportions for the window openings and door openings. The back or east wall of the 1912 addition features a stepped parapet, most likely due to fire regulations.

Changes to the property include;

1912 July 30—Miller Brewing adds to rear for \$4,000

1920 November 4—John Mortle constructs narrow garage with concrete roof behind building for \$785

1921 March 28—John Mortle cuts in 2 windows and door for \$150

1935 September 30—John S. Walker alters storefront

1951 October 5—John Halser installs fire escape to 2<sup>nd</sup> floor and cuts in new door for \$330

1980 April 18—Wayne Bernhagen installs 8-foot high fence at southeast corner of lot for \$300

1996 November 18—MIAD begins rehabilitation of building for \$8,000

1997 January 6—MIAD rehabilitates building for student union for \$40,000

None of the alterations listed above significantly impact the importance of the building. The building did suffer a fire, thought to have been electrical, on the night of January 1, 2013. The building had been made secure and there has been no occupancy since that time.

## HISTORY

The triangular block bounded by North Broadway, East Erie Street and E. Menomonee Street was platted as Block 155 with a narrow sliver at the north part of the block falling into a different section and known as Block 118.

In addition to the large employers, the Third Ward was home to numerous saloons that frequently provided upper story living quarters for single men. Census records show many of the boarders were laborers or sailors. These boarding houses and saloons were most frequently in frame buildings.

There have been five families associated with this triangular block in the nineteenth century: the Foleys, the Frayn's (also spelled Frane, Frayne), the Galligan's (also mistakenly cited as Gallagher), the Kielty's (also shown in documents as Kelty, Kilty), and the Knox's. A brief history of these families is presented to provide a glimpse into the early days of the Third Ward and how the Irish, like other immigrant groups, made a life by taking on a number of

occupations. It also shows how widows were able to sustain themselves and their families when the primary breadwinners had passed away.

#### THE GALLIGANS AT TODAY'S 147 NORTH BROADWAY

Henry Galligan and his wife Bridget were associated first with the northwest corner of Erie Street and Broadway (then addressed as 167 Broadway at the south tip of the triangle) but by 1869 they had moved up the block and had a two-story frame building at what was then addressed as 175 Broadway, the southwest corner of Menomonee and Broadway. Galligan operated a saloon and boarding house when occupying 167 Broadway but also worked as a teamster/expressman after the move up the block to 175 Broadway. Henry Galligan and Bridget O'Meara were both born in Ireland, and were married on August 22, 1851 in Milwaukee. (Milwaukee County Marriage Certificates accessed on line at <http://contect.mpl.org/cdm/fullbrowser/collection/MCMC/id/3306/rv/singleitem/rec/1> ; Milwaukee City Directories

Henry's household consisted of his wife Bridget (born 1828/some sources 1830), and children Mary (born 1853), Bernard (born 1855), Elizabeth/Bessie (born 1858), Anna (born 1864) and Ellen/Nellie (born 1866). Boarders in the 1870 census show John Williams (born 1844), Peter Ledey (1830), Patrick Perrer (born 1815), Thomas Perrer (born 1848) and Lewis Duffy (born 1828). This number of boarders seems to indicate that the premises at 175 Broadway was also a boarding house. (U.S. Census accessed on line 1860-1880)

Henry Galligan died in November 1883 at the age of 66. His widow Bridget died in December 1886. After their mother's death, daughters Annie V., Mary E. and Nellie were listed in the directories as teachers and they moved to what was then addressed as 185 Detroit, across the street from the 3<sup>rd</sup> district School where Annie and Mary worked. Mary was later appointed principal of the school in 1889. The Galligan residence at 175 Broadway was destroyed in the Third Ward Fire in 1892. After the fire the Galligan women left their quarters at 185 Detroit Street and moved to the Windsor Hotel.

Sometime between 1901 and 1911 the old family property at 175 Broadway, left empty after the fire, was sold to Clemens H. Kalvelage. He constructed a new building on the site in 1911. The four-story masonry building was designed by Milwaukee architect Carl Ringer. It was used by Kalvelage for various wholesalers including Koehler-Clemens (coffee and tea), Forster Label Works, R.T. Morgenthalen, and Printer's Rule Co. In the late 1950s a tavern and factory occupied the building. H. F. Auler Co. was the table and chair manufacturer at the site during this time. The building has now been converted to condominiums.

#### THE FRAYN FAMILY AT TODAY'S 139 NORTH BROADWAY

Matthew Frayn and his wife Mary moved to the building formerly occupied by the Galligan's at what was addressed as 167 Broadway and are shown at the 167 Broadway address in the 1868-1869 directory. Matthew had been a sailor before this move and the family had previously lived at what was then addressed as 161 Detroit. (Milwaukee City Directories; [Rascher Fire Insurance Map 1876 volume 1 page 4](#))

After moving to 167 Broadway, the Frayn's operated a saloon on the premises. They also had a two-story dwelling next door to the north addressed at 171 Broadway with an infill building in between addressed at 169 Broadway.

Frayn's household consisted of his wife Mary and at least one son, Thomas, who worked as a carpenter. Matthew died on Thursday July 3, 1879 while tending bar. It was noted in an article that he had just assisted his wife with a stuck beer handle when he collapsed. It also noted that

he had been a sailor but then “commenced a saloon and restaurant business.” He was described as “very abstemious, not having indulged in intoxicating drinks for the past fifteen years.” He was about 58 years of age. (“Fell Dead At The Bar,” Milwaukee Sentinel Friday 1879 July 4 page 8 column 2 and 1879 Saturday July 5 page 5 column 3)

Matthew’s widow Mary stayed at 167 Broadway for another two years then moved into another of the three buildings they owned, the residence at 171 Broadway, just two buildings up the block. She and the family maintained ownership of the three buildings. In 1881 Patrick Keenan is shown in the city directory as running a saloon at Frayn’s building at 167 Broadway. The Frayn’s sold the property to Henrietta Shakman in 1889. Henrietta Shakman’s husband was a partner in her father’s business, a manufacturer and wholesaler of ready-made clothing, also located in the Third Ward. (Milwaukee County Historical Society, on-line biography from History of Milwaukee. Chicago: The Western Historical Company, 1881, pages 1240)

In 1890 Mary Frayn moved into the Merrill Park neighborhood at what was then 100-30<sup>th</sup> Street. Her three frame Third Ward buildings survived the Third Ward Fire as shown in the Rascher Fire Insurance Map of 1888-1893 but were later demolished by 1909. (Rascher Fire Insurance Map Volume 1 page 3; Sanborn Fire Insurance Map 1894, updated to 1909, volume 1 page 2.).

Henrietta Silverman Shakman and her family retained ownership of the property until 1919 when the property was sold to Standard Oil Company. A filling station was then build on the site. This filling station has since been demolished and property used as a parking lot. (Sanborn Fire Insurance Map 1894-1909, volume 1 page 2; Sanborn Fire Insurance Maps 1910 updated to 1926 volume 1 page 3; Milwaukee City Directories; Milwaukee Tax Rolls 1919 1<sup>st</sup> District 1<sup>st</sup> Ward page 44)

#### THE KIELTY FAMILY AT TODAY’S 143 NORTH BROADWAY

The Kielty Family occupied the property between the Galligans to the north and the Frayn’s to the south. Their frame building fronted Broadway between Menomonee and Erie Streets. It was addressed at 173 Broadway. A John Kielty first shows up in the 1866 directory with the occupation of shoemaker. He was living at 280 Main, today’s Broadway. By 1868 a John J. Kielty was running a saloon and boarding house at 181 Main. In Brown’s Gazeteer of the Chicago and Northwestern [sic] Railway of 1869, Kielty, here with a middle initial of “S” advertises he is running a boarding house at 181 Main. By 1873 John Kielty no longer appears in the directories. (Brown’s Gazeteer of the Chicago and Northwestern [sic] Railway, 1869, page 125, accessed on line through a Google search of John Kielty)

His wife Annie is listed as running a saloon and/or boarding house thereafter. She is first listed as a “widow” in 1882. By 1874 her residence is shown at 173 Broadway, the same as her boarding house and saloon. We do not know what happened to Annie for about six years. Her name is still on the tax rolls as owner but a Thomas Dempsey is listed as running a saloon at 173 Broadway and also living on the premises in 1879. From 1881 until the Third Ward Fire of 1892, Annie Kielty resumes occupancy at 173 Broadway. Sometimes the premises are shown as a boarding house, sometimes a saloon, sometimes both. With Annie were family members Ignatius Kielty (a blacksmith) and Hannah M. Kielty (a dressmaker).

After the Third Ward Fire in which her building was destroyed, Annie moved to 193 Detroit then to 178 Huron in 1897. Sometime between 1900 and 1902, Annie Kielty sold the property. A new masonry building was constructed on 173 Broadway in 1902 by John H. Steinkopf and designed by local architect Andrew Ellison. Steinkopf was born in Norway and Ellison was himself of Scandinavian ethnicity. Steinkopf manufactured sails, awnings, tents, flags, banners, and covers for horses, wagons and haystacks among other products. Later occupants included a candy maker in 1915, and Frank Dragotta’s café, a neighborhood tavern, that operated here from the mid-1950s to 1994. Café Marche and an art supply store were recent era tenants.



## THE KNOX FAMILY

Thomas M. Knox / Thomas M. Knox Estate owned the west half of the block until 1884. He did not develop it. Knox was born in Ireland, studied in Paris and fought in the 1830 French Revolution. He studied law in Dublin. He came to Milwaukee in 1846 and was a lawyer, notary public, and some sources say a judge. Thomas M. Knox retired from practice in 1869. He did not live in the Third Ward. He had a residence at 448 Jefferson in the 1860s then a home at 690 Marshall Street, corner of Ogden, from 1870 until his death on September 10, 1876. His widow Mary A. continued to live on Marshall Street until she moved to 295 Farwell in 1889. The family included sons Sydney B., Thomas M. Jr. and Richard C. as well as daughters Kate C. and Mary Ann. (Milwaukee City Directories; [Frank A. Flower], History of Milwaukee, Wisconsin. (Chicago: The Western Historical Company, 1881, page 665)

The Knox Estate maintained this parcel of land in the Third Ward after his death but sold the property to Catherine Foley in 1884. This followed or perhaps preceded a court case in January 1884 in which the descendants were challenging their father's will and their mother's handling of the estate. The results of this case appeared in a number of publications. (Wisconsin Reports: Cases determined in the Supreme Court of Wisconsin. Volume 59, page 173 January Term 1884. On Line <https://books.google.com>)

## THE FOLEY FAMILY

The Catherine Foley that is the subject of this nomination was not the only Catherine Foley living in the Third Ward. One was married to a carpenter named Paul Foley and lived at 300 Van Buren. Another was a widow of Thomas, and ran a saloon and boarding house at 166 Broadway, across the street from our triangular block.

The Catherine Foley (1842 - May 11, 1926) who owned the property that is the subject of this nomination was associated with this building from 1884 through 1892. It is not known if she is related to the other Catherine Foleys mentioned above.

Catherine was married to Edward Foley (1832 – August 13, 1875) who is shown in the directories as a mariner. He shows up in the 1858 city directory and was then living on Greenbush (S. 4<sup>th</sup> Street) at the corner of Elizabeth (National Avenue). By 1862 there is a Foley living in the Third Ward on Erie Street "below Jefferson." Edward Foley is listed with a marine occupation, an engineer with the steamboat Bertschy, in the 1869 directory and was living at 112 Erie. He appears to have been one of the more higher skilled mariners.

Edward Foley died at his residence at 112 Erie Street on August 13, 1875 after a long illness. The funeral was held at the residence on Sunday August 15, 1875 at 2 P.M. Friends were invited per the death notice in the Milwaukee Sentinel. Burial took place in Calvary Cemetery. Edward and the other members of the family are all buried there in Block 6, Section C, Lot 274/274s. (Milwaukee Sentinel 1875 August 14 page 8 column 5; Archdiocese of Milwaukee Catholic Cemeteries, Genealogy-Burial Records, accessed on line at <http://www.cemeteries.org/genealogy.asp> )

Options were limited for widowed women, especially immigrant women whose families had not built up sufficient capital. Renting to boarders was a common way to make ends meet and often those boarding houses functional as saloons. Many examples can be seen in the Third Ward. Catherine Foley followed many of her contemporaries in pursuing this occupation.

Catherine Foley, shown as "Kate", is first listed as a widow in 1880, running a saloon and living at 112 Erie Street. With her were a son John P. (1865-July 17, 1918) (clerk), Edward J. (1874-June 23, 1908) and Margaret A. (1867 – September 19, 1949) (seamstress). A daughter Mary E. Foley died at the age of five on May 6, 1877. The 1880 census indicated that Catherine's brother, John Magie age 28 also lived on the premises and worked as a laborer as well as a boarder, John Doyle age 40 who worked as a sailor. (Archdiocese of Milwaukee Catholic Cemeteries, Genealogy-Burial Records, accessed on line at <http://www.cemeteries.org/genealogy.asp> ; U. S. Census 1880 page 26)

As mentioned above in the discussion about the Knox family, Catherine bought this west 80' of Block 155 from the Knox family in 1884 or possibly 1883 an action that may have triggered the lawsuit or resulted from the lawsuit pursued by the Knox children against their mother over her handling of their father's estate. Deed research will have to be conducted to determine specifics.

On March 20, 1884, the Milwaukee Sentinel reported that Catherine Foley "yesterday obtained a permit from the board of public works to deposit building material on Broadway for the erection of a \$3,000 brick house." (Milwaukee Sentinel, 1884 March 20, page 3 column 3) It was common for materials to be stored in the public right-of-way when constructing a building and a permit was required for that use of the street.

This begs the question of how Catherine Foley was able to afford the construction of this building, given her widowed status. At this time in this part of the Third Ward, masonry buildings were not that common and were expensive to build. Perhaps Catherine had assistance from members of her husband's family or her own family, the Magies. Perhaps she was able to leverage a mortgage on the property at 112 Erie Street or perhaps she sold that other property. A look at the fire insurance maps shows that Catherine's building was the only masonry building used as a boarding house and saloon in the vicinity constructed at this time period. Catherine Foley chose her location well. The distinctive turret on her building and its rounded corner made for a building that was easily seen at the intersection of two streets and it was far more imposing than the frame structures around her.

Tax rolls confirm that a structure was begun on the site in 1884. There were no improvements on the site but the land was valued at \$1,200 in 1883. Improvements are first shown in 1884 and are assessed at \$600 in 1884. The land also increased in value that year, to \$1,500. The value of improvements jumped to \$1,300 in 1885, indicating that the building had been completed. It is in 1885 that Foley moves with her sons Edward J. and John P. to the subject of this nomination, addressed at that time as 85 Menomonee. The directories show she was operating a rooming house as well as a saloon. Her improvements now made her the prominent owner in this small block. The Frayn's improvements totaled \$1,000, the Kielty's improvements totaled \$600 while the Galligan's improvement totaled \$250.

Catherine Foley did not live on the premises very long. She moved to 770 Jackson Street in 1887 then later to 809 Van Buren in 1894. She maintained ownership of the building although she was no longer living there. Running the tavern and living on the premises was John Blum (1888), Frank Belberick (1889), John Betz (1891) and James McCarthy (1892-1893).

Catherine subsequently sold the Erie Street property to J. M. Pereles in 1894 when she was 52 years of age. Her building had been spared destruction in the Third Ward fire of 1892 but it is possible that the devastation around her building led to her decision to sell. Or perhaps developers, eager to take advantage of the devastation, made an offer she couldn't refuse.

Catherine Foley died at the age of 84 at her last residence at 623 Frederick Street. (Catherine Foley death notice, Milwaukee Journal, May 11, 1926)

Pereles appears to have been a broker or attorney who held on to the property two years before its sale to Miller Brewing Company in 1896. For the period 1894 through 1906 when he died, Cornelius Murphy ran the business on Erie Street. Later proprietors included Joseph Kernz (1907), Joseph Kermec (1908), Frank Franchich (1909-1910), Mrs. May Holcomb (1911), Mary O'Donnell (1912).

#### MILLER BREWING COMPANY

The Miller Brewing Company would own this property directly then later, before Prohibition, transferred the property to the Oriental Investment Company, a corporation it created to hold its real estate. It sold the property to John Mortle in 1922.

The history of Milwaukee breweries has been written in many forms and by many individuals. The following paragraphs briefly summarize the history of Milwaukee's sole surviving 19<sup>th</sup> century brewery still producing beer in Milwaukee.

The forerunner of Miller, the Plank Road Brewery, was founded in 1848 by Charles Best, one of the four sons of brewer Jacob Best. It was located along the Watertown Plank Road where it is today. Fred Miller purchased the ailing brewery from Best in 1855 for \$8,000. Miller was born (1826) into a prosperous mercantile family and after completing his education became interested in brewing. Political unrest and government restrictions led him to America and he eventually settled in Milwaukee.

Miller injected needed improvements and by 1875 the brewery was ranked fifth in production behind Best (later Pabst), Schlitz, Blatz and Falk. In the years before his death in 1888, Miller began bottling in clear glass bottles, built its own bottling house, constructed a new brick brewhouse and introduced mechanical refrigeration. During his lifetime, Fred Miller increased his brewery's annual production from 1,200 barrels to 80,000 barrels. In April 1887 the business incorporated under the name Fred Miller Brewing Company with capital stock of \$200,000. Upon his death, his son Ernest G. succeeded to the presidency.

Ernest undertook an ambitious building plan resulting in many of the buildings we see today. Miller remained fifth in production in 1891 behind Pabst, Schlitz, Blatz and Falk Jung & Borchert. Miller was owned by family members and only emerged as a dominant force in the national beer market under Fred C. Miller after World War II. The last members of the family sold their ownership in the late 1960s. The company has now had several changes of ownership. (West Side Neighborhood Historic resources Survey, September 1984, Chapter 4 Industry pages 6-15)

Miller, like the other breweries, either bought or constructed saloons that would serve as outlets for their product until Federal law required that breweries divest themselves of their real estate. Interestingly, during the 1890s when Miller was going through one of its period of expansion, they purchased the Catherine Foley Building in 1894. By 1898 Miller owned 7 other taverns besides the Foley Building just in the Third Ward alone. (Milwaukee Tax Rolls, Personal Property lists 1898-1900)

It was under the Miller ownership that the rear or east addition to the building was constructed in 1912 at a cost of \$4,000. The architect for this addition was the firm of Wolff and Ewens and the contractor was August Buchholz. Wolff and Ewens had designed at least five other taverns for the company. The solid masonry addition continued some of the architectural detailing of the original. A careful look at the building's exterior shows where the two portions of the building meet. (Milwaukee Permit Records 266 East Erie Street July 30, 1912)

John Mortle

John Mortle acquired the building from the Oriental Investment Company in 1922. John Mortle was on the premises slightly earlier and took out a permit for a garage on November 4, 1920. (Milwaukee Permit Records 266 East Erie Street). This garage was located, or perhaps “squeezed” between the tavern and the rear of the buildings fronting on Broadway. The structure had a concrete roof and cost \$785. Morlte also cut in 2 windows and a door at a cost of \$150 per permit date March 28, 1921. It is thought he died in 1925.

#### LATER OWNERSHIP

Per permit records show that later owners included Anna and John Walker (c. 1930s-c.1949) and John Halser c. 1951-1972) The Walkers altered the front of the building, presumably the section on East Erie Street in 1935. (Milwaukee City Building Permit 266 East Erie Street September 30, 1935) The building was still considered a rooming house and John Halser applied for an occupancy permit for a rooming house with 9 rooms and 13 roomers per permit dated May 6, 1953.

From July, 1972 to about 1995 the building housed the Wreck Room Bar operate by Wayne Bernhagen. It is considered Milwaukee’s first cowboy / levi-leather bar and had a “rustic but tasteful theme...A visitor to the bar would find the entire front end of an actual car sticking out of one wall in the back room of the bar.” The location became the sponsoring bar and hangout for a newly formed club Siler Star Motorcycle / Leather Club which started out as motorcycle club but evolved into a motorcycle and leather social group. The bar was known for its social activities, outdoor street parties and even the Wreck Room Classic, a softball invitational that drew teams from across the country.

Owner Wayne Bernhagen died of AIDS in 1987. Although run by others, the Wreck Room fell into decline as the bar scene in the vicinity of the building began to change. Likewise, the Third Ward was beginning a renaissance and new uses were being incorporated into the old factory and warehouse buildings. The last street party was held in 1994. (The Wreck Room Bar, History of Gay and Lesbian Life in Milwaukee, Wisconsin. Accessed on line at <http://www.mkelgbthist.org/business/bars/wreckroom.html>)

The building was acquired by MIAD and in 1996 the first floor was remodeled to accommodate a recreational center for the students. The second floor was to be a single family residence. As part of the work, the entire floor system was rebuilt as well as partitions changed. The remodeling was overseen by Uihlein Architects, Inc. (now Uihlein Wilson)

The building suffered a fire in 2013 and MIAD has sold the property to Joseph / Gencap Triangle LLC. MIAD and the developer plan to construct student housing on the site.

## VII. SIGNIFICANCE

The Catherine Foley Building/Miller Brewing Company Tavern is significant for its association with Irish immigrants in the Third Ward, its affiliation with Miller Brewing Company and its association with the LGBT community for over twenty years.

This building is one of just a handful of buildings that survived the Third Ward Fire of 1892. It shows the scale and character of the ward before its destruction and illustrates the variety of the smaller building types once common throughout the ward. It is considered a pivotal building in the National Register nomination prepared in 1983. To quote the National Register nomination “ [T]he buildings designated as pivotal have been designated as such for two reasons. Some have architectural significance as fine, turn-of-the-century examples of warehouse and industrial design, usually with well-executed architectural details. Many have historical

significance as the homes of major industrial or wholesale trade concerns in the city of Milwaukee.” (National Register of Historic Places Inventory-Nomination Form, Historic Third Ward Historic District, prepared by Katherine H. Rankin, October 10, 1983) The story of the Third Ward would be incomplete without this tangible reminder of the how the ward developed over time.

It is also significant for its ability to tell the story of an Irish immigrant family and that family's neighbors before the Third Ward fire. Running a saloon and boarding house seemed to be one common way to make ends meet for those who were widowed or disabled . This is possibly one of the few surviving buildings that can be directly associated with the Irish immigrant community in the Third Ward, a community that was by all accounts, vibrant and active in social causes and political life.

The building's ownership and expansion by the Miller Brewing Company demonstrates that the company, although in fifth place in beer production by the early 1890's, nevertheless followed the practice of its competitors by acquiring existing buildings for saloons or constructing buildings of their own design that would serve as outlets for their product. Newspaper articles mention that corner lots were most desirable and that the breweries liked building their own saloons to avoid the sleazy shanties many private saloons became. After the Third Ward fire of 1892, Miller is shown to have had at least seven properties in the Third Ward alone. This practice was ended with Prohibition. In this instance, Miller acquired a fine masonry building, presumably with a good reputation.

For just over twenty years, the Foley/Miller building served as a social center for the LGBT community. Along with two other bars, the M & M and the Factory, this provided a destination for Milwaukee's gay community in the Third Ward and illustrates the emergence of a vibrant and active community.

## VIII. THE ARCHITECT

The architect has not yet been identified for the original building.

Wolff and Ewens designed the 1912 addition. (Permit records July 30, 1912)

## SOURCES

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Tax Rolls City of Milwaukee 1954 through 1922. On microfilm at Milwaukee Central Library.

The Wreck Room Bar, History of Gay and Lesbian Life in Milwaukee, Wisconsin. Accessed on line at <http://www.mkelgbthist.org/business/bars/wreckroom.html>. April 18, 2015.

U. S. Census 1860, 1870, 1880, 1900

Wisconsin Reports: Cases determined in the Supreme Court of Wisconsin. Volume 59, page 173 January Term 1884. On Line <https://books.google.com>)

## **IX. STAFF RECOMMENDATION**

Staff recommends that the Catherine Foley Building / Miller Brewing Company Tavern be given historic designation as a City of Milwaukee Historic Site as a result of its fulfillment of criteria e-1, e--5 and e-9 of the Historic Preservation Ordinance, Section 320-21(3) of the Milwaukee Code of Ordinances.

- e-1 Its exemplification and development of the cultural, economic, social or historic heritage of the city, state of Wisconsin or the United States

The story of Catherine Foley and the construction of one of the finer small buildings in the Third Ward tells the story of an Irish immigrant whose husband, a steamship engineer, passed away after a long illness and who had to support her family. She capitalized on one of the few ways that widows could make ends meet, run a boarding house as well as a saloon. This toe hold in the new world made a difference between independence or servitude in a large house, gruelling factory work or imposing on other family members. Catherine's neighbors right on the same block faced similar circumstances. Most like Catherine held onto their property even when they moved to a different residence. It was their way to make an economic advance.

The building's ownership and expansion by the Miller Brewing Company demonstrates that the company, although in fifth place in beer production by the early 1890's, nevertheless followed the practice of its competitors by acquiring existing buildings for saloons or constructing buildings of their own design that would serve as outlets for their product. Newspaper articles mention that corner lots were most desirable and that the breweries liked building their own saloons to avoid the sleazy shanties many private saloons became. After the Third Ward fire of 1892, Miller is shown to have had at least seven properties in the Third Ward alone. This practice was ended with Prohibition. In this instance, Miller acquired a fine masonry building, presumably with a good reputation.

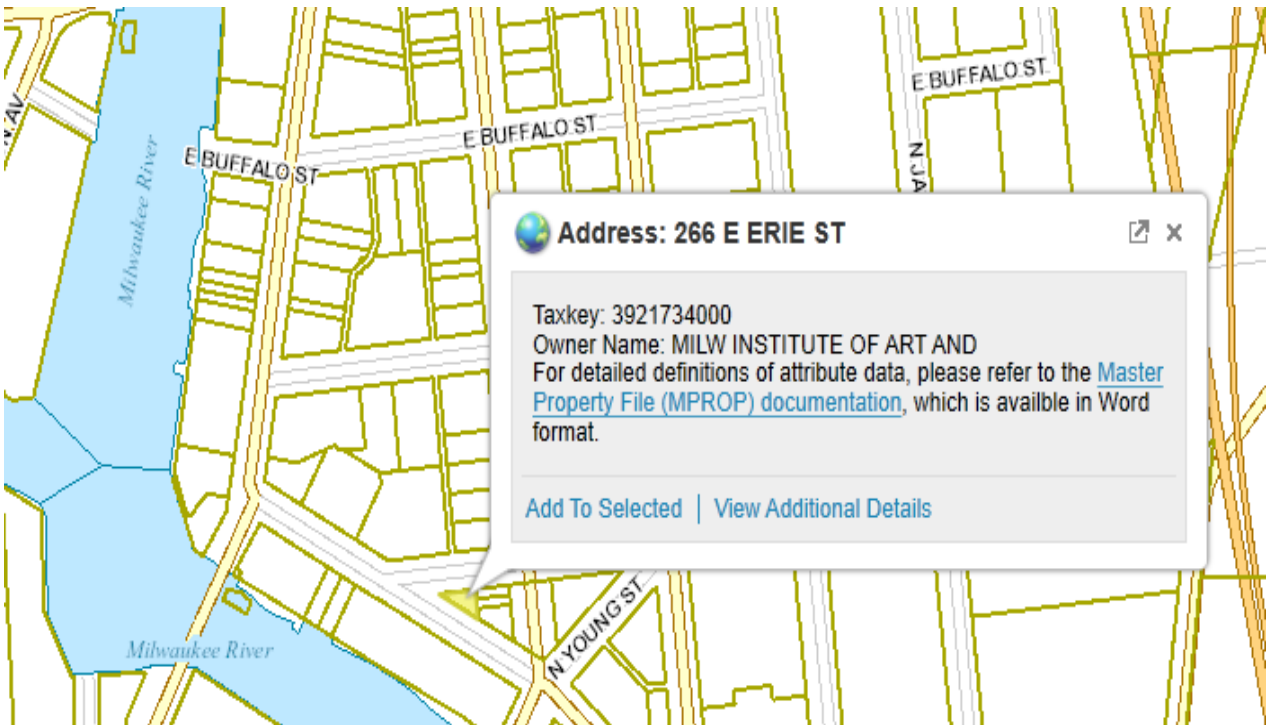
This building is also significant for its 23 year history as a popular social spot for the LGBT community. This was the era when the gay community was beginning to be more visible in the city and together with the Factory and the M & M bars made a social destination in the Third Ward. The fact that Wayne Bernhagen held outdoor anniversary celebrations and established an invitational softball tournament made the gay community more prominent in the community. The history of the LGBT community in Milwaukee is still being written. The National Park Service National Register of Historic Places is currently conducting studies to identify places significant to the LGBT community.

- e-5. Its embodiment of the distinguishing characteristics of an architectural type or specimen.

The Catherine Foley Building / Miller Brewing Company Tavern is recognized in the 1983 national register nomination as a pivotal building in the Third Ward National Register Historic District. Its small scale is representative of the Third Ward before the great fire destroyed most of the buildings in 1892. Its Italianate style may seem a little behind the times for 1884 but this was built with hints of the Queen Anne style that was to achieve greater prominence as the 1880s progressed. Those few nods include the corner turret and the ornamental banding that occurs in the brick. Rather than a full blown tower, this turret accents the prominent location at the intersection of 2 streets. .

- e-9 Its unique location as a singular physical characteristic which represents an established and familiar visual feature of a neighborhood, community or the city.

Surrounded by the larger buildings constructed after the 1892 fire, the Catherine Foley / Miller Brewing Company Tavern with its more diminutive form, its rooftop turret and its triangular form is definitely one of the eye-catching building in the district.





**Preservation Guidelines  
for the  
Catherine Foley Building / Miller Brewing Company Tavern**

The following preservation guidelines represent the principal concerns of the Historic Preservation Commission regarding the historic designation of the Catherine Foley Building / Miller Brewing Company Tavern. The intent of the commission is to preserve the historic, existing exterior features of the building and guide any changes and restorations that might be done on the exterior.

Building maintenance and restoration must follow accepted preservation practices as outlined below. Any exterior changes including repair of ornamental trim but exclusive of routine painting will require a Certificate of Appropriateness. Most certificates are issued on a staff-approved basis and only major new construction or alteration requests typically will go before the Historic Preservation commission. The Commission reserves the right to make final decisions based upon particular design submissions.

A.       Roofs

Retain the roof shape. The installation of skylights where they would be visible from the street are not permitted as they would have a negative impact on the building. Since this building has essentially two major facades, it would be difficult to install skylights that would not be visible.

No changes can be made to the roof shape which would alter the building height, the roofline or its pitch. Locate mechanical systems and vents on portions of the roof not visible or less visible from the public right of way and paint them out to minimize impact.

If the building gets re-roofed, consultation with historic preservation staff is required to review and approve the new roofing material, flashing, and gutters. The minimum standard for re-roofing is a 3-tab asphalt shingle. Fire insurance maps show the building to have had a wood shingle roof originally. When choosing shingles, very light colors or very dark colors such as black are not permitted. Architectural shingles are permitted, but they must resemble wood shingles which were original to the building. Use of architectural or dimensional shingles is on a case-by-case basis as some of the products are not compatible with Victorian-era buildings.

Should a satellite dish be installed it should be placed where it is not visible from the street, preferably at the rear or east end of the roof. Removal of the rooftop chimney may be allowed if venting can be accomplished without affecting the primary facades.

No rooftop construction or addition is allowed, as this would have a negative impact on the historic character and proportions of the building.

B.       Materials

1.       Masonry

- a.       Unpainted brick or stone must not be painted or covered. Painting masonry is historically incorrect and could cause irreversible damage if it was decided to remove the paint at a later date. Covering masonry with other materials (wood, sheet metal, vinyl siding, etc.) is not allowed.

- b. Re-point defective mortar by duplicating the original in color, hardness, texture, joint finish and joint width. See the masonry chapters in the books, As Good As New or Good For Business for explanations on why the use of a proper mortar mix is crucial to making lasting repairs that will not contribute to new deterioration of the masonry. Using much harder, contemporary Portland cement mortar will not make a lasting repair and can damage the historic brick and stone. Example of such damage are evident on the building. Replaced mortar joints should be tooled to match the style of the original. Do not use mortar colors and pointing styles that were unavailable or were not used when the building was constructed. Consultation with historic preservation staff and a Certificate of Appropriateness is required before starting any re-pointing.
- c. This building has been painted for many decades. It may remain painted. In the future should masonry cleaning be necessary it should be done only with the gentlest method possible. Sandblasting or high pressure water blasting or the use of other abrasive materials (baking soda, nut shells, dry ice, etc.) on limestone, pressed brick or cream brick surfaces is prohibited. This method of cleaning erodes the surface of the material and accelerates deterioration. The use of accepted chemical products to clean masonry is allowed and a test panel is required before general commencement of the work. Work should be done by experienced individuals as the chemical cleaning process can have a negative impact on the masonry. Consultation with historic preservation staff and a Certificate of Appropriateness is required before any cleaning would begin.
- d. Repair or replace deteriorated masonry with new material that duplicates the old as closely as possible. The use of EIFS (exterior insulation and finish systems) which is synthetic stucco is not permitted. Consultation with historic preservation staff and a Certificate of Appropriateness is required before attempting work on the masonry

## 2. Wood/Metal

- a. Retain original material, whenever possible. Do not remove architectural features that are essential to maintaining the building's character and appearance. Any original trim that is replaced must match exactly in terms of dimensions, profile
- b. Retain or replace deteriorated material with new material that duplicates the appearance of the old as closely as possible. Covering wood or metal with aluminum or vinyl or other substitute material is not permitted. Spot replacement or spot repair of any deteriorated elements is encouraged rather than complete removal and replication. Structural wood epoxies are suggested for the lasting repair of damaged or decays areas of wood trim. Any new elements must replicate the pattern, dimension, spacing and material of the originals.

C. Windows and Doors

1. Retain existing window and door openings. Many of the existing windows appear to be replacements and all feature one-over-one sash. On the Menomonee street side of the building six openings have been blocked up with brick on the first story and two openings are blocked up with wood on the second story. On the Erie Street side of the building, nine windows have been boarded up on the second story and one opening has been blocked up with brick on the first. Other windows on the first story are blocked up to secure the building since the fire. Windows on the east elevation are also boarded up.

Do not make additional openings or changes in existing fenestration by enlarging or reducing window or door openings to fit new stock window sash or new stock door sizes. Do not change the size or configuration of the original window panes or sash. Use storm windows or protective glazing which have glazing configurations similar to the prime windows and which obscure the prime windows as little as possible. The use of structural wood epoxies is strongly encouraged to repair any minor damage or decay to wood windows.

2. Most of the windows currently visible on the building are replacements for the originals. In the event any windows need to be replaced again, consultation with Historic Preservation staff is required to determine appropriate glazing patterns. New glass must match the size of the historic glass. New windows must be made of wood. Do not fill in or cover openings with inappropriate materials such as glass block or concrete block. Do not use modern style window units, such as horizontal sliding sash or casements, in place of double-hung sash or the substitution of units with glazing configurations not appropriate to the style of the building.

Any original windows on the building must be retained and repaired. Vinyl, vinyl-clad, metal, and metal-clad or fiberglass prime window units are not permitted. Wood combination/storm screen units or fixed storm windows that fit the shape of the original opening are permitted.

The doors have been replaced. Any replacement doors must be appropriate to the historic period of the building. Any changes to doors and windows, including installation of new doors and windows, require consultation with Historic Preservation staff and a Certificate of Appropriateness.

3. Steel bar security doors and window guards are generally not allowed where they are visible from the street. If permitted, the doors or grates must be of the simplest design and installed so as to be as unobtrusive as possible. A Certificate of Appropriateness is required for this type of installation.

D. Trim and Ornamentation

There should be no changes to the existing historic trim or ornamentation except as necessary to restore the building to its original condition. A replacement feature must match the original member in terms of scale, design, color, and appearance. Spot repair is preferable to wholesale replacement of details. Wood epoxy repair is often highly desirable for permanently repairing smaller areas of decay or damage to wood trim. The use of new wood with good to excellent natural decay resistance

for any exterior restoration work is strongly encouraged. Consultation with Historic Preservation staff is required before any changes or repairs are made to the building.

E. Additions

This building occupies all or most of its property. There is no ability to construct additions. Ideally an addition should either compliment or have a neutral effect upon the historic character of the building. Approval shall be based upon the addition's design compatibility with the building in terms of window proportion and placement, building height, roof configuration, scale, design, color, and materials, Additions must be smaller or shorter than the original building and not obscure the historic building. The use of EIFS (exterior insulation and finish system) is not allowed for the exterior of any addition to the house.

F. Signs/Exterior Lighting

The installation of any permanent exterior sign or light fixture on the front of the building shall require the approval of the Commission. Approval will be based on the compatibility of the proposed sign or light with the historic and architectural character of the building. Consultation with Historic Preservation staff is required to assist in the selection of exterior fixtures. Plastic internally-illuminated cabinet signs with a completely acrylic face are not permitted. A monument sign in front of the building is permitted but it must be Type A. (see the city's zoning code). Signs installed directly on the building should not exceed 25 square feet in order to protect the historic character of the building.

G. Site Features

This property has no setback from the city sidewalks. There appear to be no opportunities for landscaping along the Erie Street and Menomonee Street facades. Should the small addition at the rear or east side of the building be demolished, treatment of that area would be reviewed by the Historic Preservation Commission. Consultation with Historic Preservation staff is required before starting any work that would involve landscape features, on-site parking, walkways, or driveway.

H. Guidelines for New Construction

Given the lot configuration and the fact that the building occupies almost all of its footprint, it is doubtful that new construction will occur. In the event changes to the property size or configuration occur and new construction is contemplated, the following guidelines will apply.

Any new construction on the property will require review and approval from the Historic Preservation Commission. It is important that new construction closest to the house be designed to be as sympathetic as possible with the character and scale of the historic structure.

1. Site work

New construction must respect the historic site and location of the building. It should be accomplished so as to maintain the appearance of the building from the street as a freestanding structure.

2. Scale

Overall building height and bulk, the expression of major building divisions including foundation, body and roof, and individual building components, such as overhangs and fenestration that are in proximity to a historic building must be compatible to and sympathetic with the design of the building. New construction visible from the street is to be smaller in size and shorter in height than the historic building.

3. Form

The massing of the new construction must be compatible with the goal of maintaining the integrity of the historic building as a freestanding structure.

4. Materials

Materials for new construction that is visible from the street does not necessarily have to duplicate materials of the historic house. But some modern materials cannot be used such as vinyl siding and aluminum siding. The building materials which are visible from the public right-of-way and in proximity to the historic building should be compatible with or complimentary to the colors, textures, proportions, and combinations of cladding materials used on the historic building.

I. Guidelines for Demolition

Demolition is not encouraged and is generally not permissible, but there may be instances when demolition may be acceptable if approved by the Historic Preservation Commission. The following guidelines, with those found in subsection 9(h) of the ordinance, will be taken into consideration by the Commission when reviewing other demolition requests.

1. Condition

Demolition requests may be granted when it can be clearly demonstrated that the condition of a building or a portion thereof is such that it constitutes an immediate threat to health and safety and is beyond hope of repair. This would generally be in case of a major fire or a natural catastrophe.

2. Importance

Consideration will be given to whether or not the building or a part of it is of historical or architectural significance or displays a quality of material and craftsmanship that does not exist in other structures in the area.

3. Location

Consideration will be given to whether or not the building or a part of it contributes to the neighborhood and the general street appearance and has a positive effect on other buildings in the area.

4. Potential for Restoration

Consideration will be given to whether or not the building or a part of it is beyond economically feasible repair.

5. Additions

Consideration will be given as to whether or not the proposed demolition is a later addition that is not in keeping with the original design of the structure or does not contribute to its character.











Note incorrect date.





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## HISTORIC SITE DESIGNATION APPLICATION

### 1. Name

Historic: Miller Brewing Co.

and/or Common: MIAD Student Center

### 2. Location

Street & number 266-272 E. ERIE

Aldersperson: ROBERT BAUMAN

District(s): 4

### 3. Classification

Category	Ownership	Present Use			
<input checked="" type="checkbox"/> building(s)	<input type="checkbox"/> public	<input type="checkbox"/> agricultural	<input type="checkbox"/> park	<input type="checkbox"/> government	<input type="checkbox"/> transportation
<input type="checkbox"/> structure	<input checked="" type="checkbox"/> private	<input type="checkbox"/> commercial	<input type="checkbox"/> cemetery	<input type="checkbox"/> industrial	<input checked="" type="checkbox"/> other
<input type="checkbox"/> object	<input type="checkbox"/> both	<input type="checkbox"/> educational	<input type="checkbox"/> religious	<input type="checkbox"/> military	<u>VACANT</u>
<input type="checkbox"/> site		<input type="checkbox"/> entertainment	<input type="checkbox"/> private-residence	<input type="checkbox"/> museum	

### 4. Owner of Property

Name: \_\_\_\_\_

Street & number: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

### 5. Representation Existing Surveys

Inventory: Wisconsin Architecture and History Inventory

Date: 1984

federal  state  county  local

Depository for survey records:

Organization \_\_\_\_\_

Street & number \_\_\_\_\_

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

Previous historic designation:

National Register      Date 1984-03-08      Name Historic Third Ward Historic District  
 City of Milwaukee Landmark      Date \_\_\_\_\_      Name \_\_\_\_\_  
 Other      Name State Register      Date designated 1989-01-01

## 6. DESCRIPTION

Condition:

- excellent
- good
- fair
- deteriorated
- ruins

Check one:

- original site
- moved date
- altered
- unaltered

Building form:

Number of stories 2

Foundation:

- stone
- brick
- concrete block
- concrete
- other \_\_\_\_\_

Roof:

- gable (  flank  end  cross )
- gambrel (  flank  end  cross )
- hip
- mansard
- flat
- other \_\_\_\_\_

Walls:

- clapboard
- brick
- stucco
- stone
- wood shingle
- slate
- terra cotta
- asphalt siding
- asbestos tile
- aluminum siding
- artificial stone
- other \_\_\_\_\_

Written description: (Continue on a separate sheet, if necessary)

---

## 7. SIGNIFICANCE

---

Areas of significance:

- |  |   |  |  |
|--|---|--|--|
| <input type="checkbox"/> agriculture             | <input type="checkbox"/> economics              | <input type="checkbox"/> law                 | <input type="checkbox"/> science             |
| <input checked="" type="checkbox"/> architecture | <input type="checkbox"/> education              | <input type="checkbox"/> literature          | <input type="checkbox"/> social/humanitarian |
| <input type="checkbox"/> art                     | <input type="checkbox"/> engineering            | <input type="checkbox"/> military            | <input type="checkbox"/> theater             |
| <input checked="" type="checkbox"/> commerce     | <input type="checkbox"/> exploration/settlement | <input type="checkbox"/> music               | <input type="checkbox"/> transportation      |
| <input type="checkbox"/> communications          | <input type="checkbox"/> industry               | <input type="checkbox"/> philosophy          | <input type="checkbox"/> other (specify)     |
| <input type="checkbox"/> community planning      | <input type="checkbox"/> invention              | <input type="checkbox"/> politics/government |  |
| <input type="checkbox"/> conservation            | <input type="checkbox"/> landscape architecture | <input type="checkbox"/> religion            |  |
- 
- 

Date built or altered: 1892

Builder/architect: Aug. Buchholz; Wolff & Evans

---

Written statement of significance: (continue on a separate sheet, if necessary)

**8. Major Bibliographical References**

[Empty box for Major Bibliographical References]

**9. Boundary Description**

Legal property description:

[Empty box for Legal property description]

Boundary justification:

[Empty box for Boundary justification]

**10. Form Prepared By**

Name/Title: MARTI GAMBERG

Organization: \_\_\_\_\_

Street: 273 E. MENOMONEE ST

City: MILWAUKEE State: WI Zip: 53202

Telephone (days) \_\_\_\_\_ (evenings) \_\_\_\_\_ Date: \_\_\_\_\_

maritgamberg@gmail.com

Return to: Historic Preservation Commission  
City Clerk's Office  
200 E. Wells St. Room B-4  
Milwaukee, WI 53202  
(414) 286-5722



266 E. Erie St.

Written statement of significance:

The architectural and commerce history of 266 E. Erie signifies it as an important historic site in the Historic Third Ward neighborhood. The site, originally a saloon, is one of less than ten remaining buildings in the Third Ward that survived the 1892 fire. In the National Register of Historic Places Inventory from 1984, 266 E. Erie was listed as a pivotal building to the Historic Third Ward Neighborhood because its “interesting architectural details and a connection to a locally important 19th or early 20th century business”.

While there are conflicting dates as to when the building was built, it can be estimated to be in the mid-1880's. Designed by Aug. Buchhohlz, the building is a two story Queen Anne with painted brick veneer and segmental arch windows. The Queen Anne Architectural style is recognized by its corner tower and flat iron shape. In 1912, the second story was added by architects Wolff and Evans. When the Milwaukee Institute of Art and Design bought the property, students took charge in renovating the interior.

This historic saloon's architectural style is especially pivotal for the Historic Third Ward neighborhood. It is one of the oldest structures in the Historic Third Ward, and one of the few buildings surviving the 1892 fire. The fire destroyed much of the old Historic Third Ward neighborhood. More than 15 blocks and over 400 buildings (an estimated 81 large brick buildings and 359 wood frame structures) burned on the night of Oct. 28, 1892.

The saloon's Queen Anne architecture is unique to the present Historic Third Ward neighborhood as well; there is no other structure with the same style. After the 1892 fire, 266 E. Erie Street's architecture was distinctive among the neo-classical warehouses and the brick commercial buildings rebuilt. The white brick saloon is reminiscent of the days when the neighborhood “consisted of large warehouses and tiny white frame houses with lilacs in their front yards.”

The building also has an important commercial history. For the majority of its lifespan, it served as a neighborhood saloon. In 1888, the bar owner and keeper was John Blum. From 1912 to the early prohibition days, it was under the ownership of the famous Milwaukee brewery, Miller Brewing Company. In the 1922 Milwaukee Business Directory, the address is linked to the John Mortle Soft Drinks – the use of the term “soft drinks” may indicate that it remained a tavern during the prohibition era (c. 1920-1933). From 1972 to 1994, The Wreck Room inhabited the building. The Wreck Room was a popular bar among the Milwaukee LGBT community. In 1994, the Milwaukee Institute of Art and Design bought the property, which then served as the institute's student union.

266 E. Erie is one of the few structures in the Historic Third Ward that preserves the history of the neighborhood prior to 1892. It is a connection to the neighborhood's past and a physical symbol of the neighborhood's resilience, renaissance, and success. It is rightfully listed as a pivotal structure to the neighborhood, and as noted by the National Register of Historic Places 1984 Inventory, the “loss of the building would create a significant gap in the streetscape and diminish the cohesiveness of the area.”

## Bibliography

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[Miad.edu/downloads/archive/MIAD\\_student\\_handbook\\_0506.pdf](http://miad.edu/downloads/archive/MIAD_student_handbook_0506.pdf).

After the Fire...October 28, 1892, Milwaukee: Art Gravure and Etching Co., 1892.

Historic Walking Tour, Historic Third Ward Association, "#40: 266 E. Erie Street".

National Register of Historic Places Inventory – Nomination Form, Historic Third Ward District,  
March 8, 1984

Wisconsin Historical Society, Wisconsin Architecture and History Inventory, Miller Brewign  
Co., Milwaukee, Milwaukee County, WI, 98275



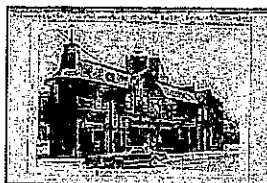
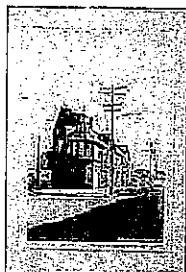
PROPERTY RECORD  
266 E ERIE ST

54 Erie

Architecture and History Inventory

John Mottle Soft Drinks  
-lived on premise-

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RESOURCE DESCRIPTIONS

About the National Register and State Register of Historic Places

All Wisconsin National Register of Historic Places listings are searchable on our website.

About Our Wisconsin Architecture and History Inventory (AHI)

Contains digital records on more than 133,000 historic buildings, structures and objects throughout Wisconsin.

RELATED ARTICLES

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Eligible properties must retain the essential physical appearance of the period in which they were important, and meet one of four criteria.

Search Tips for Finding Historic Properties

Tips on finding records for urban, rural and unusual properties

NAMES ▶

Historic Name: **Miller Brewing Co.**  
Other Name: **MIAD Student Center**  
Contributing: **Yes**  
Reference Number: **98275**

PROPERTY LOCATION ▶

Location (Address): **266 E ERIE ST**  
County: **Milwaukee**  
City: **Milwaukee**  
Township/Village:  
Unincorporated Community:  
Town:  
Range:  
Direction:  
Section:  
Quarter Section:  
Quarter/Quarter Section:

PROPERTY FEATURES ▶

Year Built: **1892**  
Additions: **1912**  
Survey Date: **1984**  
Historic Use: **tavern/bar**  
Architectural Style: **Queen Anne**  
Property Type: **Building**  
Structural System:  
Wall Material: **Brick**  
Architect: **Aug. Buchholz**  
Architect: **Wolff and Evans**  
Other Buildings On Site: **0**  
Demolished?: **No**  
Demolished Date:

DESIGNATIONS ▶

National/State Register Listing Name: **Historic Third Ward Historic District**

National Register Listing Date: **1984-03-08**

State Register Listing Date: **1989-01-01**

National Register Multiple Property Name:

## NOTES ▶

**Additional Information:** 2-story painted brick veneer, flat-iron-shaped building with corner tower, altered 1st. floor. The rear half was added some time before 1910. The tavern is a representative example of a vernacular, Queen Anne commercial building, distinctive for its corner tower and flat-iron shape. This picturesque saloon survived the 1892 fire. Dwarfed by the warehouses around it, it recalls the days when the neighborhood consisted of large warehouses and tiny white frame houses with lilacs in their front yards. 1912 - Erect two story addition. Aug. Bucholz was the builder. Nineteenth century corner saloon constructed of brick with segmental arch windows. Supportive of character of the Lower Third Ward district.

**Bibliographic References:** Sanborn-Perris maps Fire scrapbook. Permit.

## RECORD LOCATION ▶

Wisconsin Architecture and History Inventory, Division of Historic Preservation-Public History,  
Wisconsin Historical Society, Madison, Wisconsin

### Have Questions?

If you didn't find the record you were looking for or have other questions about historic preservation, please email us and we can help:

[joe.derose@wisconsinhistory.org](mailto:joe.derose@wisconsinhistory.org)

If you have an update, correction or addition to a record, please include this in your message:

- AHI number
- Information to be added or changed
- Source information

Note: When providing a historical fact, such as the story of a historic event or the name of an architect, be sure to list your sources. We will only create or update a property record if we can verify a submission is factual and accurate.

### How to Cite

For the purposes of a bibliography entry or footnote, follow this model:

**Wisconsin Architecture and History Inventory Citation**

Wisconsin Historical Society, Wisconsin Architecture and History Inventory, "Historic Name", "Town", "County", "State", "Reference Number".

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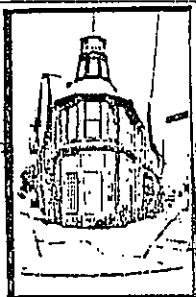
Street Address: <sup>226 1/2</sup> 266-272 E. Erie  
 USGS Quad and UTM Reference: Acreage: small bldg.

Current Owner: Wayne Bernhagen  
 Current Owner's Address:

Original Name & Use: saloon  
 Source: A

Dates of Construction/Alteration: between 1888 & 1892  
 Source: A, B

Architect and/or Builder: unknown  
 Source:

Roll No. Affi:  s

Legal Description:

Original Name & Use:	Source	Previous Owners	Dates	Uses	Source
saloon	A				
Dates of Construction/Alteration	Source				
between 1888 & 1892	A, B				
Architect and/or Builder:	Source				
unknown					

- Architectural Significance**
- Represents work of a master
  - Possesses high artistic values
  - Represents a type, period, or method of construction
  - Engineering
  - None
- Historical Significance**
- 4 Assoc. with lives of significant persons
  - Assoc. with significant historical events
  - Assoc. with development of a locality
  - Other: \_\_\_\_\_
  - None Period of significance: \_\_\_\_\_

**Architectural Description and Significance:**  
 2-story painted brick veneer, flat-iron-shaped building with corner tower, altered 1st fl. The year half was added some time before 1910.

**Historical Background and Significance:**  
 This picturesque saloon survived the 1892 fire. Dwarfed by the warehouses around it, it recalls the days when the neighborhood consisted of large warehouses and tiny white frame houses with lilacs in their front yards.

Interior visited?  Yes  No

**Sources of Information (Reference to Above)**  
 Sanborn-Perris maps

**6 Representation in Previous Surveys**  
 HABS  LDMK  WHIP  NRHP  
 other: \_\_\_\_\_

**7 Condition**  
 excellent  good  fair  poor  ruins

**8 District:** \_\_\_\_\_  
 pivotal  contributing  non-contributing

**9 Opinion of National Register Eligibility**  
 date: \_\_\_\_\_ initials: \_\_\_\_\_

eligible  not eligible  unknown  
 national  state  local

wholesale dry goods and notions firm. The building was then used for storage and later as a furniture store until MIAD purchased the building in 1993. The creative interior design plan for the three floors of student occupancy makes this a unique student residential facility. The residence hall opened in the fall of 1994.

#### **HISTORY OF THE STUDENT UNION (266 EAST ERIE STREET)**

The building is one of the oldest structures in the Historic Third Ward, having survived the 1892 fire which destroyed much of the historic area. The saloon's early Victorian architecture is unique among the neo-classical warehouses and buildings constructed after the fire. Solomon Juneau deeded the land to Henry Galligan in 1849. City directories describe a saloon owned by Galligan as located on Main (Broadway) between Erie and Menomonee about 1854. Most of the owners following Galligan used the building as a tavern, including Miller Brewing Company, which owned the tavern from 1912 until the early days of Prohibition. For over two decades prior to MIAD's 1996 purchase, the building housed the Wreck Room, an important part of the gay community. Renovation of the building to serve MIAD students was initially slowed by major structural reconstruction. While that was going on, MIAD students, through their elected area representatives, began planning, and the Interior Architecture and Design majors (1999) all worked toward an exciting and affordable design which would meet the needs of their classmates. During the summer of 1997, a small crew of students constructed all the interior architecture. The building opened, under the management of a recent MIAD graduate, in August 1997.

#### **HISTORY OF THE STRANGE BREW CAFÉ (143 N. BROADWAY)**

Built in 1921 to house the Barg & Foster Candy Company, the building now known as the Strange Brew Café has housed a number of Third Ward businesses. The Wisconsin Valley Dairy Products Company took up residence in 1928, followed by the Northern Wisconsin Produce Company in 1930, which remained in residence for the next 22 years. In 1952 Advanced Displays by Morrie moved in only to be replaced by General Furniture Distributor in 1953. After being vacant for several years it became Draggs Tavern. Draggs was a popular tavern for many decades. After Draggs closed the building became home to a wine & dine restaurant called Café Marché. After a few years the Café changed owners and name to *The Brasserie*. In 1999 MIAD purchased the building and for the first few years it was used for senior gallery shows. In December of 2001 a group of students and alumni cleaned the building and the Strange Brew Café opened for service to the MIAD community, under the management of a recent MIAD graduate, in January 2002.

#### **HISTORIC THIRD WARD**

The Third Ward Historic District is architecturally significant as Milwaukee's finest concentration of nineteenth and early twentieth century industrial buildings. It is historically significant for its associations with Milwaukee's rise as a major regional wholesaling and manufacturing center in the nineteenth century. The historic and architectural significance of the district was recognized by its listing in the National Register of Historic Places in 1984. From the city's earliest days, Water Street, along the east bank of the Milwaukee River, was the major retail and wholesale thoroughfare in the city. Wholesale traders began their operations here by shipping raw products eastward, such as fish, lumber, hides, wool, and grain. After the first railroad from Milwaukee reached the Mississippi River in 1856, wholesalers of groceries, dry goods, hardware, drugs, clothing, boots and shoes began to ship manufactured products to the new inland communities to the west. Railroad extensions in the 1870's and 1880's boosted the wholesale trade even further, making it one of Milwaukee's major business activities. As wholesale trade increased, more and more wholesale

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(3-82)

OMS No. 1024-0018  
Exp. 10-31-84

**COPY**

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NRHP  
3/8/84

# National Register of Historic Places Inventory—Nomination Form

received

date entered

See instructions in *How to Complete National Register Forms*

Type all entries—complete applicable sections Submitted to DOI 2/2/84

## 1. Name

historic N.A.

and/or common Historic Third Ward ~~Historic~~ District

## 2. Location

street & number please see enclosed map not for publication

city, town Milwaukee vicinity of

state Wisconsin code 55 county Milwaukee code 079

## 3. Classification

Category	Ownership	Status	Present Use
<input checked="" type="checkbox"/> district	<input checked="" type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	<b>Public Acquisition</b>	<b>Accessible</b>	<input checked="" type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input checked="" type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input checked="" type="checkbox"/> industrial
	<input checked="" type="checkbox"/> n.a.	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input checked="" type="checkbox"/> park
			<input checked="" type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

## 4. Owner of Property

name Multiple owners - please see individual survey forms and continuation sheet

street & number N.A.

city, town N.A. vicinity of state N.A.

## 5. Location of Legal Description

courthouse, registry of deeds, etc. Milwaukee County Courthouse

street & number 901 N. Ninth Street

city, town Milwaukee state Wisconsin 53233

## 6. Representation in Existing Surveys

Wisconsin Inventory of  
title Historic Places has this property been determined eligible?  yes  no

date 1979  federal  state  county  local

depository for survey records State Historical Society of Wisconsin

city, town Madison state Wisconsin 53706

**United States Department of the Interior  
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**National Register of Historic Places  
Inventory—Nomination Form**

Historic Third Ward, Milwaukee, Wisconsin

Continuation sheet

Item number

4

Page

1

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Owner of Property:

The following owners own vacant parcels within the boundaries of the historic district:

Address of Parcel

Owner and Address

151 N. Broadway

B. L. Krystofiak  
Lee Engineering  
2023 W. Wisconsin Avenue  
Milwaukee, WI 53233

326-328 E. Erie St.

Consiglio Cirillo  
W 172 S 7505 Lannon Drive  
Muskego, WI 53150

102-112 N. Water St.

Paul Konner, Pres.  
Milwaukee Rescue Mission  
1023 N. Fifth Street  
Milwaukee, WI 53203

land contract purchaser:

Walfrid A. and Nancy Lee Friedman  
3310 N. 82nd Street  
Milwaukee, WI



## 7. Description

<b>Condition</b>		<b>Check one</b>	<b>Check one</b>
<input type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input checked="" type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved date _____
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		

**Describe the present and original (if known) physical appearance**

### General Description

The Historic Third Ward Historic District is located in downtown Milwaukee just south of the Wisconsin Avenue commercial core of the city. Lying on essentially flat land it is bounded by the Milwaukee River on the south and west, U. S. Interstate Highway I-94 on the north and modern one-story warehouses and parking lots on the east. The street plan is essentially a grid, with two angled streets, Water and Erie, following the course of the Milwaukee River.

The seventy-one buildings within the boundaries are almost all multi-story warehouses or industrial structures built between 1892 and 1928. The visual character is one of tall, massive structures covering most of each block. The average height of buildings in the district is 4.1 stories and almost all have flat roofs. A few parking lots are interspersed here and there, usually marking the site of a demolished warehouse. Buildings usually abut one another and are built right up to the sidewalk creating a uniform setback and a dense urban texture. Nearly every building is constructed of brick (92%) and the variety of brick colors (32% red, 23% brown, 12% painted, 11% cream, 11% orange, 11% other) provides a livelier effect than one might expect in a warehouse area. Adding to the visual quality of the area is the rich ornamentation of terra cotta, metal and stone in motifs ranging from Victorian Gothic to Sullivanesque to Art Deco, with a preponderance of neo-classical designs. Many of the large warehouses feature arches in their designs, adding a pleasing visual rhythm to the streetscape.

Interpersed among the large warehouses are five smaller buildings that were either built or occupied for a long time as saloons. Two firehouses within the district and a post office garage comprise the few governmental buildings in the area. One small triangular block between Menomonee, Broadway and Young has been reserved as a small park with benches and mature trees. Besides an occasional street tree, the red and blue fire call boxes are the only features which liven up the concrete sidewalks. The 100 and 200 blocks of Broadway are distinguished in that brick sidewalks and street trees have recently been installed. Unique in the city is the 300 block of Broadway. Here very wide metal awnings hang from chains over wide sidewalks where wholesale fruit and flower merchants load up their trucks in the early morning hours. During most hours of the day a lone orange or carnation resting in a gutter are the only signs of the liveliness of this block at dawn. Originally this area, known as Commission Row, extended on block to the north but the northern half was demolished in the 1960s to make way for I-94.

Although many buildings have suffered from alterations through the years, the visual effect of the alterations on the character of the area has been slight. The majority of changes have been the blocking up of windows, especially on the first floor, but the blocking has typically occurred within the window bay, thus maintaining the rhythm and general effect of the original designs.

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National Register of Historic Places  
Inventory—Nomination Form

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Historic Third Ward Historic District, Milwaukee, Wisconsin  
Continuation sheet

Item number 7

Page 1

Archeology

It is highly doubtful that any potential for pre-historic sites exists in the Historic Third Ward. After the Great Fire of 1892 the rubble was bulldozed into old basements and the entire area levelled off before new construction began. In addition, nearly every square foot not touched by the fire has been disturbed for 19th or 20th century construction.

Definition of Pivotal, Contributing, and Non-Contributing Buildings

Because of the similar quality of the buildings in the district and because most of them were connected with leading business concerns in Milwaukee, it was difficult to draw a line between pivotal and contributing structures. In general, a building designated as pivotal is a large, imposing business block with interesting architectural details and a connection to a locally important 19th or early 20th century business. The loss of such a building would create a significant gap in the streetscape and diminish the cohesiveness of the area. More specifically, the buildings designated as pivotal have been designated as such for two reasons. Some have architectural significance as fine, turn-of-the-century examples of warehouse and industrial design, usually with well-executed architectural details. Many have historical significance as the homes of major industrial or wholesale trade concerns in the city of Milwaukee.

The contributing buildings are distinguished from pivotal buildings by their generally smaller size and less impressive ornament. Although they are not connected with leading local businesses, their history as well as their materials, set-back, scale and period of construction are similar to the pivotal buildings in the district.

Seven buildings in the district are designated as non-contributing structures. One (128 N. Water) is a one-story metal clad gas station which is of a smaller scale, deeper set-back, and more modern material than the historic buildings in the district. One is a formerly four-story warehouse which lost its integrity when its top three stories were removed in 1945 (144 N. Water). Another (340-346 N. Broadway) is a one-story commission house built within the last 50 years and not of exceptional significance to the district. One other tiny intrusion is a frame cottage (332 N. Milwaukee) probably moved into the area after 1910. It was modernistically altered in the 1950s. The other four non-contributing buildings (three at 153 N. Milwaukee and one at 117 N. Jefferson), are recent additions of modern design and a smaller scale than the older historic structures within the district.

## 8. Significance

Period	Areas of Significance—Check and justify below			
prehistoric	archeology-prehistoric	community planning	landscape architecture	religion
1400-1499	archeology-historic	conservation	law	science
1500-1599	agriculture	economics	literature	sculpture
1600-1699	<input checked="" type="checkbox"/> architecture	education	military	social/
1700-1799	art	engineering	music	humanitarian
<input checked="" type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	exploration/settlement	philosophy	theater
<input checked="" type="checkbox"/> 1900-	communications	industry	politics-government	transportation
		invention		other (specify)

Specific dates 1875-1934

Builder/Architect

N.A.

### Statement of Significance (in one paragraph)

The approximately twelve-block Historic Third Ward Historic District is architecturally and historically significant as the major 19th and early 20th century combined wholesale and manufacturing district in Milwaukee. The dense urban turn-of-the-century character of the Historic Third Ward is unique in a city which from the start has had no scarcity of land for development.

The district is significant to the commercial history of the state. From its earliest days Milwaukee was one of the leading wholesale trading communities in the midwest. In 1856 Milwaukee traders did even more business than Chicago, for the simple reason that Milwaukee was 90 miles closer by steamship to the east coast.<sup>2</sup> Milwaukee's excellent Great Lakes port and extensive rail networks set up by local entrepreneurs ensured Milwaukee's role as an important transfer point between eastern and European factories and the agricultural frontier. Even as early as 1882 Milwaukee wholesalers were shipping goods regularly throughout the state and into Canada to the north and the Rocky Mountains to the west.<sup>3</sup> As the century progressed and rail networks expanded Chicago and the Twin Cities gradually overtook Milwaukee as the leading regional wholesale center. In the 1890s some Milwaukee wholesalers even moved to Chicago to take advantage of the cheaper rail rates.<sup>4</sup>

But Milwaukee continued to be a major trading community with almost no competition from other Wisconsin cities. By way of comparison, 370 Milwaukeeans listed their occupation in the U.S. census of 1900 as "wholesale merchant." The Wisconsin city with the next largest number of wholesale merchants was La Crosse with a mere 26. From the 1850s to the 1920s the commercial traveler from Milwaukee was an important and frequent visitor to sample rooms across the state. The Historic Third Ward traders and manufacturers supplied such every day items as Kentucky bourbon, canned beets, chocolate creams, rubber boots, haystack covers, truck bodies and silk stockings to generations of residents in Wisconsin's smaller communities.

### Commerce

From the earliest days of Milwaukee's history Water Street, along the bank of the Milwaukee River, was the major retail and wholesale thoroughfare in the city. Wholesale traders began their operations here by shipping raw products eastward, such as fish, lumber, hides, wool and grain. But after the first railroad from Milwaukee reached the Mississippi River in 1856, wholesalers of groceries, dry goods, hardware, drugs, clothing, and boots and shoes came upon the scene to ship the products of civilization to the new residents

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

Historic Third Ward Historic District, Milwaukee, Wisconsin

Continuation sheet

Item number

8

Page 1

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received

date entered

of the west. Railroad extensions in the 1870s and 1880s boosted the wholesale trade even further, making it one of Milwaukee's major business activities. As wholesale trade increased, more and more wholesale houses located in the combined warehouse-manufacturing district on Water Street, Broadway, and Milwaukee Street south of the developing retail commercial core on Wisconsin Avenue. Because of its hub-like location near the harbor, the river, railroads and the downtown, the area soon became too valuable for low-density, low-rise factories, many of which were replaced by multi-story warehouses and assembly and processing plants.

By the late 19th century the highest concentration of wholesalers in the city was located in the old Third Ward, with secondary concentrations in the blocks just south of Wisconsin Avenue (where the highway is now), and across the river to the west (an area which is today largely parking lots). The tall, mostly cream brick warehouses in the old Third Ward were built wall-to-wall and were predominantly Italianate in design with arched windows and fancy cornices. To the east near the marshy lakeshore hundreds of tiny frame cottages housed an Irish community of railroad workers and factory laborers.

Then on a gusty October evening in 1892 a small fire started in the Union Oil Co. warehouse on the west side of Water Street, north of Buffalo. Although it was thought to have been quickly brought under control, a fire broke out in a neighboring factory (where Commission Row is now) an hour later. Before morning, three fire fighters were dead, two women had died of apparent shock, two hundred and fifteen railroad cars were consumed, and eighty-one large brick buildings and 359 wood frame structures were destroyed, including the local firehouse. Left standing were the buildings on the west, upwind side of Water Street, although their contents were severely damaged by smoke and water, and a couple of saloons and a huge new warehouse on Erie Street (214-228 E. Erie and 266 E. Erie still remain).

As soon as the smoke cleared, reconstruction began. The entire area was bulldozed and regraded. Although most wholesale businesses moved to temporary quarters to the north, within a couple of years a surprising number rebuilt fine brick warehouses larger than their pre-fire quarters (30% of the buildings remaining in the area date from the 1890s building campaign). Many of the manufacturers still in the area before the fire rebuilt also, but several chose to relocate to less expensive land farther from the downtown.

The following decades were the heyday for Historic Third Ward business activity. For the year 1919, for instance, wholesale trade was the largest business activity of all in Milwaukee, with products valued at \$255,000,000 having changed hands. The visual character of the district today is essentially the same as it was in the late 1920s. Ninety eight per cent of all buildings remaining in the district were built before the Crash of 1929. Of the existing buildings in the area, 43% were built for warehouses, 24% for manufacturing, 16% for combined warehouse-manufacturing activities and 5% for transfer

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

Historic Third Ward Historic District, Milwaukee, Wisconsin

Continuation sheet

Item number 8

Page 2

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received

date entered

and storage. Many of the businesses operating in the district were among the leading enterprises in the state, including six major wholesale grocery concerns, two large candy manufacturers, two important dry goods businesses, three major shoe manufacturers and three large liquor distributors. For short individual histories of some of the more important firms in the district, please see survey forms for:

O. R. Pieper Co., groceries, 158 N. Broadway;  
American Candy Co., 191 N. Broadway;  
Roundy, Peckham and Dexter, groceries, 241 N. Broadway;  
Jewett and Sherman, merchants mills, 343 N. Broadway;  
E. R. Godfrey and Co., groceries, 402 N. Broadway;  
Phoenix Hosiery Co., 320 E. Buffalo, 311 E. Chicago, 207 N. Milwaukee,  
and 219 N. Milwaukee;  
A. W. Rich Shoe Co., 333 E. Chicago;  
Joys Brothers, ship chandlery, 125 N. Water;  
Bradley and Metcalf Shoe Co., 141 N. Water;  
Ziegler Candy Co., 223 N. Water; and,  
Mayer Boot and Shoe Co., 342 N. Water.

Preservation Activity

After the Depression and WW II the gradual ascendancy of truck transportation caused an exodus of wholesale businesses to the suburbs. But the old Third Ward still is home to many grocery commission houses, clothing firms and miscellaneous assembly and distribution businesses, although many upper stories are vacant. Recently a budding interest in the preservation and renovation of the area has begun to surface. Business and property owners in the area have organized an advancement association, the old Sherman and Jewett Merchant Mills (343 N. Broadway), and the Rohnert Coffee Co. (217 N. Broadway) have been renovated, a small street beautification project was completed on Broadway, and the large warehouses at 241 and 302 N. Broadway have been purchased for adaptive reuse.

Architecture

Largely because of the rebuilding campaign that occurred after the Great Fire in 1892 the Historic Third Ward Historic District has a uniformity of architectural design and a cohesive and obvious identity. The strong visual boundaries of the district -- the river, the highway, and a sudden change to parking lots and one-story factories -- add to the sense of place. The predominance of brick, the uniform set-back, the shared party wall construction and the multi-story heights contribute to the cohesion. But also important is the similarity of architectural composition. Although the stylistic details range from Italianate to 1920s commercial style, the basic arrangement of

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**National Register of Historic Places  
Inventory—Nomination Form**

Historic Third Ward Historic District, Milwaukee, Wisconsin

Continuation sheet

Item number 8

Page 3

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received

date entered

parts remains essentially the same. Most buildings have a one-story "base," demarcated by large picture windows and a cornice in the simplest designs and granite columns and Beaux Arts arcades in the fanciest. The intermediate stories are generally composed of groups of windows between applied pilasters which often terminate in a monumental arcade. Above a heavy cornice of metal or corbelled brick serves to cap off the composition.

The architectural details in the Historic Third Ward are remarkably fine, especially when one remembers that the buildings were constructed as warehouses and factories. The Friends and Marks Co. building at 215 N. Water, for instance, has unusual post-Victorian Gothic cartouches, the Standard Paper Co. building at 316 N. Milwaukee Street has a copper and stained glass entrance canopy, and neo-classical urns and cherubs decorate the cornice of the Kissinger Building at 330 N. Water. Even the fire escapes on some buildings have decorative Victorian and neo-classical scrolls in wrought iron (e.g., 241 N. Broadway).

The people responsible for these high quality designs were the leading local architects of their day. The architects' names on the building permits read like a "Who's Who" of prominent turn-of-the-century Milwaukee architects: H. C. Koch, Ferry and Clas, Herman Esser, Buemming and Dick, Schnetzky and Liebert, Martin Tullgren, Howland Russel, A. C. Eschweiler and Crane and Barkhausen to name a few. Although it would be a major undertaking to determine how each architect's work in the Historic Third Ward stacks up against his entire oeuvre, it is safe to say that the area is architecturally significant as a collection of designs by the major architects of Milwaukee from 1890 to 1930. For some of the finest designs in the district by well-known Milwaukee architects, see individual inventory forms for:

177 N. Broadway, Schnetzky and Liebert;  
211 N. Broadway, A. C. Eschweiler;  
241 N. Broadway, Howland Russel;  
214-228 E. Erie, Crane and Barkhausen;  
215 N. Water, Buemming and Dick; and,  
250 N. Water, Ferry and Clas.

A few small intrusions and a parking lot here and there are the only detractions from the cohesiveness of the Historic Third Ward district. The only other section of Milwaukee that retains such a dense, urban, turn-of-the-century flavor is the eastern section of the downtown, around N. Broadway and Milwaukee Streets at Wisconsin Avenue. Unfortunately, previous demolitions and recent ones, including the loss of Chapman's Department Store and the Pabst Building for huge ultra-modern office buildings, are continuously eroding the historic character of "East Town," making the preservation of the Historic Third Ward ever more important.

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**National Register of Historic Places  
Inventory—Nomination Form**

Historic Third Ward Historic District, Milwaukee, Wisconsin  
Continuation sheet

Item number

8

Page 4

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received

date entered

<sup>1</sup>The Historic Third Ward was historically significant from the days of early settlement. 1875 is given as the beginning date for the period of significance because that is the date of construction of the oldest building in the district. The area continued to be a very busy wholesale and light manufacturing district until after WW II, but 1934 is given as the ending date for the period of significance because the area was not of sufficient exceptional significance after 1934 to warrant the waiving of the National Register's 50-year rule.

<sup>2</sup>Moeckel, p. 90.

<sup>3</sup>Commercial Industries of the City of Milwaukee, 1882, p. 10.

<sup>4</sup>Milwaukee: A Half Century's Progress..., 1896, p. 82.

# 9. Major Bibliographical References

Please see continuation sheet.

# 10. Geographical Data

Acreeage of nominated property 44 acres

Quadrangle name Milwaukee, Wisconsin

Quadrangle scale 1:24000

UTM References

A	<u>116</u>	<u>4215</u> <u>91810</u>	<u>47</u> <u>614</u> <u>9115</u>
Zone	Easting	Northing	

B	<u>116</u>	<u>4216</u> <u>21510</u>	<u>47</u> <u>614</u> <u>9115</u>
Zone	Easting	Northing	

C	<u>116</u>	<u>4216</u> <u>21615</u>	<u>47</u> <u>614</u> <u>71210</u>
---	------------	--------------------------	-----------------------------------

D	<u>116</u>	<u>4216</u> <u>2115</u>	<u>47</u> <u>614</u> <u>71210</u>
---	------------	-------------------------	-----------------------------------

E	<u>116</u>	<u>4216</u> <u>21410</u>	<u>47</u> <u>614</u> <u>31410</u>
---	------------	--------------------------	-----------------------------------

F	<u>116</u>	<u>4216</u> <u>31915</u>	<u>47</u> <u>614</u> <u>31515</u>
---	------------	--------------------------	-----------------------------------

G	<u>116</u>	<u>4216</u> <u>21410</u>	<u>47</u> <u>614</u> <u>31410</u>
---	------------	--------------------------	-----------------------------------

H	<u>116</u>	<u>4216</u> <u>11810</u>	<u>47</u> <u>614</u> <u>21615</u>
---	------------	--------------------------	-----------------------------------

### Verbal boundary description and justification

Please see continuation sheet for rest of UTM references and boundary description and justification.

### List all states and counties for properties overlapping state or county boundaries

state	code	county	code

# 11. Form Prepared By

name/title Katherine H. Rankin, consultant  
for the Historic Third Ward Development  
 organization Association, Inc.

date October 10, 1983

street & number 1109 Sherman Avenue

telephone 608-256-2905

city or town Madison,

state Wisconsin 53703

# 12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national  state  local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature



title Director, Historic Preservation Division, SHSW

date Feb 2, 1984

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I hereby certify that this property is included in the National Register

date

Keeper of the National Register

Attest:

Chief of Registration

date



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National Register of Historic Places  
Inventory—Nomination Form

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Historic Third Ward Historic District, Milwaukee, Wisconsin  
Continuation sheet

Item number 10

Page 1

U.T.M. References, continued:

- i. 16 / 425845 / 4764520
- j. 16 / 425895 / 4764790
- k. 16 / 425950 / 4764785

Boundary Description and Justification:

Starting at the intersection of the center lines of N. Water and E. St. Paul Streets, proceed easterly to the center line of N. Broadway, thence north to a line extended west from the north side of the building at 402 N. Broadway, thence east along the north side of said building to the center line of E. St. Paul St., thence east to the center line of the alley between N. Milwaukee and N. Jefferson Streets, thence south to a line extended east from the south side of the building at 240 N. Milwaukee, thence west along the south side of said building to the center line of N. Milwaukee St., thence south to the center line of E. Corcoran, thence east to a line extended north from the northeast corner of the building at 527 E. Corcoran, thence in a general southerly direction along the easterly, curving side of said building to its southeast corner, thence approximately westerly to the south corner of the building at 120 N. Broadway, at the banks of the Milwaukee River, thence northwesterly and northerly along the banks of the Milwaukee River to a line extended west-northwesterly from the northeast side of the building at 301-309 N. Water St., thence east-southeasterly along said side to the center of N. Water St., thence approximately north-northeasterly to the point of beginning.

The Milwaukee River and Interstate Highway I-94 create clear visual boundaries on the south, west and north. To the east of the district the frame houses which once dotted the area have been replaced in recent decades by huge, one-story industrial structures of modern design and by large paved parking lots. The massive multi-story warehouses within the district rise high above the lower structures and parked cars to the east, thus creating a clear eastern boundary for the district. Four buildings to the south (at 117, 118 and 120-126 N. Jefferson, and 527 E. Corcoran) have been included in the district because of their similar age, history and visual character to the rest of the district.

United States Department of the Interior  
National Park Service

National Register of Historic Places  
Inventory—Nomination Form

Historic Third Ward Historic District, Milwaukee, Wisconsin  
Continuation sheet

Item number 9

Page 1

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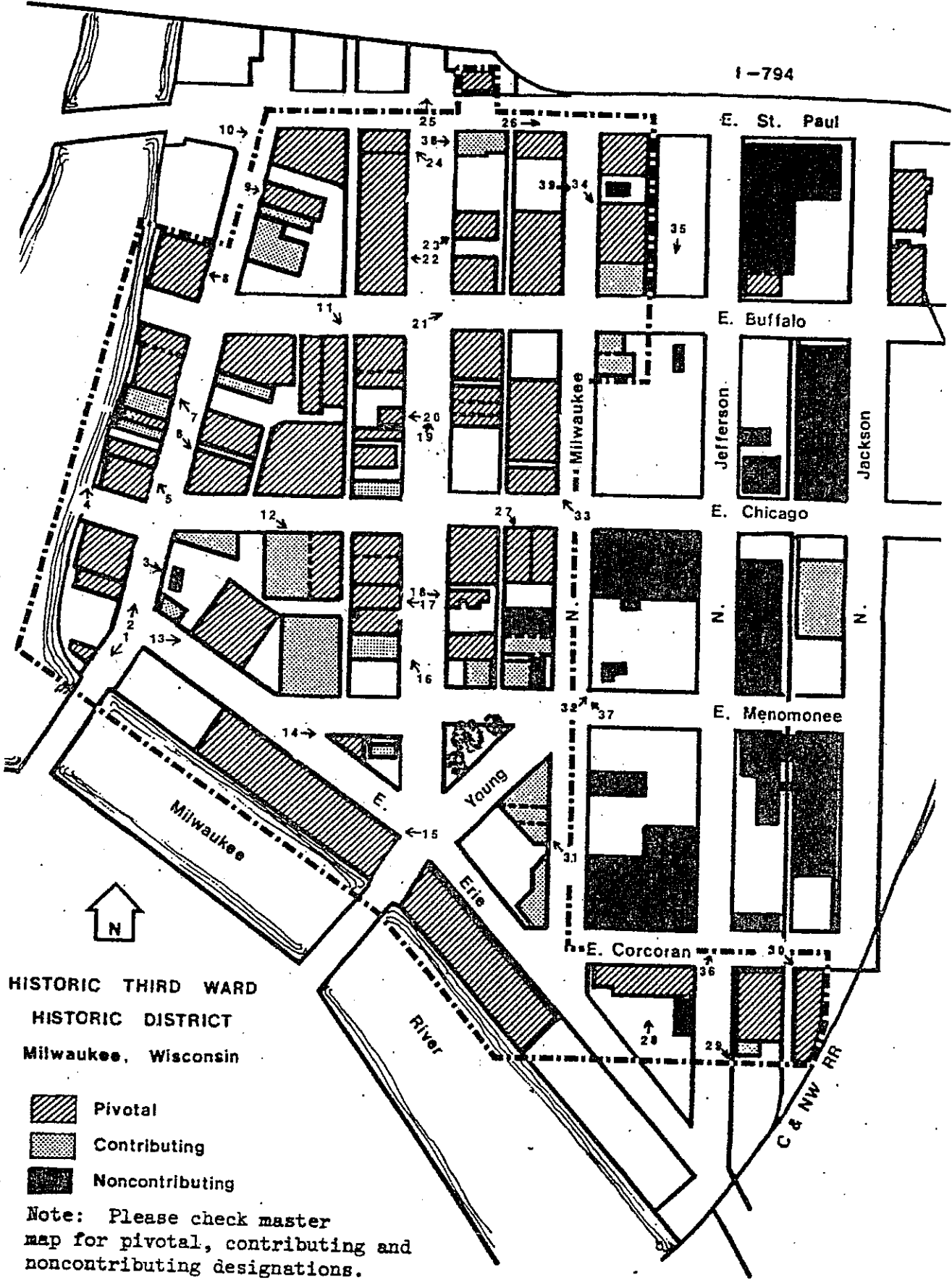
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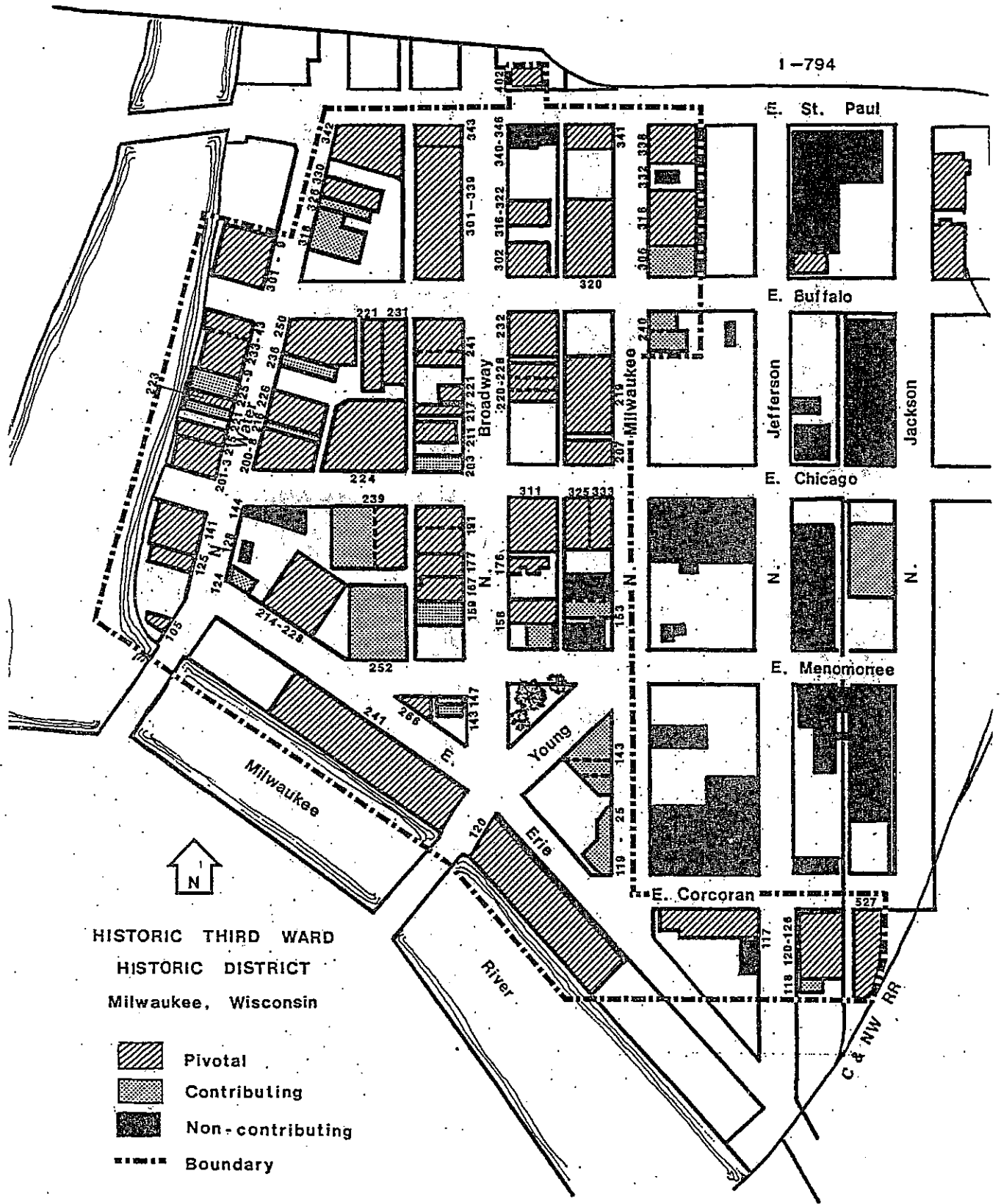
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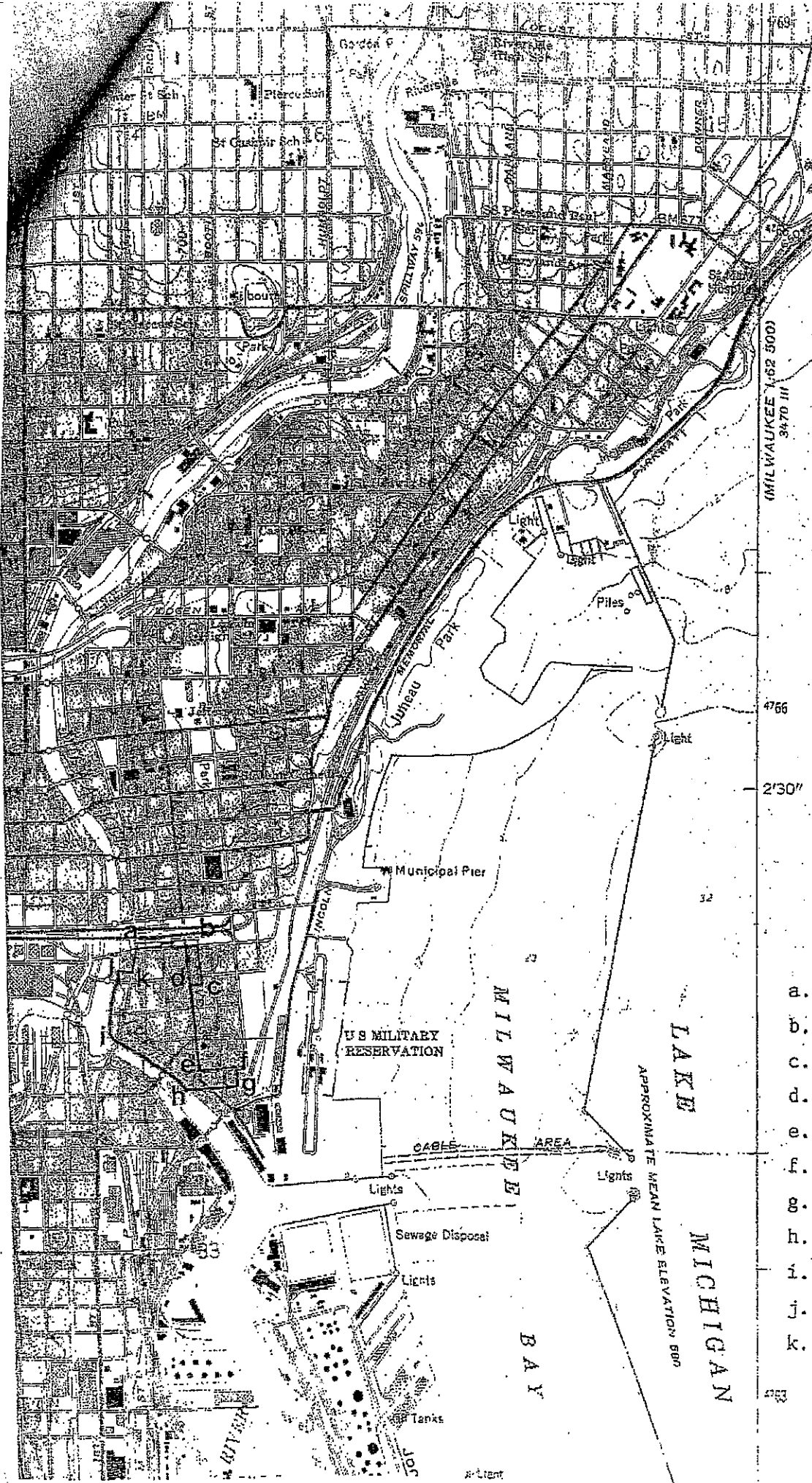


**HISTORIC THIRD WARD  
HISTORIC DISTRICT  
Milwaukee, Wisconsin**

-  Pivotal
-  Contributing
-  Noncontributing

Note: Please check master map for pivotal, contributing and noncontributing designations.





HISTORIC THIRD WARD  
 HISTORIC DISTRICT  
 Milwaukee, Wisconsin

U.T.M. References

- a. 16 / 425980 / 4764915
- b. 16 / 426250 / 4764915
- c. 16 / 426265 / 4764720
- d. 16 / 426215 / 4764720
- e. 16 / 426240 / 4764340
- f. 16 / 426395 / 4764355
- g. 16 / 426400 / 4764270
- h. 16 / 426180 / 4764265
- i. 16 / 425845 / 4764520
- j. 16 / 425895 / 4764790
- k. 16 / 425950 / 4764785

MILWAUKEE 1:62 5000  
3470 III

4766

2'30"

APPROXIMATE MEAN LAKE ELEVATION 800

82





The tavern as seen in an undated August Riemenschneider photo in the collection of the Milwaukee Public Library.



## Threatened buildings define Third Ward's DNA



By [Bobby Tanzilo](#)    
Managing Editor

[E-mail author](#) | [Author bio](#)  
[More articles by Bobby Tanzilo](#)

Published Feb. 19, 2015 at 11:06 a.m.  
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Last week, The Business Journal's [Sean Ryan](#) wrote about neighborhood efforts to prevent the destruction of a pair of buildings on the triangle at the foot of Broadway in the Third Ward.

General Capital Group and Joseph Property Development bought the properties from Milwaukee Institute of Art and Design in September and unveiled plans to clear the site and build a mixed-use development with retail, apartments and a commons space for MIAD students to replace one of the buildings, which had served as the school's student union.

Two of the three are threatened with destruction.

The three-story brick building at 143 N. Broadway, built in 1902 and designed by architect Andrew Ellison, was initially the home of Norwegian immigrant John H. Steinkopf's shop. Opened in 1878, Steinkopf & Sons Tents & Awnings specialized in canvas and products like haystack covers, boat sails, awnings, horse and wagon covers, tents, banners and flags.

In 1915, a candymaker occupied the building, but Milwaukee Italian-Americans remember it best as Frank Dragotta's tavern, which endured from the 1950s until the mid-1990s.

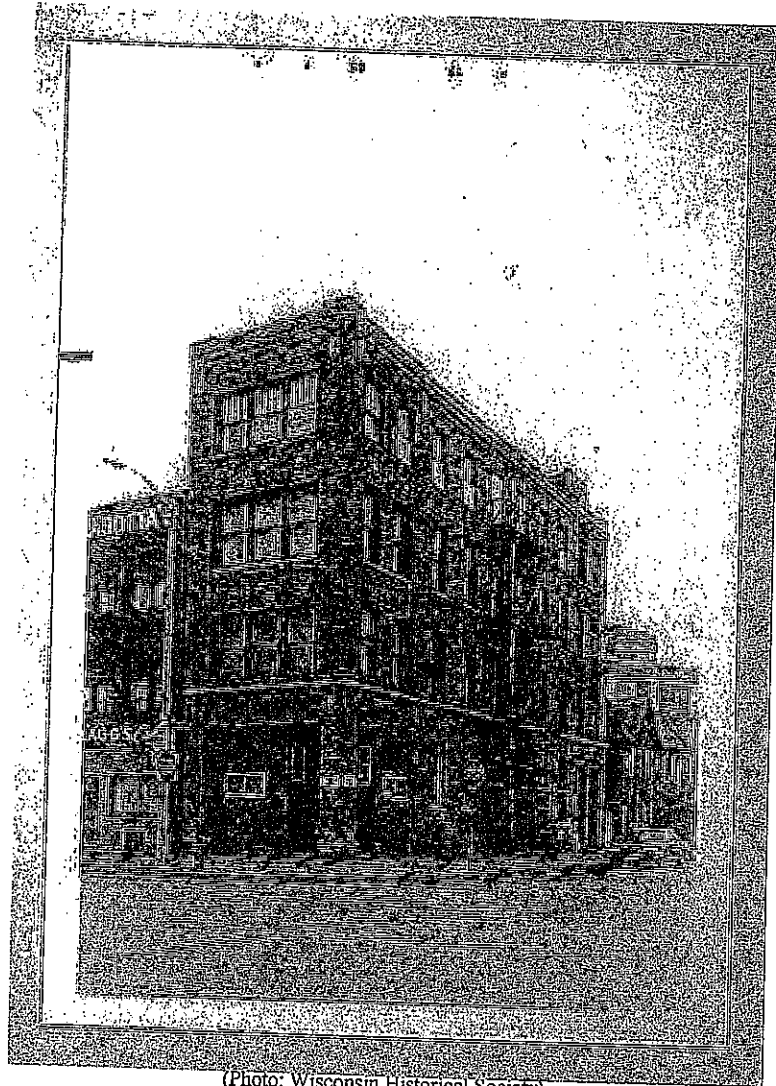


(Photo: Milwaukee Public Library)

After Dragg's closed, Cafe Marche opened in the space, which later housed an art supply store. Residences occupy the two upper floors.

The four-story warehouse next door, at 147 N. Broadway, was built in 1911 for Clemens H. Kavelage based on designs by Carl Ringer. Both these buildings face onto Catalano Square. Razing this one is not part of the plan at the moment.





(Photo: Wisconsin Historical Society)

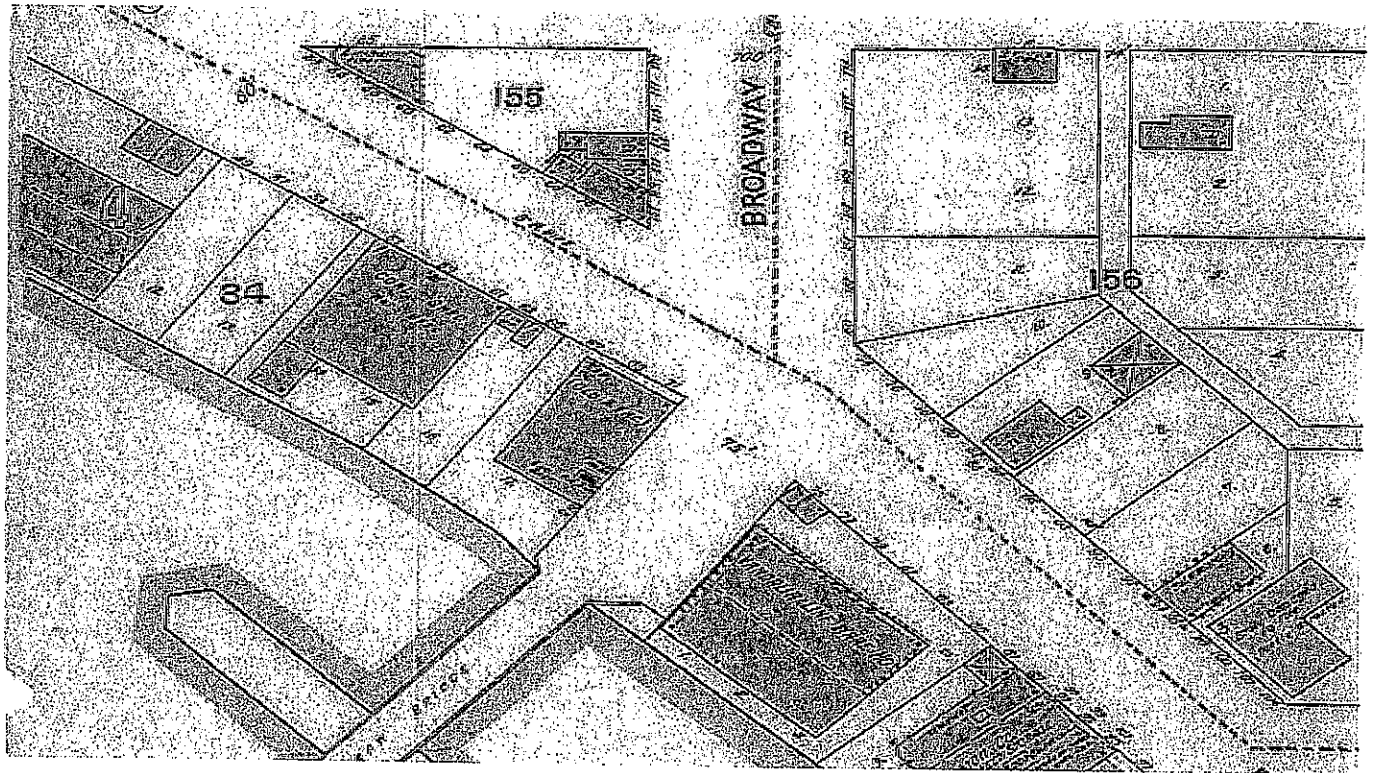
Though the main floor most recently housed a salon – like its neighbor, the upper floors are residential units – throughout its history, the building has been a warehouse for business like coffee wholesaler Koehler-Clemens, Forster Label Works and H.F. Auler Co., which sold hobby supplies like model cars, glue and stamp collecting materials.

To the west of these buildings is perhaps the most interesting structure, a triangular building at 266 E. Erie St., that until a 2013 fire, served as the MIAD student union. All three buildings, incidentally, were added to the National Register of Historic Places in 1984 and to the state's register five years later.

## In Milwaukee Buzz Commentary



Should this long-lived tavern space survive? (Photo: [mkelgbthist.org](http://mkelgbthist.org))



After the Third Ward fire, there were a lot of vacant lots in the area.

But this attractive and unusual Queen Anne structure – one of just a handful of buildings to survive the devastating fire that basically erased the area in 1892 – has a long history as a saloon.

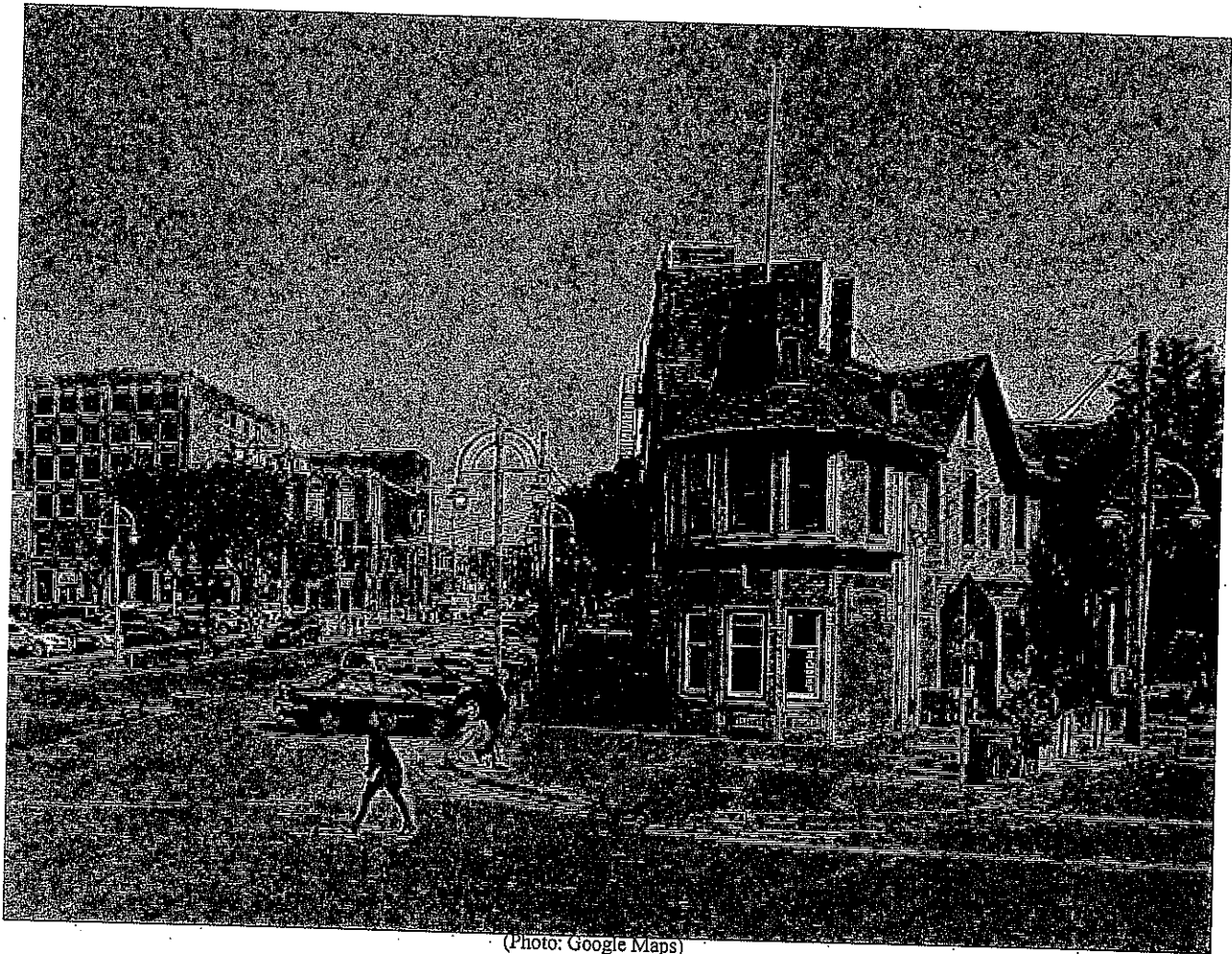
An Historic Third Ward walking tour document compiled by Historic Milwaukee, Inc., suggests the structure was built around 1888, and designed by architect August Buchholz, the triangular spot was apparently a Miller Brewing Co. tied house.

However it is possible that the first tavern opened there in July 1891, when William Murphy applied to the Common Council for a license to sell "vinous, spiritous, malt, ardent or intoxicating liquors or drinks in quantities less than one gallon, to be drank on the premises."

In June 1918, Hungarian immigrant Mark Rechnitzer applied for a liquor license for the business, but it's unclear whether or not he got it. If so, he didn't serve long as a saloonkeeper there (Prohibition loomed, after all).

By May 1920, Rechnitzer was running a place at 64 12th St., where he was nabbed for illegally possessing liquor, a charge he was also indicted on two months earlier, and which may have ended his career behind the bar. Later records suggest Rechnitzer had a number of jobs unrelated to saloons.

The back half appears to have been added early, and in 1912, another two-story addition – this one drawn by Wolff and Evans – went up. Most of the tower remains; only the flag pole appears to have been removed.



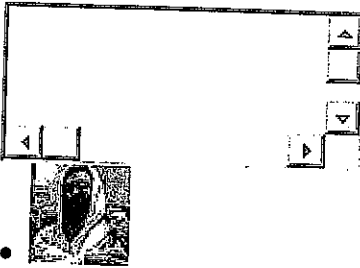
(Photo: Google Maps)

From 1972 to about 1995, the building was home to the now-legendary Wreck Room Bar, described in [this detailed history](#) as "Milwaukee's first cowboy/levi-leather bar."

Opened by Wayne Bernhagen, the bar was the birthplace of the Silver Star Motorcycle/Leather Club and the home to a wooden cart with a hitch carved to resemble an erect penis. When The Wreck Room closed, the cart was moved to Woody's.

When the bar closed, after a big street festival in celebration of its history, MIAD purchased it and re-tooled it as its student union.

Jeramey Jannene describes the proposed development [here](#).



• Nikolai Mikkelsen · Top Commenter

Milwaukee sucks at preserving its history. Take a tour through most European cities and you will see that they have managed to integrate modern construction without paving over their history. That corner is a very charming buildings. There are empty lots all about that area. Perhaps buy a parking lot and convert it to apartments. Cudos to the third-ward if they actually move ahead and designate this as a historical site.

Reply ·

• · 4 · February 19 at 10:16am



• Douglas Quigley

It is important that development in a historic district should make historic preservation a priority. No builder or property owner's ego is worth the loss of the historic built environment that gave this district its character and charm.

Reply ·

• · 2 · February 19 at 5:15pm



• Jeremy Hackbart · Milwaukee, Wisconsin

Whoa easy there Nik...compared to other peer cities in the U.S. Milwaukee excels at historic preservation. European cities appear to have more historic preservation because they have more historic buildings....along with plenty of new buildings. One of the most common observations I hear from visitors is how impressed they are at the historic structures brought back to life in Milwaukee compared to other cities they have visited where it seems everything is "sterile and new and shiny". I don't disagree that there are many (two) parking lots in the immediate area that could be redeveloped, and I absolutely have a passion and respect for historic buildings, but to say Milwaukee sucks at preserving history is just plain false and misleading.

Reply ·

• · February 20 at 4:26pm



• Nanette Reibold Israel · UCI

much of the charm and character of Milwaukee is embodied in its old buildings. I will have no interest in visiting Third Ward anymore if those types of buildings are gone.

## Ellen Faletti

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**From:** Nancy O'Keefe  
**Sent:** Friday, October 3, 2014 9:52 AM  
**To:** Ellen Faletti  
**Subject:** FW: Doug Goodhue - some research - Galligan

**From:** D G [mailto:midland41@gmail.com]  
**Sent:** Saturday, September 27, 2014 9:02 PM  
**To:** Nancy O'Keefe  
**Subject:** Re: Doug Goodhue - some research - Galligan

Or, did 54 Erie Street actually exist in 1888, burn down or something, get eliminated as an address (white triangle) then the current building gets built with its rounded section reconfiguring the west edge of plot. Remember this map is 1898. I looked at the plaque today and it has a ca. date range of 1888-1892. Hmm. DG

On Sat, Sep 27, 2014 at 8:50 PM, D G <midland41@gmail.com> wrote:

September 27, 2014

Hi Nancy and Ellen,

I stayed up late Friday night into Sat morning and turned info up on-line about Galligan, which is intriguing me.

As I'd faxed you Ellen, any deeding info on this I'd guess is prior to 1856 which is when Juneau died. I'd assume courthouse has those records on microfilm and the library may too upstairs in Humanities.

Galligan – Fascinating! I found the family in the 1860 federal census;

Family #815

Dwelling #789

<u>Name</u>	<u>Age</u>	<u>Occ</u>	<u>Place of birth</u>
-------------	------------	------------	-----------------------

Henry	– 44	- Saloon (keeper)	Ireland
-------	------	-------------------	---------

Bridget	– 31		Ireland
---------	------	--	---------

Mary – 7	Wis
Bernard – 5	Wis
Elizabeth – 3	Wis
Charles – 9	Wis (interesting Charles by age brings up last in list)
Elizabeth O’Mara – 60	Ireland (live in Mother-in-law?)

It doesn’t list where his saloon was though.

Next search in an 1888 Wrights Business Directory for “Saloons” turned up nothing on Galligan as a keeper, but did list some of the kids, and Bridget, for occupations.

I’ve got to tell you too, you’ll absolutely fall over when you see where Bridget worked in 1888.

1888 Occupations:

Bridget – Confectioner at 229 Milwaukee St.\*

(Today - S. end of property of HTWA bldg, 219 Milwaukee St. \*)

Mary – Teacher at 3<sup>rd</sup> Dist School 185 Detroit St.\*

(Today - ATI Physical Therapy @ St Paul & Van Buren\*)

Elizabeth – Dressmaker on Wilcox St.

(Not sure of street. Heard of, and my guess is south. Several of Walkers Point streets have been renamed. I’ll suspect it’s close.)

\*The 1800’s addresses are the early numbering pattern and different than today. They didn’t do a “100” block separation e.g. 100, 200, 300 whether N, S, etc. They started numbering and just kept going, but did adhere to odd / even sides. Our 100 N Water today was 200’s then, jumped Chicago and kept going 200’s back in the 1800’s. Ironically today’s 200 block remains as the 200 block with different address assignment. The original 100’s was at the bridge for today’s fireboat house & lot which then was a hodge-podge of little wood frame buildings and small machine shop. Detroit St disappeared in the 60’s I believe during the freeway, possibly some re-alignment and became St Paul with St Paul Bridge added. Detroit didn’t have a bridge. West of river today’s St Paul Ave was Fowler St.

Next I looked at all the saloons by address. Geez, if we think we have a lot now in city. No wonder they were fighting in the streets on Sunday’s in “The Bloody Third”!

Erie St showed these saloons and keepers for 1888:

54 Erie St - Blum, John (Virtually positive this is the MIAD 266 E Erie.)

166 Erie St – Sullivan, Timothy

196 Erie St - Ryan, Laurence J.

The reason I'm positive 54 Erie St is it, is based on the map we have in our buildings here from 1898 showing Ward properties by building outline, lot number, address range, and color keyed type of construction.

Looking at the 1898 addresses for today's 266 Erie it has a range of 56, 58 and 60. I'm going to keep open possibility of a mistake by the printers of the 1888 directory, or by the information submitters back then, where "54" in the directory should have been printed as "56" or "58". OR, there was a change on that lot's numbering by City Hall between 1888 and 1898 that eliminated "54". It's just too darn near a perfect match for 54 as listed to not be the building. The outline of it matches 266 Erie and pink represents masonry, which it is. Yellow is frame construction and is where the lot now is. The other buildings were open lots.

Back to my fax from yesterday about the 1835 Milwaukee map in John Gurda's book, Juneau, and the land. He owned much of this city's east of river mass so early on and I bet it encompassed all the swamp down here, with the little island approx along Erie Street starting at the Irish Pub. (The scale is hard to estimate. The other island is around HTWA.) John's book also references Solomon Juneau's brother Pierre too "...who bought 157 acres in what became the Historic Third Ward." I'm wondering now if the MIAD info, or their source, might be mistaken on which "Juneau"? I'm not sure as I write this what the geography was down here either after 1835, but prior 1856, and if the swamp around that island had been fully filled by 1856 from the logging & bluff leveling along Wisconsin Ave and Jefferson / Milwaukee Streets & east area. That's what got dumped making more solid land down here, which Galligan may have bought. That then makes me wonder if any "new" land created by the backfill defaults to the swampland deed holders, which in this case would be Juneau (Pierre?). I bet it had to. Another question, if it was Pierre Juneau that Galligan bought from, when did he die and perhaps bear on part of this circa for Galligan's ownership origins on Erie St?

I've included some map shots.

Fun stuff!!

Doug Goodhue