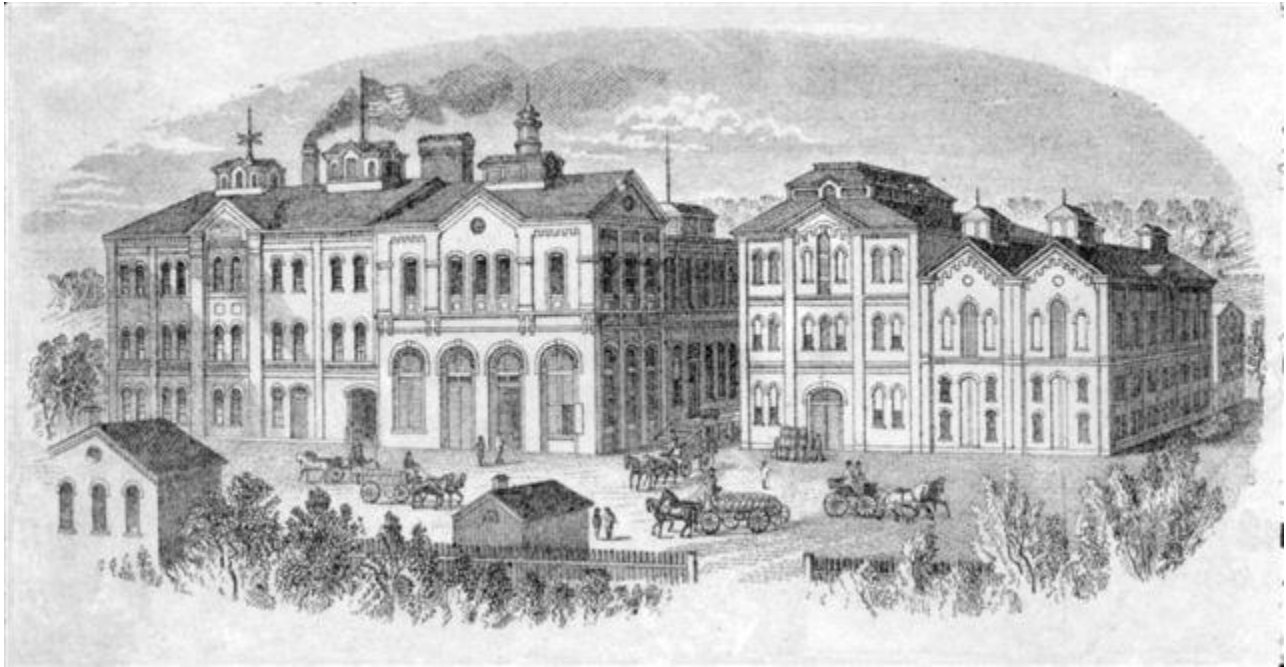


BAVARIA BREWERY/NEW BREWERY of FRANZ FALK
Franz Falk New Bavaria Brewery, later as Falk, Jung & Borchert 1870-1892, South 29th & Pierce

Compiled by Leonard P. Jurgensen



Franz Falk was one of Milwaukee's most famous brewers. He was at one time or another, working at or associated with a larger percentage of other Milwaukee breweries. Franz Falk first established a brewery with Frederick Goes at the former site of the Eagle/Sands Brewery located on 8th Street at the corner of present day Highland in Milwaukee. He later built his own new brewery near present day South 29th (originally called the Wauwatosa Plank Road) and Pierce Street in Milwaukee. That brewery merged with Jung & Borchert Brewery of Milwaukee in 1888 to become the Falk, Jung & Borchert Brewing Company. The Falk family name has lived on in the City and in more recent times, has been directly associated with the Falk Corporation of Milwaukee. It is interesting to note that in the German language the word "Falk" means Falcon which becomes the breweries visual trademark.

Franz Lorenz Falk was born in Mittenberg, Bavaria, Germany on August 9, 1823. That city was also the birth place of two other famous Milwaukee brewers, August Krug (original founder of the Schlitz Brewery) and Valentine Blatz, founder of the Val Blatz Brewing Company. Falk's father was a "cooper" and was said to be "a man of considerable influence in his community" At the age of 12, Franz Falk quit school and started his apprenticeship as a "cooper" in his father's shop, where he works in that trade for the next six years. At about the age of 18, Franz Falk decided to become a "brewer", took an apprenticeship in a Mittenberg brewery and spent the next three years learning that trade. At the age of 24, Franz Falk immigrated to America in 1848 and arrived in the Port of New York in the month of June. He then traveled to Cincinnati where he worked as a brewer for three months. In October of 1848, he traveled to and soon settles in

Milwaukee and then finds employment at the Krug Brewery (which later became Schlitz). He is Krug's first employee and works at the Krug Brewery for six months, until the Spring of 1849. Falk is next employed at the Francis Nuekirch Lake Brewery in Milwaukee. That brewery soon became the Melms Menomonee Brewery (which later became the Best/Pabst South Side Brewery). Falk becomes the "foreman", also known as the brew master, at that brewery. He holds the position for seven years and saves enough money to become associated with Fredrick Goes and forms the firm "Goes & Falk" in 1855.

1848 - Falk arrived In Milwaukee in October of 1848 and soon found work as a brewer at the Krug Brewery, which later became the Joseph Schlitz Brewing Company. Falk worked at Krug's brewery for six months and was next employed at the Nuekirch Lake Brewery, which was originally founded by Simon Reutelshoffer and later became its foreman and brew master, a position he held for seven years. That brewery evolved into the Melms Brewery, which later became the Best's South Side Brewery, then owned by Phillip Best Brewing Company, forerunner to the Pabst Brewing Company.

1855 - Having saved enough money, Franz Falk enters into a brewing partnership with Fredrick Goes and rents space in the Eagle Brewery located at 8th & Highland.

Goes & Falk purchase a 31 acre parcel of land near present day South 29th & Pierce on November 8, 1855. This parcel will later become the site of Falk's New Bavarian Brewery.

1863 - The brewery of Goes & Falk at 8th & Highland is known as the Wisconsin Malt House & Bavarian Brewery.

1866 - The partnership of Goes & Falk is dissolved and the two properties are divided. The 31 acre property located at South 29th and Pierce Street is given to Franz Falk and the brewery property at 8th & Highland is given to Frederick Goes, who converts that entire business into a malting operation.

1869 - Franz Falk and his wife Louise Falk sell a section on land located just North of Pierce Street and down in the Menomonee Valley below, of their 31 plus acre property, to the Milwaukee & St Paul Railway Company.

1870 - Franz Falk begins construction of a new brewery located just north of South 29th & Pierce and lays the corner stone on the Eastside of the building, which still survives to this day

1871 - Franz Falk has named his brewery the "New Bavaria Brewery" and being the first full year of beer production at his new brewery, Falk brews about 8,000 barrels of beer.

1872 - Beer production at Falk's new brewery is reported to be 7,000 barrels which is 1,000 less than the year before.

1873 - Franz Falk now builds a family home at the top the hill on Pierce Street. It is located just South and West of the brewery. It is still standing today and has an address of 3033R W. Pierce Street.

1877 - A beer bottling department has since been established and is located at the Northwest corner of South 29th & Pierce just to the South of the brewery. Arthur Gunther is now managing the brewery's beer bottling operation.

1880 - A new ice house is built at a cost of \$50,00 on January 29, 1880. The brewery now has its own ice houses, which provide the brewery with 22,500 tons of ice per year. The brewery is reported to be comprised of five brick and stone buildings along with outhouses. It also has railroad cars-siding along the tracks of the Milwaukee & St. Paul Railway.

1882 - The "Bavaria Brewery" of Franz Falk becomes known as the "Franz Falk Brewing Company" on May 4, 1882.

Franz Falk died on August 5, 1882 at his residence at 3022R W. Pierce Street. He was 58 years old and is buried in Falk family plot located on Lot 54 of Section 33 in Grave 5 in Forest Home Cemetery in Milwaukee. The brewery is then taken over by his sons.

1888 - The Franz Falk Brewing Company merged with the Jung & Borchert Brewery, which is located at the corner of Ogden & Broadway in Milwaukee, on November 1, 1888, and the brewery is then known as Falk, Jung & Borchert.

1889 - A fire breaks out on in the brewery on July 4, 1889 and destroys the brew house and other structures, however the 1870 stock house and the brewery stables remain untouched by the fire. The brewery is soon rebuilt and back in business.

1892 - Another fire breaks out at the brewery on August 30, 1892 and does similar and equal damage as the last fire, however the brewery is not rebuilt.

Just two months after the fire, the Falk, Jung & Borchert Brewing Company was sold to the Pabst Brewing Company of Milwaukee on October 25, 1892 and the transaction was finalized on November 5, 1892. No money or cash was involved in the transaction, however officers and family members of the Falk, Jung & Borchert Brewing Company receive stock in the Pabst Brewing Company and several are offered executive positions at Pabst.

1897 - The Pabst Brewing Company sells small a section of former brewery to Albert Hoffmann on October 18, 1897 and also transfers other buildings and sections of the brewery complex to the Borchert Malting Company.

1899 - The Pabst Brewing Company sells a 4 plus acre of land, located below the hill and north of the former brewery in the Menomonee Valley below, to the Falk Company, forerunner to the Falk Corporation, on June 27, 1899.

1900 - The Borchert Malting Company has since been formed and is operating out of the former Falk, Jung & Borchert Brewery 1870 stock house, which still stands today.

1905 - The Pabst Brewing sells another 4 acre parcel of land located below the hill and North of

the former brewery in the Menomonee Valley below, to the Falk Company, forerunner to the Falk Corporation, on March 16, 1905.

1907 -- The Falk Manufacturing Company (Corporation), now located in the Menomonee Valley at the bottom of the hill in the shadow of the former brewery, has recently constructed a \$30,000 three story addition to their plant.

1909 --The Pabst Brewing Company now transfers the title to property located in the Menomonee Valley below, which was earlier purchased in a "Land Contract" by the Falk Company on March 16, 1905, to the Falk Company on August 24, 1909.

1919 - The Borchert Malting Company transfers their malt plant in the 1870 building along with their grain elevator and other additional adjoining property, to J. M. Riebs Jr. of Milwaukee on July 15th, 1919.

1928 - The wooden Grain Elevator at the site, formerly part of the original brewery, now owned by the "L. M. Riebs Grain & Malt Co.", is damaged by fire on July 7, 1928.

1971 - The Riebs Grain Elevator at this site, which is the very last surviving wooden grain elevator in Milwaukee, is totally destroyed by a fire on Thursday November 11, 1971.

1976 - The former brewery's 1870 stock house and malt plant building is now used as the garage and home to a liquid and solvent recycling company, known as Power Vac Inc.,

1895 -- The property is now home to Ellestson Inc. Truck Repair and the A to Z Towing & Salvage Company.

2005 -- Much of the brewery property is now being used as an auto salvage yard, known as Daves Salvage and the former brewery stables, at the far West end of the property, is a truck tire shop, operated by Broxton Tire Service.

2010 - The former brewery property has now been acquired by Straightway Vineyard Christian Fellowship Church of Milwaukee. The church group intends to renovate the brewery stables and relocate its church into that facility.

2011 - An inspection of the stock house of the brewery, which is the last remaining structure on the property, with the exception of the former stables and small wood frame office building, on February 25, 2011 reports that the purpose of the inspection was to "inspect the vacant building as a candidate for condemnation action".

A visit to the site on Friday April 10, 2011, which has an address of 639 S. 29th Street, reveals that the site of the brewery is vacant and appears to be abandoned. Most, but not tires and salvage junk yard materials are gone, with the exception of the lower north side of the property behind the building. The small wooden office building is in very poor shape and it appears that no one is living there. The property is believed to have been vacated in July of 2010. A check of the records at the Register of Deeds Office in Milwaukee now show that the property is owned

by the Straightway Vineyard Christian Fellowship Church, whose office is located at 633 S. 12th Street in Milwaukee. Pastor George Claudio is the head of that church and his phone number is 414-645-8463. The Tax Key for the brewery property is 424-9995-100. Further research into the brewery property shows that the brewery property was recently owned by Steven J. Ignasiak of 27515 Durand Ave. in Burlington, Wisconsin, who appears to have owned the property for ten years or more. His phone number is 414-406-9800. The property is assessed in 2011 at \$77,300. The property taxes for 2009 were \$1,953.62 and for 2010, were \$2,044.99. Research into the property records shows that a "razefile" order was issued on March 4, 2011 with a compliance date of April 3, 2011. A return visit to the site shows that buildings are still standing, however it clearly appears that someone has attempted to remove the corner date stone, which has the date of 1870, from the lower northeast side of the building. A call to Pastor George Claudio on Saturday morning April 9th, was returned at 5 that evening. I then learned that the structure was not going to be demolished and that the church was hoping to move into the former stable and is hoping to find a tenant or buyer for the brewery building which is sympathetic to its historical value.

2012 -- After searching property records in July of 2012, the property appears to have been transferred from Steven J. Ignasiak of 27515 Durand Ave in Burlington, Wisconsin (phone 414 406 9800) to the Straightway Vineyard Christian Fellowship Church on July 19, 2009 (record updated on October 20, 2011) Tax Key Number 424-9995-1000. It also appears that a survey of the property by the City of Milwaukee building inspector on April 5, 2012 indicates that a "raze file" has been started. It also appears (because of the deteriorated condition of both building and the fact the roof and floors of the East end of the malt/stock house have collapsed, that the structure/structures will soon be demolished.

2013 -- As of February, the property is again slated for demolition. Pastor George and this author are now attempting to save the structure and have reached out to several organizations and other interest individuals in an attempt to gain their support, save the structures and find a developer or investor to restore the buildings on the property.

It is important to be aware of the recent demolition of the Gipfel Brewery on Juneau Avenue, which was the oldest standing brewery structure in Milwaukee and in Wisconsin, the recent demolition of the Ogden Avenue Brewery and the Obermann/Jung Brewery At 5th & Cherry in Milwaukee, which were then the second and third oldest standing brewery structures in Milwaukee and in the State of Wisconsin. The sites of these three historic brewery structures are now weed and gravel covered vacant lots. Also of interest is the current ongoing demolition of the historic 1890 Schlitz Brew House at Schlitz Park in Milwaukee. Although several structures remain at the former Pabst Brewing complex which are being put to new use, the oldest standing brewery structures at that location were demolished recently and a number of the lots at that site are now vacant gravel lots. Milwaukee is quickly losing its architectural brewing past and in the past 10 years, has lost its oldest brewing structures. The brewery structures at the former Falk site are now the oldest surviving brewery structures, not only in Milwaukee, but in the entire state of Wisconsin. The former Falk stock house at that site, which has a cornerstone date of 1870, predates all other standing brewery structures in Wisconsin by almost 10 years.

It is also interesting the note that Henry C. Koch (1841-1910), one of Milwaukee most famous architects who designed the Milwaukee City Hall at the corner of Water & Market Street in Milwaukee, the Calvary Presbyterian Church on Wisconsin Avenue, Turner Hall on North 4th Street, the Pfister Hotel and the Wells Building on East Wisconsin Avenue and the Gesu Catholic Church on the campus of Marquette University in Milwaukee, including the landmark Ward Theater, located within the complex of the National Soldier Home in Milwaukee, was also instrumental as an architect in shaping the brewing architectural landscape of Milwaukee. He drew the plans for the Best Brewery Office Building on Juneau Avenue in 1880, which later became the Pabst General Office building. He also drew the plans in 1882 for the Blatz Brewing Company's brick boiler house on East State Street. Both of these historic brewery structures still stand today. It is most interesting to note that Henry C. Koch also drew plans for the structures at the former Falk Brewery at South 29th & Pierce Streets in Milwaukee, which are now about be lost, if action is not taken quickly.