

HISTORIC SITE DESIGNATION APPLICATION

RECEIVED
APR 03 2017

1. Name

Historic: A. Gettelman Brewing Company

and/or Common: Gettelman Brewery

2. Location

Street & number 4400 West State Street

Aldersperson: Michael Murphy

District(s): 10

3. Classification

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

4. Owner of Property

Name: Miller/Coors

Street & number: P.O. Box 482

City:

State

Zip 53201

5. Representation Existing Surveys

Inventory: Survey of Milwaukee's Historic Industrial Buildings (Wisconsin Historical Society)

Date: January 2017

federal ☒ state ☐ county ☒ local

Depository for survey records:

Organization

Street & number

City **State** **Zip**

Previous historic designation:

<input type="checkbox"/> National Register	Date	Name
<input type="checkbox"/> City of Milwaukee Landmark	Date	Name
<input type="checkbox"/> Other		
Name of Program	Date designated	

6. DESCRIPTION

Condition:

☐ excellent
☐ good
☒ fair
☐ deteriorated
☐ ruins

Check one:

☒ original site
☐ moved date
☐ altered
☐ unaltered

Building form:

Number of stories 1-3

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)

Attached.

DESCRIPTION OF STRUCTURES

Two attached Cream City brick buildings are the oldest surviving original structures of the former A. Gettelman Brewing Company, located at 4400 W. State St. in Milwaukee. The buildings' foundations were laid in 1854 for a planned brewery, by two partners who both died in the cholera epidemic that year. The foundations appear to be locally quarried limestone blocks.

The smaller building has three sections, which are one and two stories with gabled roofs. It is believed to have been built circa 1856-57 as a residence for the George Schweickhart Family. It was used as such for many decades, before becoming brewery offices. There is an enclosed front porch, two entrances and many windows.

The larger structure is three stories high with a flat roof. It has at least three doorways. Some windows have been boarded up with wood or filled in with brick.

Beneath both buildings are intact underground lagering cellars, which are connected. Milwaukee brewing historian Leonard P. Jurgensen attests that they are the last viable brewing cellars in the city. They were standard in breweries built before mechanical refrigeration was introduced in 1880. These manufactured "caves" cooled beer naturally.

Some exterior brick shows typical darker coloration, while some brick appears to have been restored to its original cream color. Remnants of once-vigorous climbing vines cover much of both buildings. There are evergreen and deciduous plants in front of the smaller building. A walkway that formerly led to the street, which now abuts a retractable chain-link fence, connects to the front porch. The buildings are surrounded by a vast parking lot used for semi-trailers. To the southeast, a former brick bottling house is now an employee fitness center, with an adjacent parking lot.

7. SIGNIFICANCE

Areas of significance:

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

Date built or altered: 1854

Builder/architect: Unknown

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

Attached.

SIGNIFICANCE

The goal of this Historic Designation Nomination is to allow the pursuit of a mutually beneficial path to preservation of Gettelman Brewery's earliest buildings. They are exceptionally significant structures and among the oldest that served Milwaukee's brewing history. The property is currently scheduled for demolition unless the Historic Preservation Commission grants a stay. If razed, a major site of Milwaukee's 19th-century brewing history will disappear, along with the 100-plus-year heritage of the Schweickhart-Gettelman family business that operated there until it was sold to Miller Brewing in 1961. The property has had significance in Milwaukee in the following areas: commerce, industry, exploration/settlement, architecture, communications (advertising and promotion), economics, invention, science, social/humanitarian.

Miller has used the buildings as offices and more recently for storage. The site's historic cellars, originally used for cooling vaults, were transformed into a "rathskeller" in the 1930s and became a longtime hub of Milwaukee civic life.

Beer literally made Milwaukee famous. The brewing industry epitomizes Milwaukee, long called "The Beer Capital of the World." The earliest brewery dates to 1840, six years before the city was incorporated. Breweries continue to thrive here. This brewing history deserves to be celebrated and tangible--now and for future generations. While some of that heritage has been preserved, much more has been demolished, especially relating to breweries outside the "Big Four" (Blatz, Miller, Pabst and Schlitz). Only Miller still has a major operation in Milwaukee; its executives work elsewhere.

A. Gettelman Brewing Company was one of Milwaukee's most prominent breweries (often ranked among the top seven), a century-long economic and civic anchor, and an esteemed family-owned business. The brewery carved out a niche as a regional brewer and highlighted that focus through clever advertising and brand-identity efforts. In turn, the company's contributions helped define Milwaukee's character and identity. Members of the Gettelman Family still reside in Milwaukee County.

The following are aspects of the Gettelman property's historic significance:

- Work on the buildings' foundations began in 1854, eight years after Milwaukee was founded. The oldest structure was completed in 1856.
- What are believed to be Milwaukee's only surviving "underground lagering cellars" are beneath both buildings. Such naturally cool vaults were an industry standard prior to the introduction of refrigeration in 1880. The cellars, transformed into a "rathskeller" in the 1930s, were a longtime hub of civic life.
- The smaller building served variously as the Schweickarts' and Gettelmans' residence, Gettelman offices, and the brewery's public reception area.
- In 1895, a railroad spur was connected to the brewery property. Securing an extension of the railroad to that vicinity is a collaborative effort by both Gettelman and Miller breweries.
- In 1898, the Gettelman Brewery got connected to the City of Milwaukee water supply via a 6-inch pipe and was no longer dependent on spring or well water. The new water line is one of the

first extended outside of Milwaukee's city limits and is shared by both Miller and Gettelman breweries, the result of another collaborative effort.

- The larger building served varied brewing functions, including as a malt house, and was converted to offices in 1948.
- Starting in the post-Prohibition period, the cellars were used as a *Sternwirth*/reception room. It was full of antiques, many from the brewery's early days. Gettelman family members "whitewashed" the curved walls of the vault to create a rathskeller (German for "council's cellar").
- Gustave Pabst, Jr., paid tribute to Fritz Gettelman in an undated article for an "early" *Brewery Journal*. He wrote: "The rathskeller is like Fritz, like the whole works. *Gemuethlich* it is, like the old back bars of 40 years ago..."
- The rathskeller was a gathering place for the Gettelmans' associates, including the Harleys and Davidsons, and weekly conclaves of members of the "Five O'Clock Club," which also became a Gettelman beer brand.
- Gettelman Brewery gained renown for more than beer. Ben Barbera, curator of the Milwaukee County Historical Society, recently told the *Milwaukee Journal Sentinel* that Frederick "Fritz" Gettelman, Jr. designed an efficient all-steel beer keg and sold the manufacturing/distribution rights to A.O. Smith in 1933. Its wide center ring afforded easy rolling.
- Fritz, a gifted engineer and inventor, also designed the "Gettelman snowplow," bottling and pasteurizing innovations including a "disposable beer bottle" in 1949, the first in the nation, and other brewing advancements.
- Gettelman was the first American brewery to import and distribute a foreign beer--the premium German Tucher brand--in 1959.
- The brewery used innovative advertising and won many awards for its labels and promotions. It was reportedly first to advertise in Milwaukee on commercial television--in 1947--and on city bus exteriors in 1958.
- One promotion, started in 1891, offered \$1000 to anyone who could prove that Gettelman used anything beyond water, hops and barley malt to produce their pure beer--at a time when beer additives were becoming common. No one ever succeeded in doing so and Gettelman drew attention to the campaign with their popular "\$1000 Beer."
- Gettelman employed a "cute advertising stunt," according to a 1952 article in *Pageant Magazine*. They had "found that all choice ad space was taken--leaving only walls that were broken up by windows, drainpipes and cluttered yards. So it commissioned artist Elton Grafft to make its uninhibited trademark 'Fritzie' at home in cramped quarters." One popular and memorable 1950s' advertising slogan was "Get...Get...Gettelman." Other light-hearted Fritzie scenes suggested "Let's have a Beer!" Fritzie also graced a "Welcome Home General MacArthur" billboard.
- Gettelman's also used labels and ads for public-service advertising to encourage voter registration and to promote local events, which they could do as regional, rather than national, brewers.

Summary of Schweickhart-Gettelman History

Separate unpublished research by Milwaukee brewing historian Leonard J. Jurgensen, and architectural historian Susan K. Appel of Champaign, Illinois, has chronicled the brewery's history in great detail. Gettelman's first building originated on the site two years prior before Frederick Miller purchased the nearby Plank Road Brewery. In 1856, the unfinished buildings, which had stood idle for about two years, were acquired by George Schweickhart (originally "Schweickhardt") who completed construction and began brewing operations the same year. After he finished the main brewery building, he built the brick two-story attached residence. During construction, he and his family lived in a small log cabin on the three-acre property. George Schweickhart used the name Schweickhart Brewery and also "Menomonee Brewery."

After Schweickhart plant foreman Adam Gettelman married Schweickhart's daughter Magdalena in 1870, he bought an interest in the brewery within a year. (Gettelman was born in 1847 in Washington County, and began working at another Milwaukee brewery at age 16. His father, Peter Gettelmann, an early pioneer in Wisconsin, came from Hesse-Darmstadt, Germany in 1837 to Washington County.) Another Schweickhart son-in-law briefly owned an interest in the brewery, starting in 1874, but was bought out by Gettelman in 1876, according to *A History of the A. Gettelman Brewing Company* by Nancy Moore Gettelman (1995). It was renamed A. Gettelman Brewing Company around 1876 after Adam fully took over operations.

The residence survived a disastrous fire in 1877. George Schweickhart was reportedly still living there. The brewery gradually expanded. The federal survey in 1888-89 reports that the Gettelman Brewery was comprised of ten buildings, many of which were connected. The brewery was then powered by 2 boilers and 2 engines and was reported to have 23 male employees.

All except these two extant buildings and a circa-1939 bottling house have been demolished since the brewery was acquired by Miller Brewery in 1961.

The two lagering cellars could jointly hold 800 barrels of beer. The brewery had an annual capacity of brewing about 1,500 barrels. Jurgensen, who has researched every brewing operation in Metro Milwaukee, believes the Gettelman cellars are among the last in the city. The only other known lagering cellars are beneath the Falk Brewery, which has been deemed beyond repair and is scheduled for demolition. (Miller Brewery's "historic caves" are built into the side of a huge hill, with no structure above them.)

In contrast to the Falk Brewery, the much-smaller Gettelman surviving buildings remain "sound and sturdy," according to Jurgensen and others who have toured the property. Even after 20 years of serving only as storage, they are intact. Thus, they could be constructively re-purposed in numerous ways to benefit the current owner, or a tenant, while preserving unique aspects of Milwaukee's brewing legacy.

The Gettelman brewery remained focused on serving the local and statewide community, not a national market. The Schweickhart-Gettelman Family executives were also active in Milwaukee's civic life, in addition to conducting diversified economic ventures. Founder Schweickhart started a stone quarry on Hawley Road after he turned over brewery operations to his son-in-law and family members were involved in the West Bank.

Frederick "Fritz" Gettelman Jr. contributed to the local economy and to the advancement of brewing and other fields through his many inventions and scientific explorations, including in pasteurization of beer and milk. The Schweickharts and Gettelmans were "long-time friendly neighbors," including of the Miller Family down the road. They helped to found early bank and fire department. In collaboration with the Millers, they enlisted the first city-water hook-up and railroad spur to serve the area.

In 1948, the need for larger offices led to renovating the old malt house into offices, including the part that was originally the first Gettelman homestead. Its living room became the office reception room, with walls paneled with cypress from old beer storage tanks. Nancy Moore Gettelman wrote in 1954 that "Fritz inaugurated this, but insisted on keeping his office in the second story room in which he had been born and from which had come many of his ideas on the humble brown butcher paper be left inviolate--and so it has been, to this day."

Note from Petitioner David Boucher:

Although I have never been inside of the Gettelman building, I have heard about it from my neighbors, customers and others who fondly remember visits there, Gettelman beer products (including "Milwaukee's Best" beer, still produced by Miller) and their memorable ads. Gettelman's was clearly a long-time positive force within my West Side neighborhood and Greater Milwaukee.

It's my hope that a temporary and subsequent long-term historic designation will enable creative thinking and discussions about potential ways to preserve, celebrate and capitalize on this irreplaceable heritage--while also meeting Miller/Coors' business goals. I am among numerous community members who will gladly assist in such solution-seeking discussions.

During the past 10 years Milwaukee has lost the historic Gipfel Brewery, the Ogden Avenue Brewery, the Obermann/Jung Brewery (the three oldest then-standing brewery structures in the city) and the spectacular Schlitz 1890 Brew House. We must make a valiant effort to save what little is left of Gettelman's priceless brewing structures. They have been the site of so many significant events and contributions to Milwaukee's life and economy--and are well poised to do so again. I urge the Historic Preservation Commission to approve a Temporary Historic Designation for the A. Gettelman Brewery.

Note: A detailed unpublished timeline of the brewery's history by Leonard P. Jurgensen is attached as an addendum, along with other supporting documents.

8. Major Bibliographical References

Attached

9. Property Description

Acreage: Under one acre currently

Legal property description:

Attached.

10. Form Prepared By

Name/Title: David Boucher

Organization:

Street: 1727 N. 34th Street

City: Milwaukee

State: WI

Zip: 53208

Telephone (days) 414-517-4348

(evenings) 414-934-0587

Date: 4/3/17

Return to: Historic Preservation
City Clerk's Office
200 E. Wells St.
Room B-4
Milwaukee, WI 53202

(414) 286-5722

REPRESENTATION IN EXISTING SURVEYS

Milwaukee Industrial Properties Intensive Survey, Prepared for Wisconsin Historical Society by Mead & Hunt (www.meadhunt.com) <http://www.wisconsinhistory.org/pdfs/hp/Milwaukee-Industrial-Intensive-Survey.pdf>

MAJOR BIBLIOGRAPHIC REFERENCES

A. Gettelman Brewing, *Century of Brewing, 1854-1954: The A. Gettelman Brewing Company*. Milwaukee (company brochure) 1954. <http://www.beerhistory.com/library/holdings/gettelman1954.shtml>

Apps, Jerry. *Breweries of Wisconsin*. Madison: University of Wisconsin Press, 1992.

Jim Draeger and Mark Speltz, *Bottoms Up: A Toast to Wisconsin's Historic Bars & Breweries* (Madison, Wis.: State Historical Society of Wisconsin, n.d.), 188.

Gettelman, Nancy Moore. *The A. Gettelman Brewing Company: One Hundred and Seven Years of a Family Brewery in Milwaukee*. Milwaukee: Procrustes Press, 1995.

John Gurda, *Miller Time: A History of Miller Brewing Company, 1855-2005* (Milwaukee, Wis: Miller Brewing Company, 2005), 1, 15, 24–25, 50, 76.

Walzer, Joseph B., *A. Gettelman Brewing Company, Encyclopedia of Milwaukee*, 2016.

<https://emke.uwm.edu/entry/a-gettelman-brewing-company/>

United Press International, "Milwaukee Loses 'Beer Capital' Title As Breweries Shut Off Tap: Corporate Raids Remove Fizz From Once-bubbling Business," April 1, 1985.

http://articles.chicagotribune.com/1985-04-01/business/8501180549_1_milwaukee-brewing-beer-capital-beer-barons

Legal Description

<http://assessments.milwaukee.gov/>

Account Nr	Premise Address	Doing Business As (DBA)	Business Codes
94258001	4400 W STATE ST	MILLER BREWING CO.	D 3 BW

Owner Names Mailing (Billing) Address

MILLER BREWING CO. 3939 W HIGHLAND BL
MILWAUKEE, WI 53201

Related RE Key	Related PP Keys	Taxable Assessment	Exempt Assessment
3860202200	Parent Curr.Yr N/A	N/A	
Prev.Yr	0	0	
Current Year Account Status			
Initial Rollover			

A. Gettelman Brewing Company

By Joseph B. Walzer, *Encyclopedia of Milwaukee*

The A. Gettelman Brewing Company (1856-1961) was one of Milwaukee's major industrial brewers. Although remaining a mid-sized brewer among the city's giants, Gettelman was an important innovator of beer packaging and advertising and a significant acquisition in the expansion of the Miller Brewing Company.

The Gettelman Brewing Company originated as George Schweickhart's Menomonee Brewery, established near what is now 44th and State Streets in 1856. Coming from an established brewing family in Mühlhausen, Alsace, Schweickhart purchased a half-built brewery started by Strohn and Reitzenstein, who had both died in a cholera epidemic two years earlier. The brewery's location in the Menomonee River Valley west of Milwaukee provided ideal access to clean water from nearby Wauwatosa wells, ice from the river, natural caves for storage cellars, and hops and barley from surrounding farms, while still maintaining easy access to Milwaukee and surrounding towns via the old Watertown Plank Road and later railroad connections.

In 1871, Schweickhart brought Adam Gettelman on as a partner in his brewery. Gettelman was an apprentice at the brewery who had married Schweickhart's daughter in 1870. In 1874, Schweickhart sold off his portion to his son-in-law, Charles Schuckmann, whom Gettelman later bought out to become sole owner of the brewery in 1876. Officially named the A. Gettelman Brewing Company in 1887, the Gettelman family remained in control of the brewery for three generations, until it was sold in 1961.

Fire destroyed a significant portion of the original brewery in 1877, and Gettelman rebuilt and updated their facilities. Gettelman kept the brewery relatively small—just big enough for the family to manage and maintain a high quality product. In 1891, Gettelman introduced its flagship

“\$1,000 Beer” brand, offering a \$1,000 reward to anyone who could prove that it was made with anything other than pure barley malt and hops. Gettelman also introduced its popular “Milwaukee’s Best” brand in 1895.

Gettelman survived Prohibition making “near beer” and through several different investments outside of brewing, like the West Side Savings Bank, the development and manufacturing of snow plows, gold-mining in the American Southwest, and a sugar beet processing plant in Menomonee Falls. Gettelman returned to brewing in 1933, with Frederick “Fritz” Gettelman as president.

In order to counteract barrel shortages as brewing resumed, Frederick Gettelman personally designed the first practical steel keg in 1933, manufactured by the A.O. Smith Company of Milwaukee. Shortly after, he also consulted with the American and Continental Can Companies on how to apply his design to the development of what became known as the “keg-lined” beer can. In the late 1930s, he developed new glass-lined storage tanks, also manufactured by A.O. Smith, and a more efficient bottle-washing machine.

The company introduced a new eight-ounce beer bottle labeled “Fritzie” in 1946, inspired by heinzelmännchen, the house gnomes of German folklore. By 1952, Fritzie had evolved into a cartoon beer bottle with a rotund face and Tyrolean hat that was famously featured in different humorous scenes painted on the exterior walls of several Milwaukee taverns. Moreover, the company became an important pioneer in television advertising in Milwaukee, sponsoring televised wrestling matches in 1947, and World Series pre-game shows in 1949.

Gettelman Brewing also made major investments in modernizing and expanding their operations in the 1950s. They entered the Chicago, Boston, California, and other regional and national markets as they briefly opened in the wake of industry consolidation. Gettelman released a new, lighter “Milwaukee” brand beer in 1956, and began importing and distributing Tucher beer from Nuremburg, Germany in 1959—the first American brewer to establish such a relationship.

Nevertheless, the company was unable to continue competing with the national giants, and the Gettelman family sold the brewery to the neighboring Miller Brewing Company in 1961. The Gettelman plant and brand continued on with brothers Tom Gettelman and Frederick Gettelman, Jr. as plant managers until Miller formally merged the two operations in 1971.

Elements of the Gettelman brewery remain part of the Miller Brewing Company complex, and its Milwaukee’s Best brand lives on in Miller’s portfolio.

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Footnotes provided online at <https://emke.uwm.edu/entry/a-gettelman-brewing-company/>

Sources

Apps, Jerry. *Breweries of Wisconsin*. Madison: University of Wisconsin Press, 1992.

Gettelman, Nancy Moore. *The A. Gettelman Brewing Company: One Hundred and Seven Years of a Family Brewery in Milwaukee*. Milwaukee: Procrustes Press, 1995.

The Distant Mirror (website), *Chronicling Milwaukee's Historic Breweries* (posted May 6, 2011)
"Legacies of Milwaukee Brewing Westside Tour"

<https://distantmirror.wordpress.com/2011/05/06/chronicling-milwaukees-historic-breweries/>

Milwaukee.gov

RE

▼ (Help) Enter Taxkey or Address 4400 W STATE

GO >

Assessment Detail and Listing Characteristics

Taxkey	Property Address	Map	Assessment County	Class
3860202200	4400 W STATE ST	6300	Milwaukee	Manufacturing
Owner Ship Information				
MILLERCOORS LLC				
ATTN: TAX DEPT				
PO BOX 482				
MILWAUKEE WI 532010482				
Assessment Information				
	Deed Type	WD	Year	Current
	Date	2008-07-01	Land	- N/A -
	Fee	0.00	Imprv	- N/A -
			Total	- N/A -
	Previous			
	379900			
	750800			
	1130700			

Name or Address Change: 2010-01-19

Orig Year	Prop Year	Zone	Ad District	Census
		IH	10	012-400-

Legal Description

ASSESSOR'S PLAT NO 125 IN NE 1/4 SEC 26 & NW 1/4 SEC 25-7-21 BLOCK 1 THAT PART LOT 2 LYING ELY OF THE FOLLOWING DESC LINE COM N LI W STATE ST & 375.68' E OF E LI N 46TH ST-TH NELY & AT RIGHT ANGLES TO THE N LI OF W STATE ST 150'-TH NLY & AT RIGHT ANGLES TO N LI LOT 2 TO THE N LI OF SD LOT 2 BID #10

Manufacturing Property Attributes Not Available

Recent Permits	Owner History	Sale History	Assessment History	Tax Balance	About Site



Anticipated Permit Issuance Date: 4/4/2017

Date permit application received: 3/13/2017

SUBJECT: Building Address: 4400 W State St
Building Name or Owner: MillerCoors PO Box 482 Milwaukee WI 53201
Occupancy: 1-sty warehouse #56 & #57
Historical Area:* Year Built: 19??
Contractor's Name: Veit & Company Inc Phone #: 414-702-2928
Address: 2445 S 179 St STE E New Berlin WI 53144

You are hereby notified that we have received an application for a permit to demolish the subject building. We will hold this application for 16 working days before a permit is issued. A check in the amount of \$ 331.55 for the structure must be submitted by you within 7 days prior to the anticipated issue date shown above. Also, all necessary documentation must be on record with the Condemnation Division prior to a permit being issued. No wrecking will be allowed until the permit is issued. If you have any questions regarding this notice please call the Development Center Tech Team at 414-286-8208.

The following parties are also being notified:

Aldersperson Murphy
City Clerk's Office, City Hall Room 205

Historic Preservation Commission
Attn: Carlen Hatala
City Hall Room B-4

*IF THIS BUILDING IS IN A HISTORIC DISTRICT YOU MUST APPLY
FOR A CERTIFICATE OF APPROPRIATENESS THROUGH HISTORIC
PRESERVATION

Contractor: Veit & Company Inc

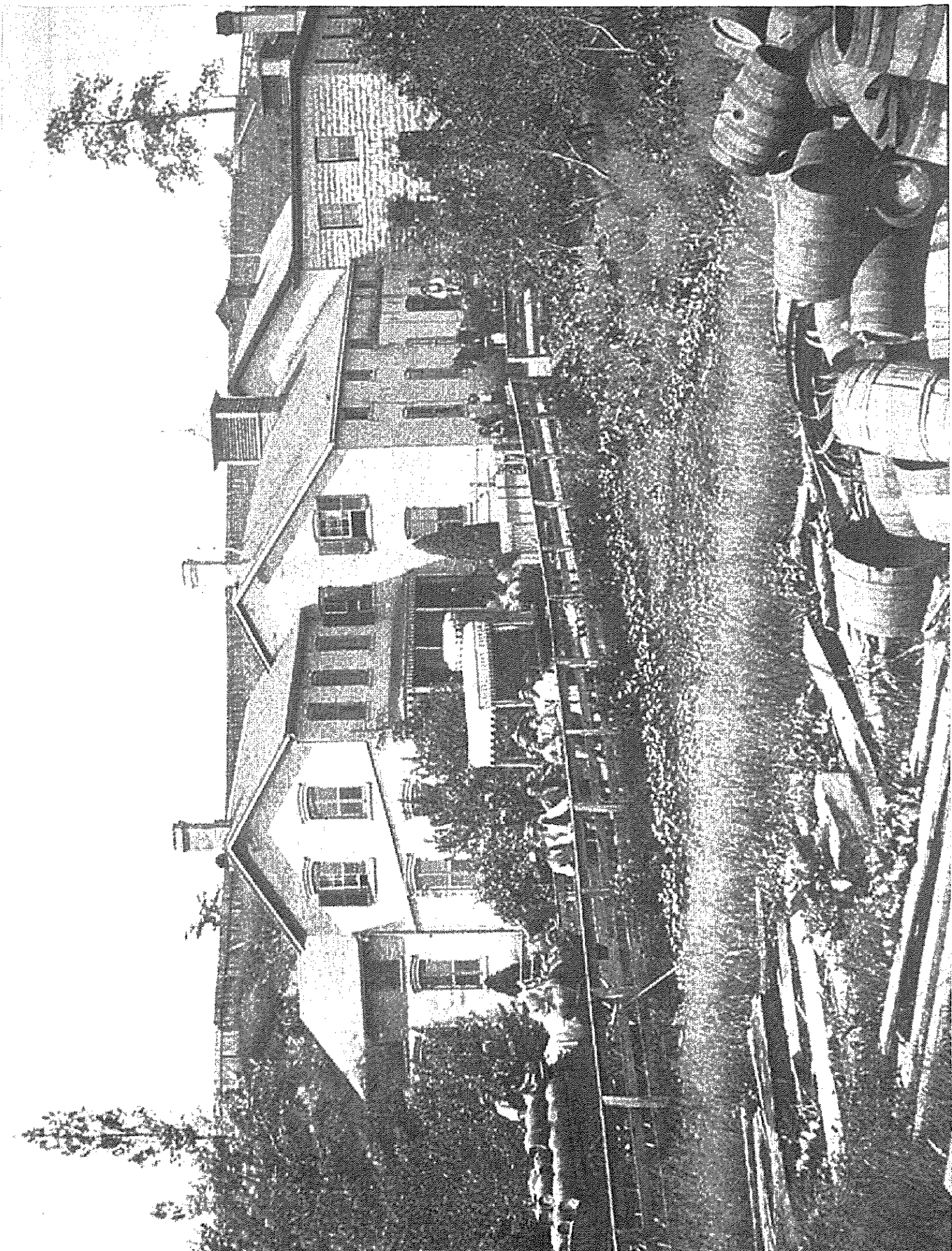
This advertisement has been sent to The Daily Reporter newspaper and the City's account will be billed.

Daily Reporter
P O Box 05902
Milwaukee WI 53205

Please run this notice shown below in the Daily Reporter for one (1) day as soon as possible and send us one (1) affidavit of publication and bill our account.

NOTICE PURSUANT TO SECTION 200-26-5 OF THE MILWAUKEE CODE OF ORDINANCES:
AN APPLICATION FOR A PERMIT FOR THE DEMOLITION OF 4400 W State St HAS BEEN RECEIVED ON 3/13/2017 BY THE CITY OF MILWAUKEE DEPARTMENT OF NEIGHBORHOOD SERVICES.

CC: Condemnation Division
Plumbing Division
Mayor's Office
Cheryl May (DPW John Moxness)
Anthony Goodman, DNS
Martha Brown, DCD



A. Gettelman Brewing Company Timeline

Compiled by Leonard P. Jurgensen
Milwaukee Brewery Historian

The A. Gettelman Brewery was first called the "Menomonee Brewery" because of its proximity to the Menomonee River. It was located on what's said to be the original "Watertown Plank Road" in a community that was first known as "Center City." The plank road was actually a "toll road" and, at one time, was operated by a "gate-man" named August Batke. The road was first called the "Madison, Watertown & Milwaukee Plank Road" and today is named State Street. The Gettelman Brewery is located at 4400 West State Street, on the north side, and is now part of the formal Miller Brewery complex. (Miller Brewery was originally established by Charles Best and Gustav Fine and was first called the Plank Road Brewery).

The location of the Gettelman Brewery is in the N. E. 1/4 of Section 26, Town 7, Range 21 East, in Milwaukee County, which was then part of Wauwatosa when the brewery was established. That area has long since been annexed and is now part of the City of Milwaukee.

The future site of the Gettelman Brewery, which was originally a 10-acre parcel, was first described "as part of the North East Quarter of Section Twenty Six, in Town Seven, Range Twenty One East, beginning on East line of said North East Quarter, four chains and sixty links South of said North East corner, thence South 53 degrees 40 minutes, West six & 14/100 chains, thence South 22 degrees, West three & 16/100 chains, thence South 27 degrees West two & 28/100 chains, thence South 2 & 1/4 East eleven & 47/100 chains to the center of Menomonee River, thence along the center line of said River to the East line of said North East Quarter Section 26, thence North along said line to place of beginning containing 10 acres more or less."

Almost all previous written or recorded histories of this brewery claim that it was first started in 1854 by Strohn & Reitzenstein (no first names were given). However, that is not true. This false information regarding the actual partners was published as early as 1881 and that misinformation has been repeatedly published ever since. According to legal records, deeded records and court documents, the brewery was actually started by Frederick W. Colditz and Charles W. Reitzenstein. No public documents state that anyone named Strohn was ever involved in this brewery.

1824 - George Schweickhart, who will later purchase the unfinished brewery, complete its construction, and then operate it as the Schweickhart Brewery, was born on July 25, 1824 in Muhlhausen, Alsace, France.

1847 - Adam Gettelman, who will later take over the brewery and change its name to his, was born on April 27, 1847 in Washington County, Wisconsin.

1854 - Charles W. Reitzenstein and Frederick W. Colditz acquire a three-acre parcel and begin to build the brewery. Having completed only one underground vaulted beer cellar, (also known as a lagering cellar) plus the brewery's foundation, both Colditz and Reitzenstein die of cholera in September 1854.

1855 - George Schweickhart and his wife Margaret move to Milwaukee, begin to look for land to farm, but instead soon purchase the unfinished brewery.

1856 - The unfinished brewery and brewery property, now comprising just three acres, is

acquired by George Schweickhart on September 8, 1856 for \$1,800, who acquires a mortgage and completes its construction. However, it is now built to a larger size than originally planned. An additional underground cellar is constructed and the two (still extant) cellars have a combined capacity of 800 barrels of beer. The brewery then had an annual capacity of brewing 1,500 barrels.

George Schweickhart then re-establishes the brewery under his name (Schweickhart Brewery) and also calls it the "Menomonee Brewery." When he finishes the brewery, he also builds a new brick two-story home, which appears to have been attached to the brewery. During construction, he and his family live in a small log cabin, also located on that property near the brewery.

The brewery is first called the "Menomonee Brewery" because of its proximity to the Menomonee River. Water for brewing comes from a spring located on the property. However, water and ice needed to operate the brewery comes from the nearby Menomonee River. The first year of production has a reported yield of about 13 barrels of beer per week.

1863 - Adam Gettelman, who left his family's farm in Washington County, begins work at the State Street Brewery in Milwaukee. Adam is about 16 years old and is earning \$25 a month at that brewery.

1866 - Adam Gettelman leaves the State Street Brewery and is employed at the Western Brewery in Milwaukee.

1870 - Adam Gettelman, who is employed at the Menomonee Brewery, marries Magdalena Schweickhart, daughter of George Schweickhart.

1871 - A new brew house is built, including a new ice house. The old brew house is converted to a malt house.

1874 - George Schweickhart transfers the brewery to Adam Gettelman and Charles Shuckmann, who is also his son-in-law and married to his daughter Catherine Schweickhart. Although they are equal partners, Adam Gettelman, a brewer by trade, is actually operating the brewery.

1877 - A fire on October 30, 1877 destroys much of the brewery, including the family home. However the brewery and the home are quickly rebuilt.

Per newspaper accounts: Adam Gettelman requests that the ice house be saved and also the residence of his father-in-law, George Schweickhart. He also requests that firefighters attend to the cellars below the burning brewery, with regard to potential overheating, which could result in spoiling the beer within them. Damage to the Schweickhart residence is only \$500 and the fire damage to the ice house is about \$50, for an estimated total loss of \$31,550, including \$30,000 in losses of other structures.

Both structures (at 4400 W. State) appear to predate the fire of 1877 and the front structure appears to have been the residence of Gettelman's father-in-law, George Schweickhart.

Charles Schuckmann agrees "in writing" to transfer his 1/2 interest in the brewery to Adam Gettelman on December 27, 1877. The actual deed is not transferred until 10 years later, after the death of Charles Schuckmann.

1878 - To aid in refrigeration when delivering to Milwaukee locations, the brewery builds an ice houses at present-day North 14th & Highland and present-day South 15th & Walker.

1882 -- A bottling works for Gettelman Brewery is established by Herman Scherff, a private bottler under contract. It is independent of the brewery and located some distance from the brewery, reached via a public road.

1885 - Charles Shuckmann, the son-in-law of George Schweickhart and brother-in-law to Adam Gettelman and his former partner in the brewery, dies in Austria.

The brewery is now known as the "A. Gettelman's Menomonee Brewery."

1887 - The brewery is incorporated on Tuesday, March 17, 1887 and officially becomes the Adam Gettelman Brewing Company.

1891 - Gettelman introduces the "\$1,000 Natural Process Beer" campaign and uses the "hand holding the beer glass" and its trademark image and logo. Gettelman offers \$1,000 to anyone able to prove that Gettelman's premium beer was brewed with anything other than pure malt, hops and water.

The famous trademark image of a "hand holding the beer glass" was suggested by Adam Gettelman's cousin-in-law, Martin Schultz, a farmer who had lost his right hand in a farming accident. Schultz was used as the model--hence the left hand holds up the glass.

1895 - A railroad "spur" is connected to the brewery property. Securing an extension of the railroad to that vicinity is a collaborative effort by both Gettelman and Miller.

1898 - The Gettelman Brewery gets connected to the City of Milwaukee water supply via a 6-inch pipe and is no longer dependent on spring or well water. The new water line is one of the first extended outside of Milwaukee's city limits and is shared by both Miller and Gettelman breweries, the result of another collaborative effort.

1906 - William Gettelman is listed as president, Adam P. Gettelman is listed "with the brewery," Louis Gettelman is chief engineer. All three are residing at the brewery property in the Gettelman family home (the front structure listed above).

1920 - The brewery receives a permit to manufacture "non-alcoholic beverages" during Prohibition when brewing of beer is banned.

1925 - Adam Gettelman dies on February 14, 1925, at the age of 77, and is buried in Section 1 in the Wauwatosa Cemetery in Milwaukee County. His son, William A. Gettelman, vice-president of the brewery, takes over as president.

1933 - After Prohibition ends, Frederick Gettelman, the son of the deceased Adam Gettelman, reopens the beer-brewing operation at the brewery under the name the "A. Gettelman Brewing Co." Fred "Fritz" Gettelman is credited for coming up with the idea and of an all-steel beer keg. However, the steel beer keg was already in wide use in Germany and other parts of Europe for many years prior to this.

1937 - The former Adam Gettelman Mansion on the northern hill behind the brewery is demolished and that area is excavated and leveled to make way for a parking lot. The brewery then builds an addition to the old bottle house. Cream City brick reclaimed from the old mansion is reused in its construction.

1939 - The brewery constructs a new brick bottling plant at 4300 W. State Street, which is located just to the southeast of the brewery. A brick addition is built onto to the rear of this bottling plant in 1948.

1940 - Thomas R. Gettelman marries Nancy Moore in 1940. It is reported that she is 19 years old and he is 23.

1945 - Annual capacity is now rated at 100,000 barrels. Brands produced now include Milwaukee's Best, Rathskeller Brew, \$1,000 Beer and Natural Process Beer. About 60% of production is kegged in barrels for draught beer and the remaining 40% is bottled.

1950 - The brewery has now added a new canning line and 5% of production is canned, 30% is bottled and the remaining 65% is filled in barrels (kegged).

1954 - The brewery is essentially a local//regional operation, with 85% of its sales in Wisconsin and 15% of sales in Northern Illinois.

1956 -- Thomas R. Gettelman is now president and his brother Fred Gettelman Jr. is brewmaster.

1959 - The various Gettelman Brewery Buildings are listed by numbers and are as follows: rear central Stock house as 1, adjoining Hop Storage as 2, Brew House as 4, Bottling plant as 5, Ice House adjoining south side of Brew House as 6, rear General Storage building as 8, small rear Storage Building as 9, far rear Stock House as 10, General Office Building close to road as 11. Several addition buildings shown on fire maps have not been given numbers or shown to be numbered.

1960 - Gettelman sells 132,285 barrels of beer in 1960. The brewery now cans 11% of its production and 36% of its production is bottled. The remaining 53% is kegged in barrels. During its best years, the brewery produced around 160,000 barrels per year and, on average, about 120,000 per year.

1961 - On January 14, 1961, the Gettelman Brewery is sold to the Miller Brewing Company in Milwaukee, which is located two blocks away. The purchase price is estimated to be in excess of one million dollars. Brewing of beer continues at the Gettelman plant for a short period of time but the main goal of Miller was to acquire the Gettelman brand name. Both Fred and Tom Gettelman manage the "Gettelman Division" of Miller Brewery but are soon relieved of their duties. They find other careers and become active in Milwaukee's malting industry.

1970 - The Gettelman plant, which is known as the "Gettelman Division," closes in 1970 and is put into use as a Miller warehouse and shipping plant. Over the next several years many Gettelman Brewery structures, including its brew house, are demolished.

1974 - Thomas Gettelman states in an interview published on Sunday December 8, 1974 in the "Insight" magazine of the *Milwaukee Journal* newspaper that when Miller bought out Gettelman in 1961, "Gettelman was selling about 132,000 barrels a year--more beer in Wisconsin than Miller."

1992 - The former Gettelman office building becomes Miller's engineering building.

1993 - The Plank Road Division of the Miller Brewing Company is created in 1993 and their brands are "Icehouse," introduced in 1993, and "Red Dog," introduced in 1994.

1995 - Nancy Moore Gettelman's book titled *The A. Gettelman Brewing Company: One hundred and seven years of a family brewery in Milwaukee* is published by Procrustes Press in Milwaukee.

In December of 1995, Miller Brewing Company renames the former Gettelman plant, which is then idle and used for storage, the "Plank Road Brewery" and relocates its Plank Road Brewery headquarters there. The Plank Road sign is painted on the outside of the Gettelman brewery, although no actual brewing takes place there.

Rob Olejniczak, who is then director of the Plank Road brands, reports that when they moved their offices into the former brick Gettelman plant, with its "narrow hallways, knocking radiators, knotty pine paneling, oak floors and complicated back stairwell, the only thing we did was throw some paint on the walls and scrub the floors."

Miller states that the Plank Road Brewery is a "small division" of Miller Brewing Company. It was then stated that, by the end of the year, the Plank Road Brewery operation hopes to have introduced Southpaw Light and Northstone Amber Ale.

At this time they also plan to open a "pilot brewery" within the building and open it for tours. However, those plans never become a reality. It is interesting to note that the name "Plank Road Brewery" is used by the Miller Brewery as a name for "their" brewery.

2007 - The former Gettelman bottling house at 4300 W. State Street, owned by Miller since 1961, is now the "Miller Employee Fitness Center and Clinic."

2012 - Plans are offered and a suggestion is presented (by a proposed nonprofit) to convert the vacant former Gettelman structures into a Beer & Brewing Museum.

2017 - The remaining two adjoining structures of the former Gettelman Brewery remain vacant. The area directly around those structures is used as a parking lot and staging area for semi-trucks of Miller Brewery, which is now known as MillerCoors. It is reported in March of 2017 that MillerCoors intends to demolish the two-building complex of the former Gettelman Brewery and convert and reuse that ground space to accommodate semi-trailer parking.

It should be noted that with the pending inevitable demolition of the former structure of the Falk Brewery in Milwaukee, and the beer cellars below that structure, the Gettelman structures will be the only remaining location with underground brewery lagering cellars in a city that was, and still is, famous as the Brewing Capital of the World.

Should the demolition of the remaining Gettelman structure take place, all traces of underground beer lagering cellars in Milwaukee will be lost. Underground lagering cellars were in most Milwaukee breweries prior to 1880, when mechanical refrigeration was introduced. The only other exception is Miller's "historic caves," which are cellars excavated into a hillside, not below a building, as at the Gettelman Brewery. This will be a major loss to the brewing heritage of Milwaukee and could possibly "cast a cloud over" MillerCoors for destroying Milwaukee's last underground lagering cellars.

Dated April 2, 2017; excerpted from a longer history in progress.
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Leonard P. Jurgensen, who grew up in the shadow of Milwaukee's great breweries, has been researching the history of all 130-plus Milwaukee past and present breweries for nearly 40 years. His research encompasses the evolution of each brewery, its architecture, the chronological history of the site and the genealogy of the founders, brewers, employees and officers. He is considered by many as the foremost authority on the subject. Jurgensen is also major collector of artifacts and advertising from the Joseph Schlitz Brewing Company of Milwaukee. In January of 2016, he provided all historical brewery documentation and content, as well as many photos, for Milwaukee County Historical Society's exhibition about Milwaukee's brewing industry titled "Brew City MKE." His book *Milwaukee Beer Barons, Brewers, Bottlers and others Buried at Forest Home Cemetery* was published in 2011.

Sources of Mr. Jurgensen's research

- Deeded property and mortgage records at the Register of Deeds Office at the Milwaukee County Court House
- Milwaukee Circuit Court Records, Milwaukee County Probate records and obituaries
- Intent and immigration records including birth, death and marriage records
- Actual visits to and inspections of present and former brewery locations
- Fire insurance maps beginning in 1876 at the Humanities Room Milwaukee Central Library
- R. G. Dunn Credit Report Records on file at the Harvard Research Library in Boston
- Federal tax records (IRS) located at the Federal Building in Chicago
- Newspaper accounts and reports on file at Milwaukee Central Library
- Building permits located at the Milwaukee's Department of City Development
- Brewery blueprints within the City of Milwaukee files
- Documents and burial listings from the files of Forest Home Cemetery
- Burial listings from the files of Union Cemetery and Calvary Cemetery
- Milwaukee City Directories, telephone books, local tax records and other listings
- Records and material on file within the Wisconsin State Historical Society
- Records and material on file at Milwaukee County Historical Society's Research Library
- Trade publications: *Brewers Digest*, *Midwestern Brewer*, *Western Brewer*, and others
- Documents, log books, and other information including collected photos
- Articles published in various newsletters and other industry-related trade journals.
- Brewing family genealogy records and other personal family correspondence
- Brewery corporate ledgers, stockholder reports and other related documents
- Historic documents, photos, maps and blueprints from various local collectors
- Brewery related books, reports and other documents in my personal collection
- Original blueprints on file and located within the Milwaukee Central Library
- Articles published in breweriana collector newsletters and journals
- Interviews with former and current brewery employees, executives and family members
- Books published by local historians and brewing family members
- "United States Biographical Directory" published 1877 by "The American Biographical Publishing Company"
- "Milwaukee Great Industries," published 1892 by the Association for Advancement
- "Badger Breweries Past & Present" by Wayne L. Kroll
- "100 Years of Brewing" by H. S. Rich & Company
- "The History of Milwaukee" by John G. Gregory
- "History of Milwaukee Illustrated," Volumes I –III
- "The Pabst Brewing Company" by Thomas Cochran
- "Milwaukee under the Charter" by J. S. Buck

A. Gettelman Brewing Company

By Joseph B. Walzer, *Encyclopedia of Milwaukee*

The A. Gettelman Brewing Company (1856-1961) was one of Milwaukee's major industrial brewers. Although remaining a mid-sized brewer among the city's giants, Gettelman was an important innovator of beer packaging and advertising and a significant acquisition in the expansion of the Miller Brewing Company.

The Gettelman Brewing Company originated as George Schweickhart's Menomonee Brewery, established near what is now 44th and State Streets in 1856. Coming from an established brewing family in Mühlhausen, Alsace, Schweickhart purchased a half-built brewery started by Strohn and Reitzenstein, who had both died in a cholera epidemic two years earlier. The brewery's location in the Menomonee River Valley west of Milwaukee provided ideal access to clean water from nearby Wauwatosa wells, ice from the river, natural caves for storage cellars, and hops and barley from surrounding farms, while still maintaining easy access to Milwaukee and surrounding towns via the old Watertown Plank Road and later railroad connections.

In 1871, Schweickhart brought Adam Gettelman on as a partner in his brewery. Gettelman was an apprentice at the brewery who had married Schweickhart's daughter in 1870. In 1874, Schweickhart sold off his portion to his son-in-law, Charles Schuckmann, whom Gettelman later bought out to become sole owner of the brewery in 1876. Officially named the A. Gettelman Brewing Company in 1887, the Gettelman family remained in control of the brewery for three generations, until it was sold in 1961.

Fire destroyed a significant portion of the original brewery in 1877, and Gettelman rebuilt and updated their facilities. Gettelman kept the brewery relatively small—just big enough for the family to manage and maintain a high quality product. In 1891, Gettelman introduced its flagship "\$1,000 Beer" brand, offering a \$1,000 reward to anyone who could prove that it was made with anything other than pure barley malt and hops. Gettelman also introduced its popular "Milwaukee's Best" brand in 1895.

Gettelman survived Prohibition making "near beer" and through several different investments outside of brewing, like the West Side Savings Bank, the development and manufacturing of snow plows, gold-mining in the American Southwest, and a sugar beet processing plant in Menomonee Falls. Gettelman returned to brewing in 1933, with Frederick "Fritz" Gettelman as president.

In order to counteract barrel shortages as brewing resumed, Frederick Gettelman personally designed the first practical steel keg in 1933, manufactured by the A.O. Smith Company of Milwaukee. Shortly after, he also consulted with the American and Continental Can Companies

on how to apply his design to the development of what became known as the “keg-lined” beer can. In the late 1930s, he developed new glass-lined storage tanks, also manufactured by A.O. Smith, and a more efficient bottle-washing machine.

The company introduced a new eight-ounce beer bottle labeled “Fritzie” in 1946, inspired by heinzelmännchen, the house gnomes of German folklore. By 1952, Fritzie had evolved into a cartoon beer bottle with a rotund face and Tyrolean hat that was famously featured in different humorous scenes painted on the exterior walls of several Milwaukee taverns. Moreover, the company became an important pioneer in television advertising in Milwaukee, sponsoring televised wrestling matches in 1947, and World Series pre-game shows in 1949.

Gettelman Brewing also made major investments in modernizing and expanding their operations in the 1950s. They entered the Chicago, Boston, California, and other regional and national markets as they briefly opened in the wake of industry consolidation. Gettelman released a new, lighter “Milwaukee” brand beer in 1956, and began importing and distributing Tucher beer from Nuremburg, Germany in 1959—the first American brewer to establish such a relationship.

Nevertheless, the company was unable to continue competing with the national giants, and the Gettelman family sold the brewery to the neighboring Miller Brewing Company in 1961. The Gettelman plant and brand continued on with brothers Tom Gettelman and Frederick Gettelman, Jr. as plant managers until Miller formally merged the two operations in 1971.

Elements of the Gettelman brewery remain part of the Miller Brewing Company complex, and its Milwaukee’s Best brand lives on in Miller’s portfolio.

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Footnotes provided online at <https://emke.uwm.edu/entry/a-gettelman-brewing-company/>

Sources

Apps, Jerry. *Breweries of Wisconsin*. Madison: University of Wisconsin Press, 1992.

Gettelman, Nancy Moore. *The A. Gettelman Brewing Company: One Hundred and Seven Years of a Family Brewery in Milwaukee*. Milwaukee: Procrustes Press, 1995.