

To Zoning Neighborhoods, and Development Committee  
Via e-mail: To: [jowcza@milwaukee.gov](mailto:jowcza@milwaukee.gov) and [lelmer@milwaukee.gov](mailto:lelmer@milwaukee.gov)

RE: Permanent Designation of the Gettelman Brewery

I support the permanent historic designation of the property at 4400 W. State Street, the Gettelman Brewing Company, in the 10th Aldermanic District. These buildings are significant examples of the switch of industrial operations in the United States after WWII to produce intensive advertising campaigns. They also created the novel character of "Fritzi" as part of their advertising campaign.



Individualism and conspicuous consumption are ingrained in the American Consumer. Advertising is a form of propaganda that shaped the post-WWII consumer need to self-define based on branded images. Cigarettes and beer companies created advertising branches to take full advantage of the values of the middle class. American beer advertisements are part of our history they exemplify how marketing echoed traditional gender and race roles. Milwaukee was an ideal spot for brewing beer and so the Schweickhardts and later Gettelmans had fifteen local competitor breweries. The narratives in beer advertising offer an optimism it was the advertising agency's job to place their product within the context of a "better America". The key was the propagation of the proud old Gettelman name and linking that brand and historic trust to the new technologies this success and creativity can be attributed Fritz's son Tom who spearheaded sales promotion, advertising and public relations from his offices in the old family home at 4400 W. State Street. The image below is from 1954 and exemplifies how a typical middle class man the historic brand (100 years at that point) and the unique new \$1000 technology were dovetailed successfully. Like the Marlboro Man Gettelman Fritzie was amazingly effective. The Fritzie campaign gained national acclaim for the brewery: focusing on flavor, affordability, tradition and new technology hybridization.



Sincerely,

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