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SCHLITZ
— PALM GARDEN.



PLEISS & HECK,
PROPRIETORS.

MILWAUKEE,
WIS.

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PALM GARDEN.

Schlitz Palm Garden.



MILWAUKEE is certainly a great city in respect to peculiar buildings and odd institutions. Many things of merit are to be found in this city which cannot be duplicated elsewhere in the United States. It is claimed that this is true of the Schlitz Palm Garden, on Third street, adjoining

the Schlitz hotel. Certainly if there is anything like it in the United States there is not anything so rich and elegant as this saloon, 45x100 feet in general dimensions. The building is designed to seat comfortably at tables 450 people, and something like \$80,000 has been spent upon the little structure.

It is rich in ornamentation, both inside and outside. People who have looked at the ornate facade as they passed along Third street have doubtless speculated upon the appearance of the interior. Few would dream that the interior is one-half as beautiful as it really is.

The room suggests the dining room on the top floor of the Auditorium hotel in Chicago on account of its semi-circular ceiling. One enters through a handsome vestibule of stained glass and mirrors. The dome-like shape of this vestibule suggests the Oriental style, which has been carried out throughout the building. The elaborately

carved entrance recalls the golden gateway of the Transportation building at the World's Fair. Gold and ivory is used largely in the interior decorations. At the eastern end of the room is a statue of Aurora, goddess of the morning. She is not rising out of the ocean in a chariot with rosy fingers dropping gentle dew, but steps out through two doors evidently to herald the morn.

This statue and beautiful arch was designed by Carl Kuehns, the well-known sculptor and teacher in the German-English academy. The centerpiece in the east end of the auditorium will attract the eye of every person who enters. The evidences of the carving company's work are to be seen on every hand, this part of the artistic work being the most important in the construction of the building.

When the Schlitz Brewing Company sets out to do a thing, it does that thing well. This is evident in Milwaukee in more than one enterprise, not the least of which is this magnificent and original place of entertainment. While the company has invested millions in brewery buildings and other grand undertakings for practical business purposes, it has contributed more than its share toward the upbuilding of the artistic and beautiful for the enjoyment of the people of Milwaukee, in the erection of the Palm Garden. Nothing in the way of architecture in Milwaukee,



DINING ROOM.

SCHLITZ PALM GARDEN.

so far as public or semi-public institutions are concerned, can be compared to this. There is nothing like it in Milwaukee, nor anywhere else in the United States, for that matter. Milwaukee not only has the best beer in the world (and the Schlitz people have the honor of bringing that reputation to our doors) but it has the grandest place in which to drink it that can be found.

When the Uihleins decided to erect the Palm Garden the question of money was not considered. The only problem was, how fine can it be made? They must employ the best talent in every department of work. The building must be unique, rich in every detail, original, new. It must not be a copy of anything else. This required genius in this day of progress and invention, and that it was drafted from every direction and properly amalgamated is amply proven in the magnificent temple.

Any visitor to Milwaukee hereafter who fails to see the Palm Garden, will miss one of the sights of the town. Heretofore a tour of the city has included the Parks, the Breweries, the Soldiers' Home, the Layton Art Gallery, the tall buildings, the numerous outdoor beer-drinking places; but now if custom does not begin and end the trip at the Palm Garden, it will be because people are not appreciative. Messrs. Pleiss & Heck have been identified so many years with the Schlitz company's principal institution outside of the brewery, that they have become almost a part of it. The company showed its usual good judgment when it decided to have the Palm Garden in connection with the hotel—in good hands and in the finest location in the city.

It is easy of access by every street car line in Milwaukee, the Union and Chicago & North-Western depots and the steamboat lines, being only a few seconds' ride and a few minutes' walk from any of the latter. Street cars will stop at the grand entrance.

As Pleiss & Heck, the proprietors, have increased their patronage by good management, courteous treatment of guests, careful supervision of the cuisine and insuring scrupulous neatness in the rooms from top to bottom, they have always found the Schlitz company prepared to meet the requirements, until at the present time—ten years from the day of the opening—the elegant hotel, bar and cafe occupies a half block on Third street and a handsome frontage on Grand avenue. There is no finer bar-room in the world than can be found in Milwaukee, and that bar-room is in the Schlitz hotel. It has been frequently written about in newspapers and other periodicals in far off cities, consequently its fame is not by any means local. It years ago stepped ahead of the Hoffman and other New York bars, and Chicago—which takes pride in having the best of everything, and boasts of it—has tried hard to equal it. Every attempt has proved abortive, however, and the Schlitz continues at the head of the procession.

The success of August Pleiss and Philip Heck, proprietors of the Schlitz hotel, the Schlitz bar and the Schlitz Palm Garden, is an example of what can be accomplished by hard work, good business methods and strict attention to business. They have from the very start given the two first named institutions their personal supervision; have



BAR ROOM.

SCHLITZ PALM GARDEN.

been determined to hold first place or none, and have given the hotel and its annex a tone that has made them records to be proud of.

A walk from the Grand avenue entrance of the bar to the Third street entrance of the Palm garden, or vice versa, discloses attractions to be seen only in Milwaukee and at this place alone. Such a combination of beautiful decorations in wood, copper or other metals, such harmonious decorations, such tasteful arrangement of everything, strikes the visitor with wonderment, and he usually begins to figure the cost, either to himself or with the one nearest at hand. This is soon disposed of one way or another, usually at a figure far from correct. Then his attention is drawn to the absolute cleanliness and order of everything, whether in the garden, the cafe or the bar-room. Every servant is governed by rules requiring perfect decorum and strict attention to business, and this fact soon demonstrates itself when the visitor has occasion to patronize either one of the three places. He observes that his wants are not only attended to by the waiter but that the waiter is supervised in turn by one whose business it is to see that there are no delays, no improprieties or any of the dozen little annoyances encountered in public places. The visitor observes harmony in the colors, in the decorations, in the paintings, in the lights, in everything, and before he realizes it he or she has spent an hour or two in conversation, eating or drinking under the most pleasant circumstances, surrounded by elegance of all that is obtainable—all that money can buy or artistic talent produce.

That there will be some famous great banquets and little dinners of note in this beautiful place there is no doubt. Pleiss & Heck have dined and wined some of the most famous people in the country in the past, but are now more than ever before in a position to entertain.

Marble, Mantel and Mosaic Work.

The marble, mantel and flooring work, every inch of which is artistic in design, finish and quality. There is a polish and finish to the marble, an artistic touch to the mantels and a taste shown in the arrangement of the cubes in the pretty flaked mosaic flooring that can only be obtained by constant study by experienced men.

A Picturesque Interior.

The room is wainscoted with black oak. There are generous, old-fashioned fire-places on the east and south sides, only to add an air of picturesqueness to the building, however, as it will be heated by steam. The graceful arches which support the roof are studded with incandescent electric lights. The windows are all of stained glass, designed in keeping with the purpose of the place. Palm leaves are worked into the decorations and the large windows show figures representing wine and beer. With the skylights these windows admit sufficient light during the daytime, and oddly enough, the place suggests to some degree a chapel. At night 900 electric lights will illuminate the garden. The floor is laid with mosaic.

GRAND OPENING CONCERTS



GIVEN BY **JOS. CLAUDER'S ORCHESTRA.**

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Saturday, June 6.

PART I.

1. Palm Garden March (new), - *Jos. Clauder*
(Dedicated to Mr. Aug. Uihlein.)
2. Overture—If I Were King, - - - *Adam*
3. Spanish Waltz—Espana, - - - *Waldteufel*
4. Fantasia from the Opera "Faust", - *Gounod*
5. Selection—The Isle of Champagne, - *Fuerst*

PART II.

6. Overture—Poet and Peasant, - - - *Suppe*
7. Fantasia—Robin Hood, - - - *DeKoven*
8. Piccolo Solo—"The Bobolink" - - *Barnard*
Mr. Max Thierbach.
9. Selection—Grand Duchess, - - - *Offenbach*
10. Waltz—Don't be Cross, - - - *Zeller*

PART III.

11. March—King Cotton, - - - *Sousa*
12. A Lucky Hit—Medley, - - - *Jos. Clauder*
13. Selection—Erminie, - - - *Jacobowsky*
14. Cocoanut Dance—Piece Characteristic, - *Herman*
15. Finale—Galop Meriment, - - - *Jos. Clauder*

Sunday, June 7.

PART I.

1. March—The Honeymoon, - - - *Rosey*
2. Concert Overture, - - - *Suppe*
3. Selection—The Passing Show, - - *Engländer*
4. American Caprice—Mazurka, - - *Jos. Clauder*
5. Fantasia—Selected, - - - *DeKoven*

PART II.

6. Palm Garden March, - - - *Jos. Clauder*
7. Serenade for Flute and Horn, - - *Titl*
Messrs. Thierbach and Neudeck.
8. Overture—Reception, - - - *Adam*
9. Love's Dream—Concert Valse, - - *Czibulka*
10. Selection—Grand Duchess - - *Offenbach*

PART III.

11. Medley of Popular Songs, - - - *Brahm*
12. Sultan's Dance (new), - - - *Polak*
13. Divertissement—"Around the Metropolis," - *Beyer*
14. Valse de Concert—"Auf Wiederseh'n," - *Baily*
15. Gambrinus Polka, - - - *Bial*



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