

The Madison Times

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Eyes (and Throat) Grow Moist at Memory of Old Hausmann's

MEMORIES—pleasant memories of days gone by—were brought to mind Wednesday with the announcement in *The Capital Times* that the Hausmann Brewing Co. was about to be officially dissolved.

For the old Hausmann Brewery at State and Gorham sts., prior to its destruction by fire in 1923, had been one of the city's most prominent landmarks—in reality an institution.

Now the original firm is to be dissolved legally, and papers have been filed with the secretary of state requesting that the concern be officially declared dead. It will be replaced in name by the Hausmann Brothers Co., an organization formed for the purpose of disposing of and handling the properties of the Hausmann Brewing Co.

William T. Hausmann, president of the Hausmann Brothers Co., is the only son of the late Joseph Hausmann, who founded the venerable old brewery in 1864. With him now are associated his step-brothers, Adolph H. and August G., secretary and treasurer, respectively. Their office is maintained at the old Malt House, 1601 Sherman ave., a part of the Hausmann properties.

Chief Brewman Laments

It's a long cry from 35,000 barrels of beer a year to a concoction called near-beer, and William Hausmann, who was chief brewman at the old Hausmann brewery for 21 years, feels it keenly.

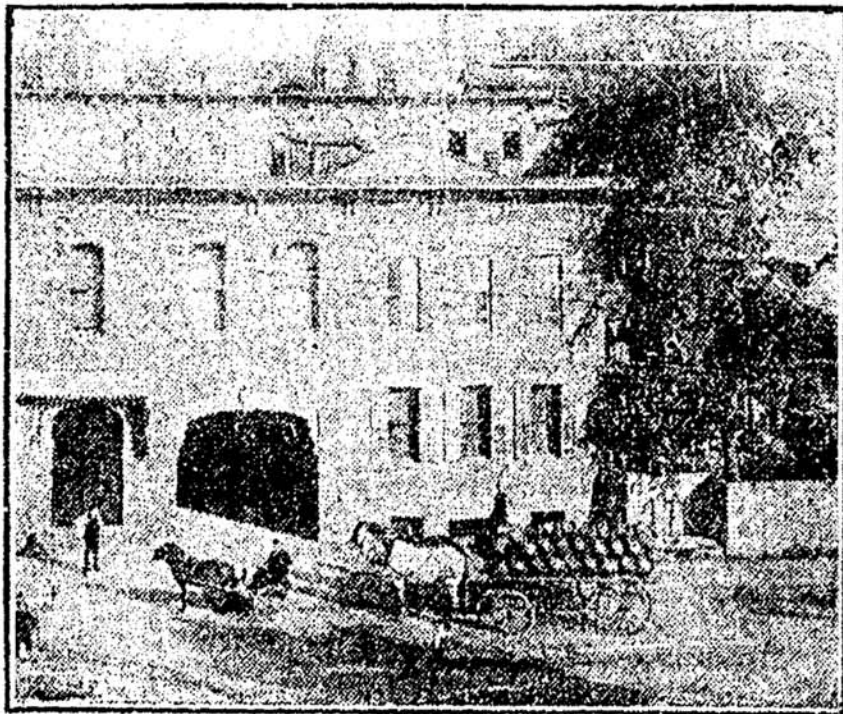
"In the old days," he said, "there were lots of girls who wouldn't date with a brewery-worker or a bartender. Nowadays they won't go out at all unless the fellow has a bottle with him.

"And the situation is worse instead of better. In those days everybody, from the best people to the common laborer, would go into a saloon and enjoy a few glasses of beer. Lots of people would park their rigs across the street from our place and have it served to them right in the rigs.

"But now they're drinking almost anything, from green moonshine to the cheapest kind of home-brew."

The Hausmann brewery was really started in 1854, when William Voight together with his son, E. W. Voight, founded the Capitol Brewery at State and Gorham sts. The late Joseph Hausmann, who died Nov. 9, 1907, at the age of 74 years, was a native of Germany, and came to America in 1837. He worked in the Schlitz brewery at Milwaukee until 1854 when he went to Portage to become foreman of the Haerdel Brewery.

Then later he founded a brewery of his own at New Lisbon, but sold this in 1859 and moved to Madison where with Mathias Breckheimer he rented the Spracher, now the Fauerbach brewery.



The Old Hausmann Brewery

This partnership was dissolved in 1864, and Mr. Hausmann purchased the Capitol Brewery from the Voights.

Saloon Was Headquarters

For about 30 years he conducted this business under his own name, incorporating the Hausmann Brewing Co. in 1892. Associated with him then were his sons, William T., and Carl J. and Otto, both of whom are dead.

The Hausmann saloon, or Hausmann's as it was called in the days before prohibition, was the headquarters for most cosmopolitan gathering of Madison residents, University students, state legislators, and Madison townspeople were daily visitors to the old mahogany bar that now rests in the tap room of the Memorial Union.

Students would come into Hausmann's and bring their books along. With a stein or two of beer and a couple of sandwiches—they were free—to munch on, the university boys used to do much of their studying in the historic old place.

On the walls were large paintings and mottoes, conspicuous among which were pictures of the University of Heidelberg, Niagara Falls, and the old castle home in Germany of the elder Hausmann. Real German steins, now a scarce article, adorned the walls, too.

U. W. Passes Law

During the early days in the brewery's history, there were many soldiers stationed in Madison at Camp Randall, and these increased the flourishing business that the saloon enjoyed. Later

a law was passed which prohibited the location of saloons within a certain distance from the university, and this action forced several out of business on University ave.

But Hausmann's was located far enough away from school, and so it continued to enjoy the patronage of many students.

The average amount of beer manufactured yearly when the brewery was running amounted to about 35,000 barrels. With a barrel containing 31 and one-half gallons, this amounted to more than 1,000,000 gallons.

As many as ten fine horses were kept in the barns adjacent to the brewery, to haul the iron wagons laden with kegs about the city. Yes, beer was delivered in the day-time in those days.

Besides the saloon on the corner, Joseph Hausmann and his family lived in another part of the Gorham st. building. In the rear, on land now occupied by the Jacobson Auto Co., the Pennsylvania Oil Co., and the Fox Motor Co., were the malt house, the brewery itself, the horse-barn and the lath-house.

After the fire in March, 1923, the land was sold the following December, and modern business gained control. The brewery, however, did not close immediately after the advent of prohibition, but continued to serve near-beer and lunches, until the disastrous fire put an end to it all.

Now the last step is being taken to obliterate the Hausmann Brewery Co., and nothing remains but memories.