

No. 165911



Abstract of Title

TO
THE FOLLOWING DESCRIBED REAL ESTATE
SITUATED IN

the City of Milwaukee,
County of Milwaukee
and State of Wisconsin,
to-wit:
Lots 14 and 15 in Block
35 in PLAT OF MILWAUKEE
IN FRACTIONAL LOT 2.

Wisconsin Title Service Company, Inc.



700 N. Water Street — Phone: 271-8940
Milwaukee, Wisconsin 53202

429 E. Broadway — Phone: 542-8068
Waukesha, Wisconsin 53186





A Warm Welcome on the M&M's 15th Anniversary from Bob Schmidt

The M&M Club was opened in July of 1976 by three partners, Jim, Leo and Bob. Two were meant to be silent partners, the third was to manage. In a short time it became apparent there was nothing silent about the first two. Hence they were bought out by the third partner, Bob Schmidt, who with two new silent partners, (Marshall & Ilsley) remains the sole owner. The M&M has seen many changes over the years. From a bar with boarded up windows and a pool table, to a mini disco. Then to a cabaret with a stage full of aspiring illusionists. And then to its present day piano lounge and restaurant. The physical layout of the building has seen many changes also, it was originally built by the Pabst Brewing Co., as a hotel and bar at the turn of the century. It had fourteen rooms upstairs and a bar and dining room downstairs. All rooms had gas lighting and outdoor plumbing. And it remained pretty much the same for the first seventy-five years or so. Except for the plumbing and the electric. Then it became the M&M Club and things began to change. (The name M&M shall forever remain a corporate secret). The gravel parking lot was paved, and an outdoor patio was installed. Later the patio was redone and the present dining room was added. Bathrooms were remodeled and the shutters on the windows came off. The second floor was turned into a banquet / meeting room. We have gone from one employee to twenty-two employees, and we are still looking forward to growth.

All this has come about because of one very important element, "you the customer." Your patronage over the past 15 years is what has made it all possible. I've had the pleasure of meeting some of the most interesting and diverse people imaginable. It's said that one should not mix business with pleasure, but that has come to be impossible with so many of you. For not only is it a pleasure to see you walk through the door as a patron, but also as a friend. In appreciation for the friendship and support over the past 15 years, I can only say a heart felt "Thank you," and a promise to make the next 15 even better.

On behalf of myself and my employees,

Sincere Thanks!

A handwritten signature in cursive script that reads "Robert O. Schmidt".

Robert O. Schmidt

Once upon a time in the land of beer there was a plot of land which showed promise even as far back as 1835. This little parcel changed hands with some very prestigious names from the City of Milwaukee's history books—names like Juneau, Kilbourn and Wells. But no one knew quite what to do with this property until about the turn of the century a man named Fred Pabst of Pabst Brewery fame purchased this double lot on the corner of Water and Erie. It was then things began to pop at 124 North Water.

In the days of yore, breweries built their own taverns to sell and promote their products exclusively and that's exactly what this property developed for. It remained a Pabst tavern for many years. Then somewhere around 1947 a private party bought the tavern and the brewery, from there it, once again, changed hands several times and at one point even became a boarding house in the interim.



Then something akin to a miracle happened....On July 3rd, 1976, the eve of our country's Bicentennial, a star shone brightly in the east and 3 wise men embarked on a journey which would change the course of Gay History in Milwaukee. These men purchased the building located at 124 North Water and decided to call it... The M&M+ Club."

These 3 men, Bob Schmidt, Leo Peters and Jim Moes had been friends since the earth was cooling and they all worked in the "Straight Business World" and over a period of time developed a code that communicate with while sitting in the midst of heterosexual colleagues. In this code, the letters M&M+ were used to describe a gentleman of better than average qualities or "Medium Meat Plus". Hence the name of the little tavern forevermore.



Over the next few years, many changes took place at the bar. Bob tore out the rooming house upstairs and put in an apartment for himself so he could be closer to the business (yeah, right!). Part of the upstairs was used as party rooms which were rented out for private events such as that year's New Year Eve Party and Milwaukee's 1st Gay Softball banquet (which consisted of two teams!)

In 1976, Lanny Stoddard (whom at the time was the current Mrs. Schmidt) opened a

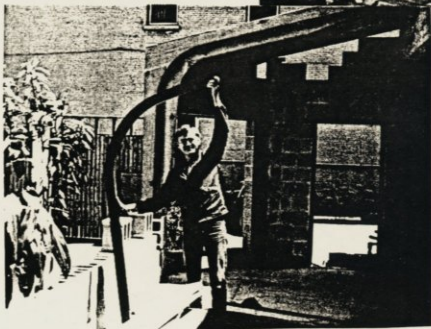


tasteful café off the barroom, appropriately entitled "The Sideboard" where they served up tempting dishes such as Coque Au Vin and Duck L'Orange. The Sideboard enjoyed a moderate success. It was clear that Milwaukee appreciated having a good, convenient and Gay restaurant. But something wasn't quite right. Perhaps the menu needed adjustment. Exit Lanny, enter new menu with a simpler fare of soups and sandwiches. Voilà! Business began to pick up, but it wasn't until the addition of the Sunday Brunch and Friday Fish Fry that the boom was on.

It was then that Bob started his renovation of the bar. He leveled floors, took out archways and travelled upstate to purchase antique

diner booths to add atmosphere.

Never satisfied, Bob decided in 1980 to put in an outdoor garden/patio. And only the best would do. At this time Bob commissioned Milwaukee's premier artist, Robert Uyvari, to design this project and work with the craftsman—start to finish. This was the beginning long affiliation between Uyvari and the M&M, including several art shows and design of an exclusive M&M Christmas card.



By 1985, Bob had bought out both partners, Leo and Jim. All parties realized that it was Bob's full-time commitment and energy that kept the M&M growing and flourishing.

And growing it was, so much so that Bob decided to expand the restaurant and move it out to incorporate part of the patio with what was at the time, 1983, an innovative greenhouse concept. This design—not to mention the food—attracted the attention and rave reviews of both the community and both Milwaukee newspa-



pers, the Journal and the Sentinel.

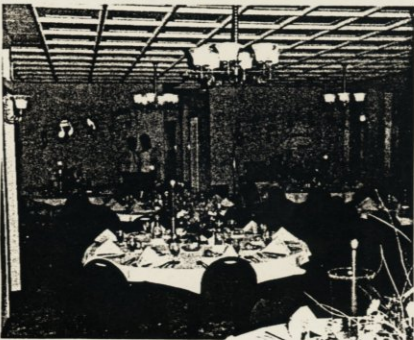
stalled, new carpet, paint, wallpaper and the proverbial "blood, sweat and tears" went into the finished product you see today.

Now that took care of the inside, but Bob felt a facelift was due for the exterior (not him—the building!) So in 1987, he commissioned the layers of paint to be sand-blasted off the building to expose the original Cream City Brick to the delight of the patrons as well as the Third Ward Association.

Business had continued on steady

pers, the Journal and the Sentinel.

The next step in the evolution was the major remodeling of the bar. Ken Eggert, well-known Milwaukee interior designer (and longtime M&M employee) worked closely with Bob to achieve the current look of the M&M. In 1985, they threw back the dusty shutters on the outside windows of the bar and let the sun shine in on a Gay bar for the first time in Milwaukee's history. Walls were knocked down, new bathrooms in-



climb and in 1988, Bob moved out of his apartment above the bar (forever sacrificing himself for the good of the bar) and completely gutted the second floor and installed and upstairs kitchen and banquet facilities to be used for the Friday Fish Fry and special events.

Is the M&M finished! I doubt it. It's the constant refinement that makes the bar special. It's the friendly feeling you get when you walk in the door that keeps the bar growing and it's your patronage throughout the last 15 years that makes it all "A Labor of Love."

M and M's +



HOURS

MON-FRI... 2-2

SAT 1-3:30

SUNDAY ... 1-2

COCKTAIL HOUR 5-7

HORS D'OEUVRES

← DANCING →

You're invited to "All This Jazz"
All Week August 18th-24th

- Double Bubble, Monday thru Thursday 4PM til Midnight
With special Free of Charge table.
- Live Jazz and Dixieland all weekend.
- Complimentary New Orleans buffet Saturday night.
- All expenses paid vacation for two to fabulous New Orleans
Gone away Sunday August 24th.



124 North Water Street, Milwaukee 347-1962

*our diverse
personality*

Les Misérables

Cast Party

Saturday

Sept. 1st 11pm



"ONCE UPON A REINDEER"

DRAWING BY ROBERT A. UYVARI

M & M PLUS
PATRON OF THE PERFORMING & GRAPHIC ARTS
MILWAUKEE WISCONSIN
© 1979



*The many faces
of 124 N. Water St.*



M+M+ Club
15th Anniversary
1976-1991

124 N. WATER
OPEN DAILY
AT 2:00 PM



*everchanging
lego's*

THE CABARET

Live Entertainment

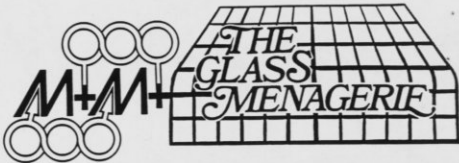
Drinking

Dining

Dancing



Piano Bar
Wednesday Evening
Sunday Evening
Live Entertainment



124 N. Water Street
Milwaukee, Wisconsin (414) 347-1962



*Around and about
the building*

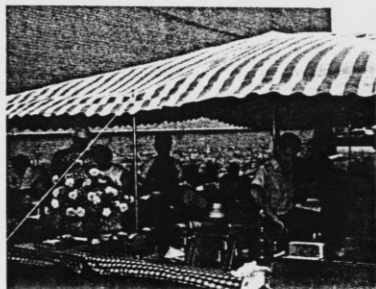
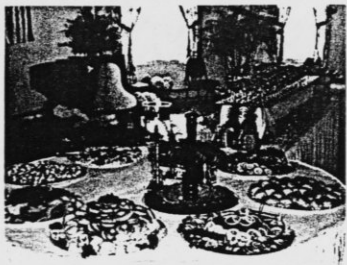
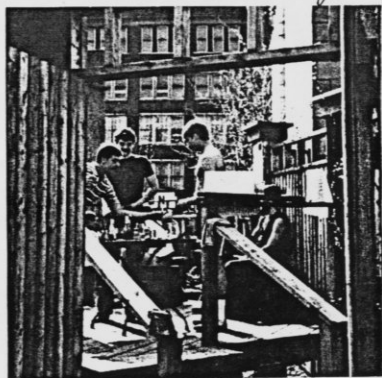




Photo by Erin Criss
M&M owner Bob Schmidt is really
Santa's helper in disguise as he helps
decorate the bar for the holiday season.

That's
our
"Bob"





*That's a lot
of
Schmidt*





TOMMI & NANNETTE



Lori Noelle
*Some performers
were paid!*



Rudy De La Mor



Vince Valente



CHRISTOPHER CLASON



Jerry Grillo



Wynne Hackett



Kathy O'Hara & Diana Laffey



*Such
Skinning
Stars*



Jan Warren



Gerry Perry



Faron



What a team →



m & m's

PLAY'N & PEANUT'S





Butch?





*Lifes a
drag*







*Some
unpaid
entertainers*





At work & play!





work
work
work!

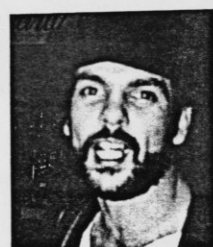




*Versatility
Hub?*



*Friends
Forever!*



Planning
A Party
MoMST
has completely private
PARTY FACILITIES
for your celebration

A black and white advertisement for 'Planning A Party'. It features a man in a dark, military-style jacket with a beret. The text is arranged in a circular or semi-circular pattern around the man.



*More
Friends*



we try to
be ahead
but-----

