



Matthias Gerschwitz

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Wilhelm Hoeck 1892: Stories and histories from the oldest beer pub in Charlottenburg, home of a 1932 Olympic champion.



AUTHOR



Matthias Gerschwitz, born 1959, was raised in Solingen, a German town between Cologne and Düsseldorf. After his university graduation, he worked as product manager for a manufacturer of household products and subsequently for an international fragrance company. He moved to Berlin in 1992 where he has been working as a marketing consultant. He started publishing books in 2007, initially focusing on his fondness for history.

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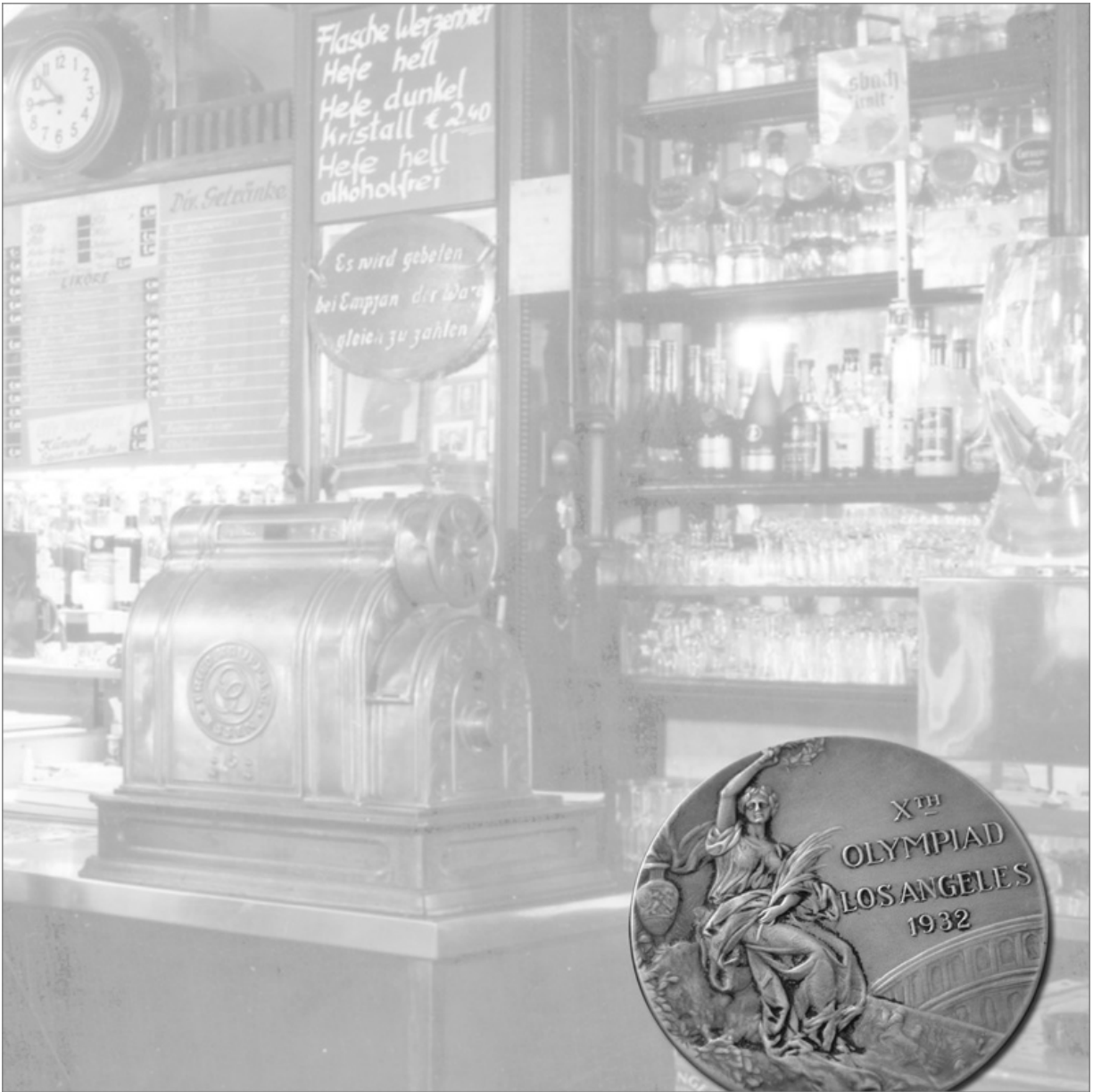
Tradition At Its Best

The Taste Of Berlin

Finally ...

Picture Credits & References

Wilhelm Hoeck 1892
Wilmersdorfer Straße 149 · 10585 Berlin/ Germany
Telephone: +49 30 341 81 74 · www.wilhelm-hoeck.de



Flasche Weizenbier
Hefe hell
Hefe dunkel
Kristall € 2,40
Hefe hell
alkoholfrei

Es wird geboten
bei Empfang der Ware
gleich zu zahlen



STEP IN, PLEASE!

Following the traces of an old city usually means discovering the city center. But if you want to get a whiff of the famous *Berliner Luft* – the »Air of Berlin«, as a well-known Berlin operetta song from 1904 is called –, there are many places to explore. Berlin as it is today did not exist before October 1, 1920. The first German megacity emerged from the former royal residence first mentioned in the 13th century, seven other cities, fifty-nine villages and twenty-seven other rural districts. Many of the historic ninety-six boroughs are still alive. This is why the Berlin feeling is connected to typical Berlin attributes rather than architecture. Berlin in essence is characters, like the organ grinder who delights the audience with old Berlin melodies. It is the infamous *Schnauze mit Herz* Berlin way to talk, meaning »attitude with a big heart«. It is the *Milljöh* – the social environment of the poor living in the backyards of tenements around 1900 and the many beer taverns located at almost every other street corner.

Today, not many Berlin originals remain. Only a few organ grinders keep memories alive; most of the backyards are redeveloped; instead of the *Berliner Schnauze* dialect you hear languages and dialects from near and far. And many taverns have given way to upscale bars, restaurants and lounges. Some of them do look old, but mostly are nothing more than window dressing. But some real historic taverns are still to be found, places that seem to have been there ever since man first set foot into what later became known

as *Berlin*. You may have to search for those places, since they are not necessarily located on worn tourist itineraries. But this exactly why the visit is worth the detour.



Wilhelm Hoeck (1870 - 1933)

This book is about such a gem of Berlin gastronomy: the old-style Berlin pub and restaurant *Wilhelm Hoeck 1892* in