



# Milwaukee Neighborhood Forum

PUBLISHED BY URBAN ANTHROPOLOGY INC.

"IN THE TRADITION OF JANE JACOBS"

APRIL/MAY EDITION

*Milwaukee Neighborhood Forum* is a bimonthly newsletter that highlights assets, history, events, and resources for and about Milwaukee neighborhoods. Residents and neighborhood organizations are encouraged to submit press releases on their events and successful programs. See back page for details.

*How to learn about your neighborhood while the family's shut-in*



Repeated by request \_\_\_\_\_

## Two opposing visions of urban living

*Both from "the left," but Jane Jacobs and the Milwaukee Socialists viewed city planning in radically different ways*



They were labeled "good lefties." All of them. Emil Seidel, Charles Whitnall, Daniel Hoan, Frank Zeidler. And Jane Jacobs. But when it came to their visions for cities, the Milwaukee Socialists could hardly have been more different than Jacobs.

### Population density

Milwaukee Socialists. Decentralization of the metropolitan area was desired by Hoan and Whitnall in the 1920s, Zeidler in the 1950s, and other Socialists. Whitnall in particular had always disliked the urban form of industrial cities and believed congestion

*Continued on Page 9*

### STORIES FOR CHILDREN/YOUTH \_\_\_\_\_

The Kids Across Time and Space (KATS) program is a fulfilling way for families to spend a day learning about a number of Milwaukee neighborhoods. The website provides youth-friendly stories about select areas of the city, recipes that are indigenous to the cultural groups of these neighborhoods, and games and art projects to entertain while enhancing learning about the neighborhoods. Go to [http://teacheraidsforkidsmilwaukee.com/KaTS\\_main.html](http://teacheraidsforkidsmilwaukee.com/KaTS_main.html) and click on any of the orange rows for the following stories.

#### Bronzeville to Sherman Park

**RUBY'S LOST CHILDHOOD.** A fictionalized account of an African American girl living in Milwaukee, the loss of her Bronzeville community, her migration to and from Milwaukee, her movement into the Civil Rights Movement and local fair housing marches, and her struggles to keep her new home in Sherman Park.

#### Lincoln Village

**STEFAN'S GOOSE.** A fictionalized account

*Continued on Page 2*

## STORIES FOR CHILDREN/YOUTH (continued)

*Continued from Page 1*

of a young Polish boy living on Milwaukee's south side in the early 1940s, his daily life in a Polish flat, his faith community at the Basilica of St. Josaphat, and what he learned one month about how his meals were prepared.

### Downtown Area

**BEVERLY, THE FIRST "MATERIAL GIRL."** A story of a girl living in Milwaukee in the prosperous 1950s and how she and her age mates were influenced by the growing material culture of the day. A story about the influences of popular culture on gender roles.

### Third Ward

**PATRICK'S DREAM.** A fictionalized account of a young Irish boy whose family settled in the Third Ward in the late 1800s, his aspirations to become a fireman, the scorn he faced from friends for setting his hopes too low, and his ultimate redemption when a fireman from the Ward saves the city of Milwaukee from burning down.

There are nearly 50 other stories about ethnic groups in historical settings on this site, all complete with recipes, notes, games, and art projects.

## 191 MILWAUKEE NEIGHBORHOODS

For shut-ins to simply learn about specific neighborhoods, this is a very comprehensive site. <http://neighborhoodsinmilwaukee.org/>

One-hundred and ninety-one Milwaukee neighborhoods are on this site. The project was created from the oral histories conducted by anthropologists at Urban Anthropology Inc., covering over 100 of these neighborhoods. The following details are provided about each of the 191:

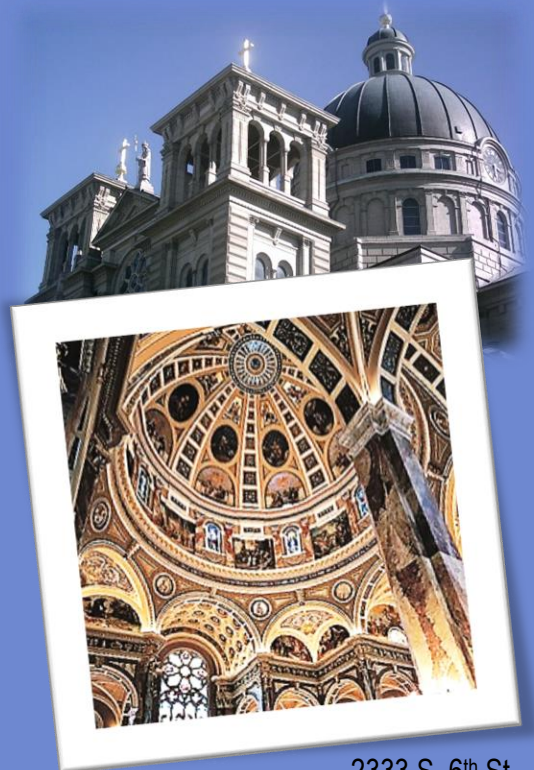
- Brief, population-based history
- Quotes from oral history of this area
- Description of neighborhood
- Photos of neighborhood (and at times historical photos)
- List of important sites
- Recurring nearby outings
- Businesses in the history of the neighborhood
- Profiles of people who once lived there

## MYSTERY NOVELS TAKING PLACE IN MILWAUKEE NEIGHBORHOODS

Milwaukee native and cultural anthropologist, Sienna Jacks, has written a series of novels that take place in Milwaukee neighborhoods.

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*Happening in the  
Lincoln  
Village neighborhood  
when the coronavirus  
pandemic has ended*



2333 S. 6<sup>th</sup> St.

Free days at the Rozga Family's Old South Side Settlement Museum



*First Saturday of each month, 2-4pm*

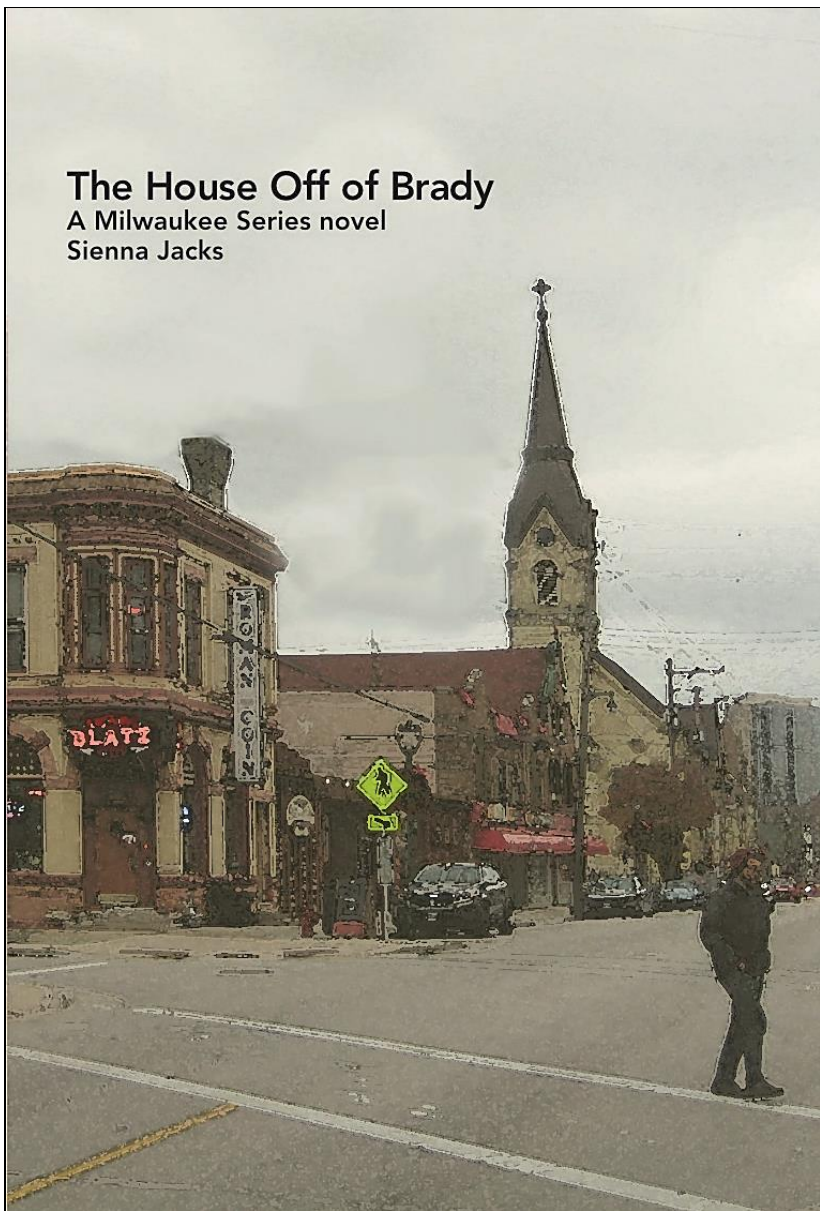
Exhibits on the populations, celebrities, and history of this neighborhood  
707 W. Lincoln Avenue

## MYSTERY NOVELS

*Continued from Page 2*

### The House Off of Brady

Two young anthropologists, trying to convince a local nonprofit to sponsor a neighborhood house museum, must show that the historical occupants of the house were representative of Milwaukee's Brady Street, and that they project positive images for the neighborhood. Their efforts are boosted by a personal journal left behind by one of the home's occupants--Giuseppe Russo. But as the young anthropologists translate and transcribe the journal, they learn that Giuseppe had been banished from his former community in the Third Ward. Are they about to stumble on information that could kill the project—or something perhaps even worse? Access at <http://mecamilwaukee.com>



### The House Off of Brady

A Milwaukee Series novel  
Sienna Jacks

*Continued on Page 4*

*Happening in the  
East Town neighbor-  
hood!*

*When the coronavirus  
pandemic has ended*



1000 North Broadway



### Grohmann's Museum

Home to the world's most complete art collection dedicated to the evolution of human work, including more than 1,400 paintings, sculptures, and works on paper representing the evolution of human work.

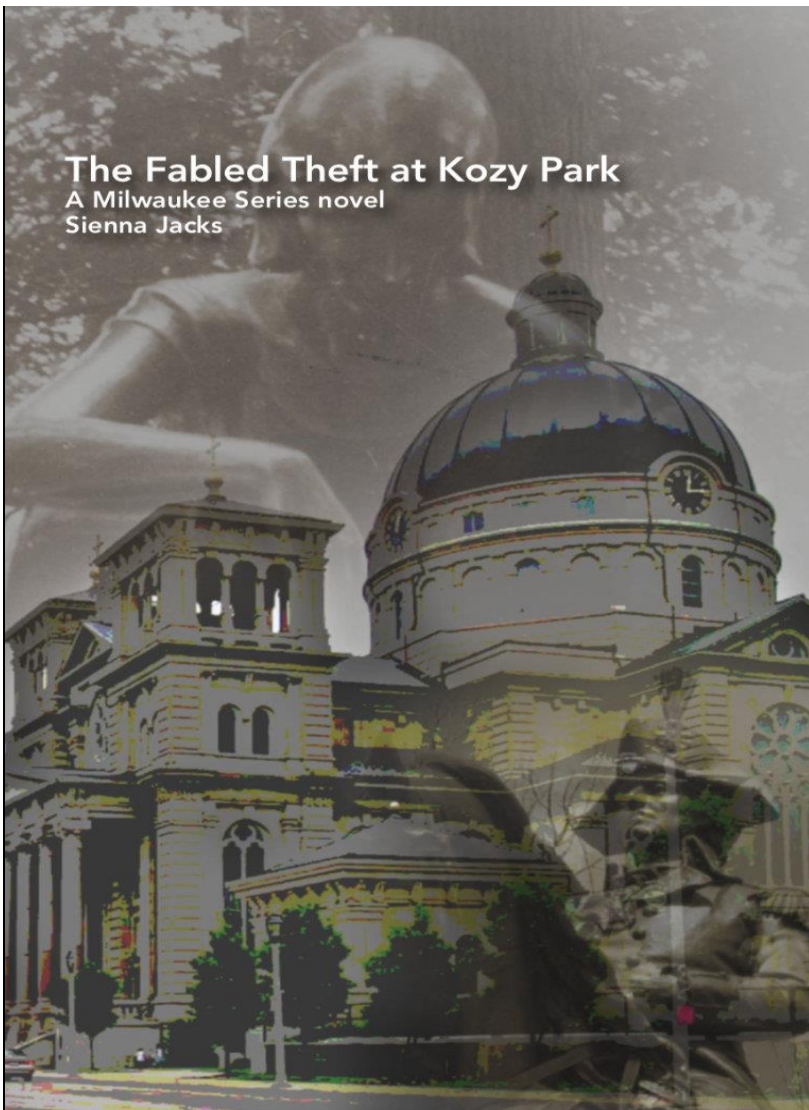
\$5, \$3 students and seniors, free <12

## MYSTERY NOVELS

*Continued from Page 3*

### The Fabled Theft at Kozy Park

The anthropologists at City Anthropology were asked to use their research skills to look into a man's confession that might crack the longest unsolved mystery on Milwaukee's old South Side—the theft of the squirrel lady statue at Kozy Park. According to reports, the man Raf (now deceased) also implicated members of a local Polish club with an agenda of removing non-Polish influences from the neighborhood. Assigned to the project, Enid and Meyer are baffled by the information they are getting from those who witnessed the confession, little of which supports Raf's story. Further inquiry points to events surrounding Raf's stepson. Who really was he and why did he inexplicably appear on the scene all those years ago? Their quest for answers leads them to the club in question, but with unexpected results. The ultimate mystery they must solve is the true reason why Raf made this confession and steered them to a list of alleged conspirators. Access at <http://mecahmilwaukee.com>



*Continued on Page 5*

*Happening in Menomonee River Hills neighborhood!  
When the coronavirus pandemic has ended*



*Open indoor swim at Noyes Park*

Year round  
8235 W. Good Hope Road

*Indoor pool with diving boards, locker rooms, vending machines*

Interested in ethnic-specific events in the Greater Milwaukee area? Go to *Milwaukee Ethnic News*.

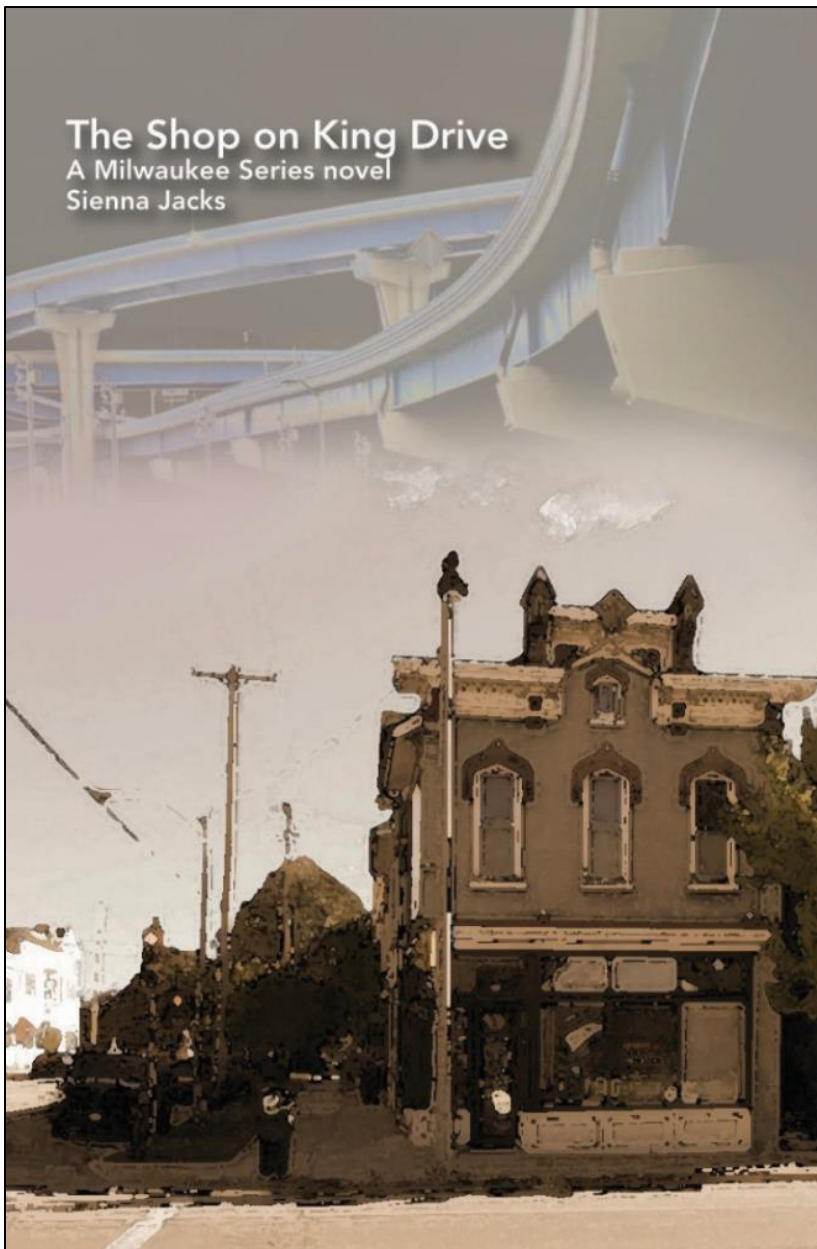
<http://www.urban-anthropology.org/Ethnic-NewsletterArchive.html>

## MYSTERY NOVELS

*Continued from Page 4*

### The Shop on King Drive

A mystery arises out of the ruins of urban renewal. Two young anthropologists, conducting research that would illuminate one dark period in Milwaukee's central city history, confront painful but sometimes puzzling accounts. During the 1950s and 1960s, over 8,000 homes and an entire business district of the African American Bronzeville community were razed. While interviewing survivors, the anthropologists note that the name of a particular attorney kept entering the conversation. The lawyer claimed to be helping the black community fight the removal, but his efforts had the opposite effect. Suspicions remained for over 50 years over who was behind the deception and why. <http://mecahmilwaukee.com>



## *Happening in the Walker's Point neighborhood*

*When the coronavirus pandemic has ended*

**WPCA**  
WALKERS POINT  
CENTER FOR THE ARTS



*Since 1987*

## Walker's Point Center for the Arts

839 South 5<sup>th</sup> Street

*Ongoing exhibitions and programs in a neighborhood setting*

Open Tuesday through Saturday,  
noon to 5pm

## OPPOSING URBAN VISIONS

*Continued from Page 1*

was ruining urban America. Frank Zeidler's vision for a decentralized metropolitan area included the city's immense annexation of new territory to ensure that even though future industrial and residential growth took place away from the city center, it would still technically remain within city limits. He saw expressways as an important element of that model, particularly in light of the national trend toward suburbanization after World War Two.

Jane Jacobs. Jacobs saw a number of advantages in *densely populated* urban neighborhoods. She argued that more people and “eyes on the street” increased safety. The more people on the streets made a city more lively, walkable, and interesting. “Nobody enjoys sitting on a stoop or looking out a window at an empty street,” she maintained.



### Zoning

Zoning supported the development of either thinly or densely populated cities.

Milwaukee Socialists. In order to ensure lack of congestion in urban areas, the Socialists believed in single-use zoning. Congestion, Whitnall maintained, was Milwaukee's most pressing problem, and he wanted to use planning and zoning to remedy it. Consequently, he supported a zoning ordinance promoting single-family homes. Later, Zeidler, in his “slum removal” policies, promoted razing crowded neighborhoods and transforming them into areas zoned for light industrial use.

Jane Jacobs. Opposed to the planners who sought to divide urban neighborhoods by use (residential, commercial, industrial), Jacobs advocated the opposite. She supported “mixed primary uses,” or homes, shops, restaurants, light industry, and offices in close proximity to each other. In such areas, different people were on the street for different reasons at different times of day, contributing to the vitality of the neighborhood. They subsequently attracted new enterprises and provided a continuous stream of “eyes on the street” to keep it safe.

### City Parks

The nature and placement of urban parklands also supported the development of either thinly or densely populated cities.

Milwaukee Socialists. Whitnall and Hoan disliked the urban park phenomena of their times, which consisted mainly of crowded beer gardens supported by local breweries. Whitnall devised a model of parks placed mainly in rural settings away from the city's center that would attract thinly populated “villages” of residents who wished to escape the density of urban streets.

Jane Jacobs. Jacobs was against the vision of the “detached” urban park. She argued that parks—to be effectively used—should be integrated into urban life and wherever possible connect to streets with a lively commercial presence. She pointed to the ways that residents viewed the more isolated parks as unsafe. “Those [parks] that are successful *never* serve as barriers or as interruptions to the intricate functioning of the city around them. Rather, they help to knit together diverse surrounding functions by giving them a pleasant joint facility.”

### Planning perspective

The Milwaukee Socialists and Jane Jacobs looked at urban areas from different directions.

Milwaukee Socialists. In almost every situation, the *ideas* of the Milwaukee Socialist leaders preceded any community involvement. The commitment to urban dispersal, population thinning, and single-use zoning guided their major policies. However, in the case of the operational details, such as the placement of freeways, Frank Zeidler considered the results of a motorist survey.

Jane Jacobs. Jacobs advocated for a bottom-up approach to urban planning. In her landmark book, *The Death and Life of Great American Cities*, she used dozens of examples of how people lived their daily lives in city streets to demonstrate what gave an urban area vitality. She objected to planners who began with their own ideas and only brought in the residents after the plans were being implemented. She argued for organic growth.

### Solutions for blighted areas

In many ways, freeway building and urban renewal of the 1950s/1960s were the topics that segregated Jacobs from her contemporaries.

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## OPPOSING URBAN VISIONS

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Milwaukee Socialists. Among the issues that Zeidler ran on for the 1948 mayoral election was “slum removal” or specifically the clearing of 160 acres of blight in the first four years of his administration and reducing population in blighted areas.

Shortly after his election, the federal government passed Title I of the Housing Act of 1949 providing federal aid for slum clearance to eliminate blight. Under Zeidler, the Milwaukee Housing Authority of the City assumed responsibility for all redevelopment acts. But by 1954, in response to criticism that the federal government was displacing and disrupting entire communities, the government passed the Housing Act of 1954 which provided funds for *conservation and/or rehabilitation* projects, along with redevelopment projects. In other words, by the time that the first urban renewal project was implemented under Zeidler, there were two funding tracts: (1) Conservation to prevent blight and halt decline of middle-aged areas; or (2) Redevelopment which mandated the demolition and site clearance with cleared properties sold to private and public companies. Zeidler chose the latter. In 1957, his administration commenced a long era of neighborhood demolition by razing 25 acres surrounding Walnut Street-- the business and cultural district of the original Bronzeville.

As during his campaign, Zeidler’s rhetoric focused on the *deficits* of the neighborhoods being targeted. Often the language used to justify razing certain areas reflected the pre-Civil Rights white stereotyping of the times. In his writings, Zeidler pointed to delinquency, “lack of motivation to learn skills,” and need for acculturation of the “recently migrated people from the South [African Americans],” while only occasionally raising the issue of the white absentee landlords who owned the blighted buildings that were specifically targeted for bulldozing.



Jane Jacobs. Jacobs opposed the razing of urban neighborhoods for freeway building or under the guise of urban renewal. Instead she pointed out all the ways that residents of so-called blighted neighborhoods created community through a “sidewalk ballet” of coordinated relationships. “Cities,” she argued, “like anything else, succeed by making the most of their assets.”

Jacobs advocated studying the complex relationships that existed in urban neighborhoods before considering any external changes. “Dull, inert cities, it is true, do contain the seeds of their own destruction and little else. But lively, diverse, and intense

cities contain the seeds of their own regeneration, with energy enough to carry for problems and needs outside themselves.” Her description could have depicted the original Bronzeville.

### Relevancy for today

In many ways, the ideas of the Milwaukee Socialists reflected the ideological paradigms of the first seven decades of the 20<sup>th</sup> century. The disciplines of Sociology, Urban Planning, and Anthropology were all steeped in beliefs that US cities were inferior to rural areas. Ostensibly in cities, relationships waned, social controls disappeared, disease and crime ran rampant, and commercialism overcame altruism. US cities everywhere were razing their cores. It was also a time when racism and ethnocentrism prevailed.

What is surprising is that a young “housewife” in the late 1950s, with no college or professional credentials—only a keen eye for what was happening in her own NYC neighborhood—managed to organize her own community, research other areas where neighborhoods were threatened with extinction, and write about all of this.

“Housewife” and activist Jane Jacobs transformed the field of urban planning with her observations about American cities. She led the resistance to the loss of community to expressways and urban renewal. Along with Lewis Mumford, she is considered to be a founder of the New Urbanist movement.

### New Urbanism and Milwaukee

Beginning in the 1980s, the New Urbanism movement promoted the creation and restoration of diverse, walkable, compact, vibrant, mixed-use communities. The movement is arguably the dominant urban planning paradigm today. New Urbanist neighborhoods comprise residences, places of employment, shops, entertainment venues, schools, parks, and civic facilities vital to the daily lives of residents and are all within easy walking distance of each other. The movement also advocates for increased use of trains and light rail over more highways and roads. Unlike in years past, urban living is rapidly becoming the preferred way of life—particularly for young professionals, but also for people of all ages.

John Norquist, Mayor of Milwaukee from 1998 to 2004, was an advocate of the movement. As mayor, he instituted many New Urbanism projects all over the City of Milwaukee, including the removal of the Park East Freeway. He later became the director of the Congress for New Urbanism—a position he held from 2004 to 2014.

# Milwaukee's Brewer's Hill: A neighborhood always reinventing itself



According to John Gurda in *Milwaukee: A City of Neighborhoods*, a visit to Brewer's Hill "is to see first-hand the American city's capacity for reinvention" (p. 175). His chapter on Brewer's Hill outlines the movement from earliest settlements to blight to a preservationist's delight.

Each edition of *Milwaukee Neighborhood Forum* will feature a story on one Milwaukee neighborhood



Most of today's Brewer's Hill neighborhood was once platted into a subdivision called Sherman's Additive. This was 1837. Within a score of years, the area began to attract mills and factories that were drawn partly by the water sources from a half-finished canal (that, once filled in, became Commerce Street) and partly by a railroad line dubbed the Beerline B (built in the 1850s). Large numbers of Milwaukeeans seeking the industrial jobs began migrating into the subdivision.

By the 1880s the area was crowded with resident homes from Walnut Street to North Avenue. It was a time when workers and employers walked to work. Industry tycoons might live next door to their line workers and business owners might live next door to their customers. The economic diversity led to a wide range of housing sizes and styles in the neighborhood including Queen

Annes, Greek Revivals, and Italianates. A century later, many of these homes would be coveted by young professionals with a preservationist appetite.

Early on, most of the residents were Germans. Then part of the Sixth Ward, the Brewer's Hill area began to draw even more industries and businesses, including the Schlitz Brewery and Albert Trostel & Sons Tannery. With the industrial jobs came additional immigrant groups migrating from the downtown area, particularly in the early 20<sup>th</sup> century. Among them were Italians, Jews, Greeks, Hungarians, Armenians, Irish, Poles, and more Germans. An African American community called Bronzeville grew up just southwest of Brewer's Hill.

As years passed, many of the once extravagant homes were beginning to deteriorate. Some of the larger homes were transformed into rooming houses to accommodate the growing population. Many blocks saw the emergence of apartment buildings.

## *A snapshot of North 3rd Street at mid century*

In 1940 the businesses on North 3<sup>rd</sup> (today's Martin Luther King Drive) reflected the ethnic salad bowl of the neighborhood and, some might argue, previewed what was to come. There were 97 businesses that operated on North 3<sup>rd</sup> Street between Walnut Street and Lloyd Street at the height of the Great Depression. An unusually high concentration of shops focused on home décor and improvements (no matter how modest), and appeared to foreshadow the later preservationist movement that would transform the neighborhood. A full 24 percent of all the shops specialized in the home improvement line.

As in all Milwaukee business corridors, most of the shop proprietors were immigrants and almost none had educations beyond 8<sup>th</sup> grade. In addition to the home décor and improvement businesses, this stretch of 3<sup>rd</sup> Street also had a large number of taverns (11). Nearly all of these had been "soft drink" places in 1930, when national Prohibition was still in effect. The taverns tended to serve the immigrant groups that had recently settled in the area. See examples below.

- Harcher Manashian, with the tavern at 1725 N. 3<sup>rd</sup>, was an Armenian immigrant. He and his wife Vartahi lived with his older brother on the street, possibly at the same address as the tavern.
- Paul F. Winkelman, with the tavern at 1731 N. 3<sup>rd</sup>, was a German immi-

*Continued on Page 9*



## BREWER'S HILL

*Continued from Page 8*

grant. He lived at the same address as his tavern.

- Abe Lieberman, with the tavern at 1744 N. 3<sup>rd</sup> St., was the son of Russian Jewish immigrants. Abe was raised on Galena St.
- Minnie Kreiter, with the tavern at 1745 N. 3<sup>rd</sup> St., was an immigrant from Saxony (kingdom state). She was apparently widowed from her husband Martin before 1940.
- The Sczepanski family, with the tavern at 1801 N. 3<sup>rd</sup>, were immigrants from Poland.
- Wentzel Gilch, with the tavern at 1835 N. 3<sup>rd</sup> St., was a German immigrant. He, his wife Rose, and children lived next door to the tavern.
- George Zupan, with the tavern at 1901 N. 3<sup>rd</sup> St., was a Hungarian immigrant. He lived at the same address as the tavern.
- Edward McGraw, with the beer garden at 2053 N. 3<sup>rd</sup> St., was the son of Irish immigrants.

There was also considerable ethnic diversity in ownership of other businesses. See examples below.

- Leonel Sanchez, with the grocery store at 1750 N. 3<sup>rd</sup> St., was an immigrant from Mexico. He lived in Granville (which would later incorporate into Milwaukee and comprise most of Milwaukee's northwest side).
- James Solon, the barber at 1805 N. 3<sup>rd</sup> St., was an immigrant from Greece. He lived on Water Street in 1940.
- Thomas Zingale, with the fruit market at 1813 N. 3<sup>rd</sup> St., was an Italian immigrant. He lived on 3<sup>rd</sup> Street, probably at the same address as his market.
- Fred Moy, with the laundry at 1926 N. 3<sup>rd</sup> St., was an immigrant from China. He was a single man and lived on 14<sup>th</sup> and Wisconsin in 1940. Chinese laundries served Milwaukeeans all over the city before World War II

The time period also drew in some interesting families. Some of these families had members that went on to succeed in extraordinary ways. One example is the Uecker family. See below.

### The Ueckers

In 1940, the Uecker family lived on the corner of 3<sup>rd</sup> Street (now MLK Boulevard) and Garfield, on the boundary between today's Halyard Park and Brewer's Hill neighborhoods. The father August ("Gus") was a German-speaking immigrant from Switzerland, and the mother Mary ("Sue") had been born in Michigan, apparently the daughter of Swiss immigrants. August was working as a truck driver for a construction company. Having learned the tool and die trade at an early age, he often helped support his family during the Great Depression earning \$2 to \$3 a day working on cars.

August and Mary had three children—Robert, Caroline, and Rosemary. By 1940, 6-year-old Robert ("Bob"—see right column) had become an avid baseball fan, frequently riding his bike to watch the minor league Milwaukee Brewers play at nearby Borchert Field. One of his favorite players was Johnny Logan. Bob also played baseball in high school.

At age 20, Uecker enlisted in the army and played military baseball. While in service, the Boston Braves had moved to his home town and become the Milwaukee Braves. In 1956 Bob Uecker signed a major league contract with the Braves as a catcher for \$3,000. He spent his career as a lackluster back-up catcher with a .200 career batting average and a league-leading number of passed balls in 1967.



Uecker went on to use his uninspiring baseball career as material for stand-up comedy. After making repeated appearances on the Tonight Show, Johnny Carson dubbed him "Mr. Baseball." Soon Uecker became a household word. He made dozens of TV commercials and even appeared in comedy roles in the film *Major League* and as a supporting actor in the TV series *Mr. Belevedere*. He also helped call major league games for ABC and NBC.

When the Milwaukee Braves moved to Atlanta following the 1965 season, a local businessman, Bud Selig, campaigned to bring another major league team to Milwaukee. The effort came to fruition in 1970 when the bankrupt Seattle Pilots team was purchased and moved to Milwaukee to become the Milwaukee Brewers. Selig was intent on bringing Uecker in to join a team of Brewer broadcasters. Since 1971, Bob Uecker has been "the voice of the Brewers."

Bob Uecker has authored two books: *Catcher in the Wry* and *Catch 222*.

### Another re-invention

By late in the 20<sup>th</sup> century, many of the slowly deteriorating blocks in Brewer's Hill were now in ruins. The nearby tanneries had begun closing after World War Two because of foreign competition. Schlitz Brewery was sold to the Stroh Brewery. Without neighborhood jobs and with housing stock in decline, Brewer's Hill was losing its population.

But things changed quickly in the 1980s. In 1981 an area block club began to drop the Sixth Ward as its neighborhood name and adopted the title of Brewer's Hill of Sher-

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## BREWER'S HILL

*Continued from Page 9*

man's Additive as a reconciliatory name for its organization, reflecting both the historical origins of the neighborhood and its desirable topography overlooking the old brewery. The designation of Brewer's Hill soon became associated with the neighborhood. In 1983 a group purchased the old Schlitz complex and turned it into a mixed-use facility, renaming it Schlitz Park.

Very soon young adults began to rethink this neighborhood. Some of the grand homes, albeit in poor shape, could be purchased for just a few thousand dollars and rehabilitated. The preservationist movement in Brewer's Hill caught on quickly—often with gay couples leading the way but soon followed by young families of diverse backgrounds.



### Current populations

Today, young professionals dominate Brewer's Hill in just about every demographic. The leading age group is between 25 and

35. Just under 4 in 10 residents over 25 hold bachelor's degrees, making this a very highly educated neighborhood. The leading occupations are in the fields of administration, management and business, and the neighborhood has over two times more residents in the legal professions than Milwaukee overall.

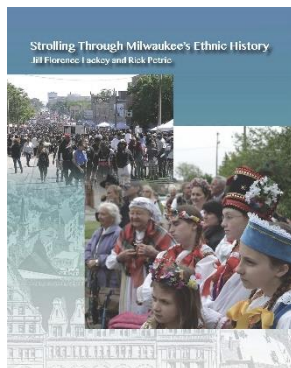
The neighborhood, like its history, is culturally and economically diverse. Culturally, over half the residents are European Americans of varying descents including German, Scottish, Polish, Dutch, English, Italian, Swedish, and more. Approximately one-third of the population is African American, and about 3 percent each are Asian and Latino (mostly Puerto Rican). The neighborhood has over 10 percent more men than women, possibly reflecting the early migration of male gay couples to the neighborhood. Economically speaking, approximately one-third of all Brewer's Hill households are low income (with annual incomes under \$25,000) but about 2 in 10 households fall into the stratum of upper middle class (with annual incomes between \$75,000 and \$150,000).

While some older residents have argued that the neighborhood has gentrified, housing costs remain relatively low. The largest grouping of monthly mortgage and related costs for home owners is between \$1,000 and \$1,500. Rents are even more reasonable with 4 in 10 rental units going for \$500 to \$1,000 a month.





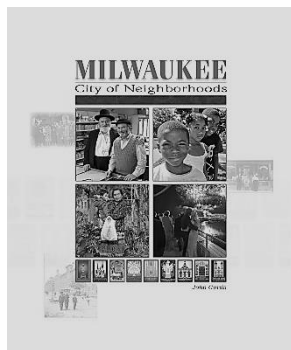
## Books on Milwaukee Neighborhoods



### Strolling through Milwaukee's Ethnic History

By Jill Florence Lackey and Rick Petrie

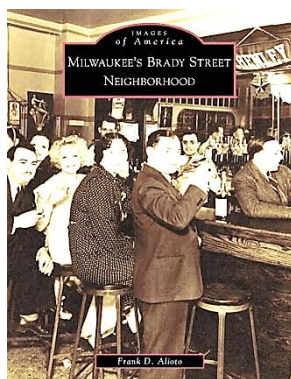
This latest work provides an "up close and personal" look at local ethnic life by directing readers to the neighborhoods and venues where the groups left their marks. It brings readers directly into their experiences, whether it involves strolling through the neighborhoods they built or participating in contemporary ethnic activities. "Strolling . . . is an intriguing guide to the ethnic history in our midst and a colorful reminder that Milwaukee has always been a city of newcomers." - John Gurda. <http://mecahmilwaukee.com>



### Milwaukee, City of Neighborhoods

By John Gurda

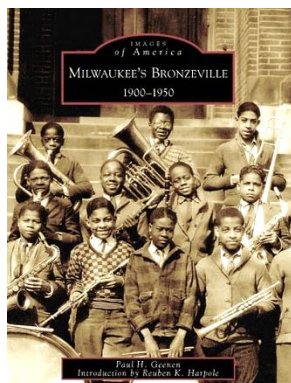
*Milwaukee: City of Neighborhoods* is the most comprehensive account of grassroots Milwaukee ever published. Richly illustrated, engagingly written, and organized for maximum ease of use, the book is a fine-grained introduction to the Milwaukee community, and its communities, that will endure as a standard work for years to come. <https://historicmilwaukee.org/milwaukee-city-of-neighborhoods/>.



### Milwaukee's Brady Street Neighborhood

By Frank D. Alioto

Milwaukee's Brady Street neighborhood began in the mid-19<sup>th</sup> century as a crossroads between middle-class Yankees from the east and early German settlers. Polish and Italian immigrants soon followed, working the mills, tanneries, and brewers that lined the riverbank. The hippies arrived in the 1960s. By the 1980s the area fell into blight, neglect and decay. Now, a true model for new urbanism, the Brady Street neighborhood is the midst of a renaissance. <https://www.arcadiapublishing.com/Products/9780738551746>



### Milwaukee's Bronzeville: 1900-1950

By Paul H. Geenen, Introduction by Rueben Harpole

With the migration of African American sharecroppers to northern cities in the first half of the 20<sup>th</sup> century, the African American population of Milwaukee grew from fewer than 1,000 in 1900 to nearly 22,000 by 1950. Most settled along Walnut Street, an area that came to be known as Milwaukee's Bronzeville, a thriving residential, business, and entertainment community. Bronzeville is remembered by African American elders as a good place to grow up. <https://www.arcadiapublishing.com/Products/9780738540610>

## The dramatic gift of one author

Mystery writer and Milwaukee native, Sienna Jacks, is creating a series of novels that take place in Milwaukee neighborhoods called "The Milwaukee Series." She is donating all of her royalties to Urban Anthropology's neighborhood exhibits' program.

The proceeds from *The House Off of Brady* (see previous page) are currently being used to create all new exhibits at the Rozga Family's Old South Side Settlement Museum.

Mystery novels that are currently available or shall eventually be included in this series will take place in these Milwaukee neighborhoods:

- Brady Street
- Bronzeville/Brewer's Hill
- Lincoln Village
- Walker's Point
- Riverwest
- Granville

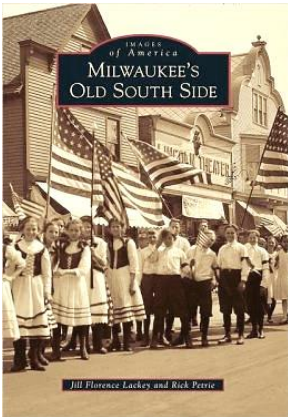
Currently, all of Sienna Jacks' novels have perfect five-star ratings from readers at Amazon.com

To enjoy wonderful reading and to contribute to neighborhood museums and exhibits, purchase the Jacks' books from the publisher at

<http://mecahmilwaukee.com/Fiction.html>



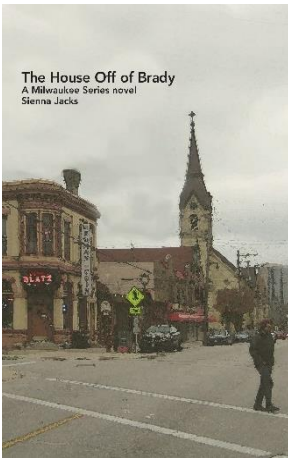
## Books on Milwaukee Neighborhoods (Cont.)



**Milwaukee's Old South Side**  
By Jill Florence Lackey and Rick Petrie

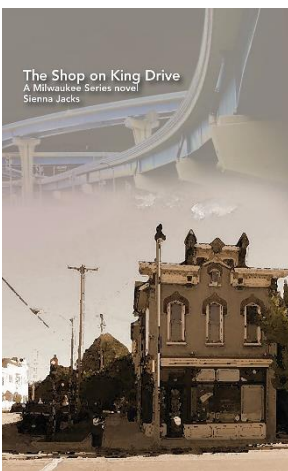
In the late 1800s, the Old South Side was developed by immigrant Poles, who became the dominant population for over 100 years. While other Milwaukee ethnic neighborhoods gradually dissipated in the mid-20<sup>th</sup> century because of assimilation pressures, freeway building, or urban renewal programs, the Old South Side remained solidly Polish. A survey nearly a half century later revealed that people of 110 national backgrounds now lived in the Old South Side, with the three largest groups being Mexicans, Poles, and American Indians. <https://www.arcadiapublishing.com/Products/9780738590691>

## Fiction



**The House Off of Brady** A Milwaukee Series novel  
By Sienna Jacks

Two young anthropologists, trying to convince a local nonprofit to sponsor a neighborhood house museum, must show that the historical occupants of the house were representative of Milwaukee's Brady Street, and that they project positive images for the neighborhood. Their efforts are boosted by a personal journal left behind by one of the home's occupants--Giuseppe Russo. But as the young anthropologists translate and transcribe the journal, they learn that Giuseppe had been banished from his former community in the Third Ward. Are they about to stumble on information that could kill the project—or something perhaps even worse? <http://mecahmilwaukee.com>



**The Shop on King Drive** A Milwaukee Series novel  
By Sienna Jacks

A mystery arises out of the ruins of urban renewal. Two young anthropologists, conducting research that would illuminate one dark period in Milwaukee's central city history, confront painful but sometimes puzzling accounts. During the 1950s and 1960s, over 8,000 homes and an entire business district of the African American Bronzeville community were razed. While interviewing survivors, the anthropologists note that the name of a particular attorney kept entering the conversation. The lawyer claimed to be helping the black community fight the removal, but his efforts had the opposite effect. Suspicions remained for over 50 years over who was behind the deception and why. <http://mecahmilwaukee.com>

## Just released:

A new Sienna Jacks novel in the Milwaukee Series, entitled *The Fabled Caper at Kozy Park*, a mystery that takes place in Milwaukee's Lincoln Village neighborhood.

Currently, all of Sienna Jacks' novels have perfect five-star ratings from readers at Amazon.com

To enjoy wonderful reading and to contribute to neighborhood museums, purchase the Jacks' books from the publisher at:

<http://mecahmilwaukee.com/Fiction.html>

## *Milwaukee Neighborhood Forum*

*Milwaukee Neighborhood Forum* is published bimonthly by Urban Anthropology Inc. and is managed by volunteer anthropologists. The purpose of the newsletter is to offer neighborhood groups and individuals opportunities to share news and information about their neighborhoods. The newsletter does not receive funds from any external source. The editor is Dr. Jill Florence Lackey.

### **Subscriptions**

The newsletter is emailed to anyone wishing to receive it. If you wish your email or that of a friend to be added to the subscriber list, send the email addresses to [JFLanthropologist@sbcglobal.net](mailto:JFLanthropologist@sbcglobal.net) and indicate the name of this publication (as UrbAn publishes more than one newsletter).

### **Submitting events**

*Milwaukee Neighborhood Forum* is interested in events from individuals, businesses, and organizations that have a neighborhood appeal. These can include block parties, church picnics, local music festivals, sports on the block, get-moving activities that take place outdoors, and art and theatre events involving neighborhoods. All event submissions should include a one-sentence description, date and time, location, and website or phone number for additional information. Photos may also be submitted.

### **Submitting stories/press releases on neighborhoods**

In the spirit of Jane Jacobs, stories should always focus on assets of neighborhoods. They must be between 100 and 400 words. Some editing will be done to match our style guidelines and spatial constraints. We will write the stories for you if you simply send us a list of the information that you want included. A photo is always required for a story to be published. Please do not refer us to websites to collect information or photos. If we write your story from the general information you send, we do not send proofs for approval.

If you are someone who has created a successful neighborhood project and wish to be featured in the Forum, please also contact Dr. Jill.

### **Submission deadlines**

Submit events or stories by the 25<sup>th</sup> of the month preceding publication. Publication dates are on the 1<sup>st</sup> day of June, August, October, December, February, and April. Please send your stories to Dr. Jill at [JFLanthropologist@sbcglobal.net](mailto:JFLanthropologist@sbcglobal.net).



[www.urban-anthropology.org](http://www.urban-anthropology.org)

Email [RickPetrie@gmail.com](mailto:RickPetrie@gmail.com)

Now live . . .

## **Website on 191 Milwaukee neighborhoods**

**Links on each neighborhood include:**

- *6 to 35 pages of information*
- *Brief neighborhood description*
- *Population-focused history (including ethnic roots)*
- *Snapshots of commercial districts of the past*
- *Quotes from residents*
- *Quotes from oral histories (where available)*
- *Low cost nearby outings for families*
- *Demographics of current neighborhood*
- *Photos of neighborhood*

*The website currently includes ALL 191 of the neighborhoods, courtesy of Urban Anthropology Inc.*

<http://neighborhoodsinmilwaukee.org/>