



Milwaukee Neighborhood Forum

PUBLISHED BY URBAN ANTHROPOLOGY INC. "IN THE TRADITION OF JANE JACOBS" FEBRUARY/MARCH 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.

Six-part series from neighborhood oral histories: What Milwaukee residents have to say



February/March in-person activities in Milwaukee neighborhoods (most under \$10)

Total of 56 events under the categories of museums, arts, family, kids, holiday events, neighborhood celebrations, get-moving events, walks/tours, food/farmers markets, for the family, and several more

FOR THE FAMILY

What? FAMILY FREE DAY AT THE ZOO
When? Sat., Feb. 4.
Where? 10001 W. Bluemound Rd.
Description Sponsored by North Shore Bank and Fox 6.
Admission Free.



What? STORYTIME AT THE DOMES
When? Every Thu. 9:30 to 9:50pm.
Where? Mitchell Park, 524 S. Layton Blvd.
Description Stories in Spanish and English.
Admission Unk.

What? WINTERFEST AT WASHINGTON PARK
When? Sat., Feb. 4 10am to 2pm.
Where? Urban Ecology Center, Washington Park, 1859 N 40th St.
Description Participants will be able to ski through the park, go on a snowshoeing adventure, snow paint and more
Admission Assumed free.

Part four: Activities that weaken neighborhoods

The past three issues have presented findings from the Milwaukee oral history conducted by Urban Anthropology Inc. on factors that strengthen neighborhoods. This issue will begin the discussion of factors that *weaken* neighborhoods, beginning with *activities*.

Top-Down Government Interventions

Toxic effects of government interventions were also one of the strongest findings in the ethnic group oral histories, also conducted by Urban Anthropology, Inc. Here, as well as in the ethnic studies, neighborhood informants denounced the cases where local governments razed close-knit neighborhoods during the era of urban renewal and freeway construction.

From Hillside/Bronzeville: "They [city] wanted to just get rid of them [African Americans]. And they didn't care about the people who lived there—just wanted to make it look better, you know. . . . And after that they decided to further tear down the so-called slum area with the north-south expressway that removed 8,000 homes and that killed 3rd Street. Third Street was the second largest shopping area in the city at the time. We had downtown, which is the central business

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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MUSEUMS IN THE NEIGHBORHOOD

What? ROZGA FAMILY'S OLD SOUTH SIDE SETTLEMENT MUSEUM *When* Reserve group tour at JFLanthropologist@currently.com *Where?* 707 W. Lincoln Av. *Description* Exhibits of the history, celebrities, and populations of the area; miniature Polish flat that the kids love (see photos). *Admission* Free.

What? CHARLES ALLIS ART MUSEUM *When?* Wed.'s through Sun.'s 10am to 4pm, reservations helpful as hours may vary. *Where?* 1801 N. Prospect Av. *Description* Self-guided tour of Tudor-style mansion of entrepreneur Charles Allis designed by Milwaukee architect Alexander Eschweiler in early 20th century. <http://www.charlesallis.org/> *Admission* \$10, \$5 seniors & students; Free first Wednesdays.

What? VILLA TERRACE DECORATIVE ARTS MUSEUM *When?* Wed.'s thru Sun.'s 10am to 4pm, reservations helpful as hours may vary. *Where?* 2220 N. Terrace Av. *Description* Self-guided tour of mansion informed by the design of a villa in Lombardy, Italy, complete with Renaissance Garden, and antique furnishings and artifacts. <https://www.villaterrace.org/> *Admission* \$10, \$7 seniors, military & students.

What? MILWAUKEE COUNTY HISTORICAL SOCIETY *When?* Wed.'s thru Sat.'s, 9:30am to 5pm *Where?* 910 N. Martin Luther King Dr. *Description* Permanent and rotating exhibits of Milwaukee County's history plus a research library. Current exhibit, "Brew City: The Story of Milwaukee Beer." <http://www.milwaukeehistory.net/> *Admission* \$8, \$6 seniors, military, students; children ≤ 12, and members free.

What? HAGGERTY MUSEUM OF ART *When?* Daily 10am to 4:30pm, Thu.'s 10am-8pm; Sun.'s, 12 to 5pm *Where?* Marquette campus at corner of 13th & Clybourn Sts. *Description* Permanent collections include Old Masters' prints, Ralph Steiner photos, Marc Chagall Bible series, Barbara Morgan photos, and Finnegan, Fishman, Tatalovich, and Rojzman collections. <http://www.marquette.edu/haggerty/> *Admission* Free.

What? GROHMANN MUSEUM *When?* Mon. through Fri. 9am to 5pm, Sat.'s 12 to 6pm, Sun.'s 1 to 4pm *Where?* 1000 N. Broadway *Description* More than 1,000 paintings and sculptures representing the long evolution of human work. <http://www.msoe.edu/about-msoe/grohmann-museum/> *Admission* \$5, \$3 students, seniors; free <12.

What? NORTHPOINT LIGHTHOUSE MUSEUM *When?* Sat.'s and Sun.'s 1 to 4pm *Where?* Northpoint Lighthouse, 2650 N. Wahl Av. *Description* A historic, maritime experience, with artifacts related to the history of the Great Lakes. <http://northpoint-lighthouse.org/> *Admission* \$8, \$5 seniors & kids 5-11, free kids <4.

What? GALLERY AT MILWAUKEE INSTITUTE OF ART & DESIGN *When?* Gallery showing exhibits Feb. 1 to Mar. 12, Daily 10am to 5pm *Where?* 273 E. Erie St. *Description* Rotating exhibitions of renowned artists, MIAD students, and MIAD faculty. <http://www.miad.edu/> *Admission* Free.

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Happening in the Lincoln Village neighborhood



The Rozga Family's Old South Side Settlement Museum

With neighborhood history exhibits and a Depression-era miniature Polish flat (which the kids will love, see room above)

707 W. Lincoln Avenue

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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What? MILWAUKEE PUBLIC MUSEUM FREE DAY *When?* Free 1ST Thu.'s each month *Where?* 800 W. Wells St. *Description* Chance to visit one of the premier natural history and science facilities, world- renowned for its exhibits, collections, ongoing scientific research and educational exhibits. www.mpm.edu/ *Admission* Free (on dates designated).

What? MITCHELL PARK DOMES *When?* Wed. to Fri., 9am to 5pm; Sat.'s, Sun.'s 9am-4pm. *Where?* 524 S. Layton Blvd. *Description* A place to experience a desert oasis, a tropical jungle, and special floral gardens all in one visit. <http://county.milwaukee.gov/MitchellParkConserva10116.htm> *Admission* Free to \$8.

What? MILWAUKEE FIRE MUSEUM *When?* 1st Sun. of each month, 1 to 3pm, (except holidays). *Where?* 1516 W. Oklahoma Av. *Description* Opportunity to see exhibits and artifacts of the Milwaukee Fire Department back to the 1800s; stories of history of the department and fires. <http://city.milwaukee.gov/MUSEUMHISTORICALSOCIETY.htm#.VkoAEMarLIU> *Admission* Free.

What? MILWAUKEE DISCOVERY WORLD *When?* Wed. through Sun. 9am to 4pm. *Where?* 500 N. Harbor Dr. *Description* A science and technology center and museum. <https://www.discoveryworld.org/> *Admission* \$14 to \$20.

What? HARLEY-DAVIDSON MUSEUM *When?* Daily 10am to 5pm. *Where?* 400 W. Canal St. *Description* Exhibits on the history of the Harley-Davidson motorcycle. <https://www.harley-davidson.com/us/en/museum.html> *Admission* \$8-\$22 (4 or under are free).

ARTS, THEATRE, AND CRAFTS

What? THE WAREHOUSE *When?* Thru Dec. 16; Mon.'s through Fri.'s 10am to 4pm *Where?* 1635 W. St. Paul Av. *Description* Exhibit: Ruth Grotenrath's (American 1912-1988) thewarehousemke.org/ *Admission* Free.

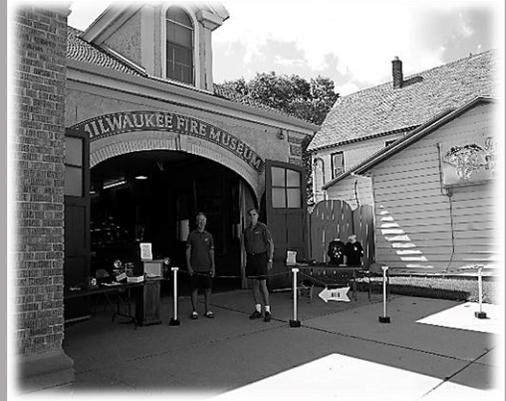
What? WALKER'S POINT CENTER FOR THE ARTS *When?* Tue.'s through Sat.'s 12 to 5pm. *Where?* 839 S 5th St. *Description* Ongoing exhibitions in a community setting. <http://wpca-milwaukee.org/> *Admission* Free to look.

What? ART BAR *When?* Daily 3pm to 12am. *Where?* 722 E. Burleigh St. *Description* Permanent and temporary art exhibits. <https://www.facebook.com/artbarmke/> *Admission* Adults, free to look.

What? GALLERY AT MILWAUKEE INSTITUTE OF ART & DESIGN *When?* Mon.'s through Sat.'s, 10am to 5pm. *Where?* 273 E. Erie St. *Description* Rotating exhibitions of renowned artists, MIAD students, and MIAD faculty. <http://www.miad.edu/> *Admission* Free.

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Happening in the Polonia neighborhood



Enjoy a bit of Milwaukee fire history at the Fire Museum

1516 W. Oklahoma Avenue
Open first Sunday of every month
at 1 to 3pm

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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What? GALLERY 218 *When?* Sat.s 12 to 5pm. *Where?* 207 East Buffalo St. Suite 218. *Description* The cooperative gallery of the Walker's Point Artists Assoc., Inc. <https://gallery218.com/> *Admission* Free, donations welcome.

What? JAZZ GALLERY FOR THE ARTS *When?* Sat.'s 12 to 5pm. *Where?* 926 E Center St. *Description* New exhibits every other month. <https://riverwestart.org/> *Admission* Free.

What? VAR WEST GALLERY *When?* Thu.'s through Sat.'s, 11am to 4pm. *Where?* 423 W Pierce St. *Description* Focusing on exhibiting solo shows for emerging and established artists, including full bar for purchases during events. <https://www.varwestgallery.com/about> *Admission* Free to look.

What? TERRY MCCORMICK CONTEMPORARY FINE AND FOLK ART GALLERY *When?* Call (414) 264-6766 to visit. *Where?* 2522 N. 18th St. *Description* Contemporary art by the founder, Evelyn Patricia Terry, along with several friends whose work she exhibits. <https://www.facebook.com/terrymccormick-gallery/> *Admission* Free to look.

ECO/NATURE ACTIVITIES

What? EARLY MORNING BIRDWALK—MENOMONEE VALLEY *When?* Most Tue.'s. 8 to 10am. Check website. *Where?* Menomonee Valley, 3700 W. Pierce St. *Description* A walk for bird watchers of all levels to explore Three Bridges Park for birds. <http://urbanecologycenter.org/programs-events-main.html> *Admission* Free.

What? EARLY MORNING BIRDWALK—WASHINGTON *When?* Most Wed.'s. 8 to 10am. Check website. *Where?* Washington Park, 1859 N. 40th St. *Description* A walk for bird watchers of all ability levels to walk through different habitats for birds. <http://urbanecologycenter.org/programs-events-main.html> *Admission* Free.

What? EARLY MORNING BIRDWALK—RIVERSIDE *When?* Most Thu.'s. 8 to 10am. Check website. *Where?* Riverside Park, 1500 E. Park Pl. *Description* A walk for bird watchers of all ability levels to explore different habitats for birds and other animals. <http://urbanecologycenter.org/programs-events-main.html> *Admission* Free.

FOOD AND FARMERS MARKETS

What? WINTER FARMERS MARKET *When?* Saturdays through Apr. 29 beginning at 8am *Where?* 5305 W. Capitol Dr. *Description* Produce, bakery, canned goods, meat. *Admission* Free.

HOLIDAY EVENTS

What? PRE-VALENTINES DAY PAINT PARTY FOR KIDS *When?* Sun., Feb 12 4 to 6pm. *Where?* Vibe Creative Arts Space, 5706 North Centerpark Way. *Description* Canvas painting, instruction, treats. *Admission* \$25.

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Happening in the
Menomonee Valley
neighborhood



Early morning
birdwalk

Menomonee
Valley
3700 W. Pierce Street

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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WALKING TOURS

What? SELF-GUIDED TOUR OF VA GROUNDS *When?* Daily, daylight *Where?* Just north of Zablocki VA Medical Center, 5000 W. National Av. *Description* A walk through the historic district which includes the Soldiers' Home, barracks building, old fire station, old hospital, Ward Memorial Theater, and more. <http://www.milwaukee.va.gov/visitors/campus.asp> *Admission* Free.

What? GUIDED TOUR OF BASILICA OF ST. JOSAPHAT *When?* Reserve tour on website. *Where?* Basilica of St. Josaphat, 2333 S. 6th St. *Description* Opportunity to see and learn about one of the most beautiful churches in America. <http://the-basilica.org/visit> *Admission* Free.

What? UNGUIDED TOUR OF BASILICA OF ST. JOSAPHAT *When?* Mon.'s through Fri.'s., 9am to 3pm *Where?* Visitor's Center, Basilica of St. Josaphat, 2333 S. 6th St *Description* Opportunity to see and learn about one of the most beautiful churches in America with informational exhibits on lower level. <http://the-basilica.org/> *Admission* Free.

What? WALK THROUGH MILWAUKEE'S LATINO HISTORY *When?* Daily *Where?* United Community Center, 1028 S. 9th St. *Description* Opportunity to learn about Latino history by visiting tannery and foundry exhibits, photos, and art inside the UCC building, and historical murals on two sides of Bruce Guadalupe School next door. <http://www.unitedcc.org/index.htm> *Admission* Free.

What? SELF-GUIDED TOUR OF FOREST HOME CEMETERY *When?* Daily 8am-4:30pm *Where?* 2405 W. Forest Home *Description* Tour the beautiful Chapel Gardens, Landmark Chapel, and the Hall of History that tells the story of Milwaukee dignitaries, including European founders of Milwaukee, several mayors, major African American activists, and brewery tycoons. *Admission* Free.

What? THE HOP STREETCAR TOUR *When?* Most Thu.'s 10:30 to 11:30am. *Where?* 235 E Michigan St. *Description* Explore urban renewal from the edge of the Menomonee Valley to Downtown's Yankee Hill neighborhood. <http://historicmilwaukee.org/walking-tours/> *Admission* Free to \$15.

What? SKYWAUKEE TOUR *When?* Most Thu.'s 10:30 to 11:30am. *Where?* 161 W. Wisconsin Av. *Description* Stroll through the skywalk system and learn about significant Milwaukee landmarks from a new angle – one story up! <http://historicmilwaukee.org/walking-tours/> *Admission* Free to \$15.

ENRICHMENT ACTIVITIES

What? ROOFTOP STARGAZING *When?* Fri.s Feb. 24, Mar. 31 9 to 10pm. *Where* Manfred Olson Planetarium, UW-M Physics building, 1900 E. Kenwood Blvd. *Description* Gaze at stars and planets through telescopes. *Admission* Free.

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Happening in the
Forest Home Hills
neighborhood



Self-guided tour of
Forest Home
Cemetery

2405 W. Forest Home
Avenue

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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SPECTATOR SPORTS

What? MARQUETTE WOMEN'S BASKETBALL *When?* (regular season) *Where?* Al McGuire Center, 770 N. 12th St. *Description* Marquette University women's basketball games. <http://www.gomarquette.com/sports/w-baskbl/sched/marq-w-baskbl-sched.html> *Admission* Some tickets \$5 and \$10.

What? MARQUETTE GOLDEN EAGLES GAMES *When?* Dec. thru late Feb. (regular season). *Where?* Fiserv Forum *Description* Marquette University men's basketball games. *Admission* Some tickets at \$5 and up.

NEIGHBORHOOD CELEBRATIONS

What? I LOVE BINGO *When?* First Tuesday of every month, 1:30 to 3:30pm *Where?* Bay View Community Center, 1320 E. Oklahoma Av. *Description* Snacks and prizes. *Admission* Unk.

GET-MOVING ACTIVITIES

What? CROSS COUNTRY SKI RENTALS *When?* When snow conditions permit *Where?* Hawthorn Glen Outdoor Education Center, 1130 N 60th St. *Description* Boots, skis, and poles are provided; first come/first serve. *Admission* Unk.

What? SLEDDING--WILSON PARK *When?* Winter, daytime. *Where?* Wilson Recreation, 4001 S. 20th St. *Description* Sledding hills for family and friends. <http://county.milwaukee.gov/Sledding> *Admission* Free.

What? FAMILY SWIM LESSONS *When?* Feb. and Mar., Tue.'s 7:20 to 8:20pm. *Where?* North Division High School, 1011 W. Center St. *Description* Children 9 and up with parents/caregivers can learn to swim together. [FullGuide.pdf \(milwaukee recreation.net\)](#) Page 32. *Admission* \$20.

What? SLEDDING--PULASKI *When?* Winter months, daytime, lighted evenings 4:30 to 8:30pm. *Where?* Pulaski Park, 2701 S. 16th St. *Description* Sledding day or night on lighted hill. <http://county.milwaukee.gov/Sledding> *Admission* Free.

What? SLEDDING—INDIGENOUS PEOPLES PARK *When?* Winter, daytime. *Where?* 7301 W. Courtland Av. *Description* Accessible sledding hills for family, groups, and friends. <https://www.jsonline.com/story/life/wisconsin-family/2019/10/28/winter-2019-sledding-hills-milwaukee/2454041001/> *Admission* Free.

What? SLEDDING--MCCARTY *When?* Winter, daytime. *Where?* McCarty Park, 8214 W. Cleveland Av. *Description* Sledding hills for family and friends. <http://county.milwaukee.gov/Sledding> *Admission* Free.

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Happening in the
North Division
neighborhood



**North Division
High School**

1011 W. Center Street

ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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What? SLEDDING--MCGOVERN *When?* Winter, daytime, snow permitting. *Where?* McGovern Park, 5400 N. 51st St. *Description* Sledding hills for family and friends. <http://county.milwaukee.gov/Sledding> *Admission* Free.

What? SLEDDING—HUMBOLDT PARK *When?* Winter, daytime. *Where?* 3000 S. Howell Av. *Description* Sledding hills for family and friends. <https://www.jsonline.com/story/life/wisconsin-family/2019/10/28/winter-2019-sledding-hills-milwaukee/2454041001/> *Admission* Free.

What? KIDS' YOGA (Age 8 to 11). *When?* Sat.s, 9 to 10am. *Where?* Bay View Community Center, 1320 E Oklahoma Av. *Description* Opportunity to practice mindfulness while stretching and strengthening bodies. *Admission* Unk.

What? WATERSTONE BANK ICE RINK *When?* Opens mid Jan., sunrise to 9pm. *Where?* Center St. Park 6420 W. Clarke St. *Description* Ice skating with warming house and free skate lending available at limited hours. See <https://www.society19.com/milwaukes-best-places-to-go-for-ice-skating/> *Admission* Free.

What? HANK AARON STATE TRAIL *When?* Daily. *Where?* Multiple access points; see map on website *Description* Opportunity to enjoy natural and urban views and walk or bike trail across Milwaukee, from the lakefront to 94th Pl. <http://hankaaronstatetrail.org/> *Admission* Free.

What? INDOOR SKATING *When?* Weekdays, check website for times. *Where?* Wilson Park Arena, 4001 S. 20th St. *Description* Indoor skating. Wilson Ice Arena (milwaukee.gov) *Admission* \$6.50, \$4.75 juniors and seniors, skate rentals extra.

What? RUN/WALK TRACK AT THE PETTIT *When?* Hours vary, see website. *Where?* Pettit National Ice Center, 500 S. 84th St. *Description* Walk or run on 430-meter track with lockers and showers for \$1 extra at limited times. <http://thepettit.com/sports/run-walk-track/> *Admission* \$4.

What? PUBLIC ICE SKATING AT THE PETTIT *When?* Hours vary, see website. *Where?* Pettit National Ice Center, 500 S. 84th St. *Description* Indoor ice skating and skate rentals. <http://thepettit.com/public-skate/> *Admission* \$7.50, \$6.50 kids 13-15; \$5.50 kids 4-12 and seniors; free <4.

What? OUTDOOR ICE SKATING—BAY VIEW *When?* Winter, only when ice is 6 inches thick; 3 to 8pm. *Where?* Humboldt Park, 3000 S Howell Av. *Description* Ice skating for adults and children (heed "thin ice" signs). <http://www.humboldtpark-milwaukee.org/park-amenities/ice-skating/> *Admission* Free.

What? OUTDOOR ICE SKATING—DOWNTOWN *When?* Winter. *Where?* Red Arrow Park, 920 N Water St. *Description* Ice skating for adults and children. *Admission* Free, but charge for skate rentals.

Happening in the East Town neighborhood



Ice Skating at Red Arrow Park 920 N Water St.

Jane Jacobs on neighborhood parks:

Neighborhood parks fail to substitute in any way for plentiful city diversity. Those 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.

From *The Death and Life of Great American Cities*.

East Town—a neighborhood of beginnings

East Town owes its origins to Solomon Juneau. In the 1830s Juneau platted the village of Milwaukee and settled there. He began selling plots of land in what was becoming known as Juneau Town. He set the location for downtown when he and his wife Josette opened a trading post at today's Water Street and Wisconsin Avenue. Juneau went on to become the first mayor of Milwaukee in 1846 and the city's first postmaster. He also built Milwaukee's first store and first inn, and founded the *Milwaukee Sentinel*.

Solomon Juneau was French and his wife Josette was French and part Menomonee by ancestry. However, the first populations to settle in East Town during the city's early development were neither French nor Native.



Statue of Solomon Juneau at Juneau Park

Early populations

The earliest groups to make their homes in East Town were Germans and Irish. While many Yankees from New England and New York came to the Milwaukee area, most built homes just north of East Town in Yankee Hill. Germans began arriving in large numbers in the 1830s before Milwaukee was even a city. When Solomon Juneau became Milwaukee's first mayor in 1846, the inaugural address was printed in both English and German. As today, the Germans were remarkably diverse in cultural practices, social class, and religion.

While some Irish had been in the United States prior to the American Revolution, a large wave of Irish immigrants arrived during and shortly after the

Irish Potato Famine of 1845 to 1852. Many of those who came to Milwaukee took jobs in the Third Ward. Many others found homes in East Town. The Irish and the Germans tended to settle in East Town and elsewhere in the Milwaukee area in their own colonies.

Early on, Water Street became the major commercial corridor in East Town because it ran parallel to the Milwaukee River, providing access to trade. Before the development of railroads and highways in the city, water was the main medium for transportation. One of the more successful enterprises to arise along the east bluffs of the Milwaukee River was the Blatz Brewing Company.



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Operating from 1851 to 1959, Blatz was an early innovator in bottling and national shipping. Its founder, Valentin Blatz, was a Bavarian German immigrant who had learned many industrial techniques in his home country to advance the brewing industry.

East Wisconsin Avenue

As more forms of transportation matured, the main commercial corridor in East Town gradually moved from Water Street to East Wisconsin Avenue. The type of businesses and offices that populated this stretch of land would end up being very different from those that would populate the blocks just to the west. With the new businesses came new populations—often immigrants or children of immigrants from France, Scandinavia, Scotland, and England—as well as more incoming Germans and Irish, who remained the majority populations.

By the 1920s East Wisconsin Avenue had become the center for brokerage houses, law firms, banks, insurance offices, expensive boutiques, and wholesaler contractors. Below is a list of the offices, businesses, and organizations on Wisconsin Avenue between Water Street and approximately Broadway in 1926. See summary and notes that follow..

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EAST TOWN NEIGHBORHOOD HISTORY

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<i>Addresses on E. Wisconsin Ave. in 1926</i>	<i>Names of businesses, organizations, offices from Milwaukee City Directory</i>
60	Famous Shoe Hospital
61	Miller Block Hat shop
62	S. W. Straus & Company Investments
63	Caspari & Virmond Shoes
64	Campbell-Boll Company Shoes
66-68	M St P & SS Railway general agents Soo Line Canadian Pacific Railway
67	The Utility Ladies Furnishings
68	Trust Company Building
68 basement	William Graetz Barber Rose Beam Manicurist
68 first floor	Albert Beilfuss Cigars
68 offices	First Wisconsin Trust Company Association The Quarles Company Investments First Wisconsin Trust Company Louis J. Pettit Banker Prudential Insurance Company Manford W. McMillen Insurance Sidney J. Herzberg Insurance William C. Weisher Insurance Albert J. Schultz Insurance Western Line & Cement Company Ernest E. Rogers Real Estate Reserve Offices Association Wisconsin Citizens Military Training Corp. Assc. USA Headquarters 101 Division Parker-McNulty Company Construction Engineers Peat, Marwick, Mitchell Accountants Lines, Sooner & Quarles Bottum, Hudnail, Lecher & McNamara Attorneys Wisconsin Hide Company Richard S. Boemer Broker
68 offices (cont.)	Andrew D. Agnew Lawyer Morgan, La France & Rothman Lawyers Alexander, Burke & Clark Lawyers Freks [Frederick] W. Barton Lawyer American Adjustment Company Collections Frank E. Dennett Lawyer Union Credit Company Agency Jacob P. Buescher Lawyer Lewis E. Curtis Construction Engineer Robert Blackburn Wholesale Lumber White Construction Company George R. Alexander Lawyer Lloyd L. Livingston Lawyer John E. Kohler Insurance Fred H. Tschientschy Insurance Bakery Exchange Nicholas Koch Real Estate Anton Dohmen Architect Ira Milton Jones Patent Attorney Winding Roofing Inc.

<i>Addresses on E. Wisconsin Ave. in 1926</i>	<i>Names of businesses, organizations, offices from Milwaukee City Directory</i>
68 offices (cont.)	J. G. White & Company Investments John F. Alexander Investments Everett C. Smith Wholesale Lumber John C. Smith Wholesale Lumber Emde-Brah Coal Sales Eugene E. Wallace Lumber Mary E. Kane Public Stenographer Rolfe Insurance Adjustment Company Bennett & Burns Lawyers Olaf E. Anderson Tailor Fred J. A. Christianson's Roofing Contractor Henry H. Browner Real Estate
68 offices (cont.)	Astor Realty Company Charles T. Hickox Lawyer Bankers Public Company The Midwestern Banker Ventnor Corporation Real Estate Reilly, Penner & Benton Accountants Elwell Kiekhofer & Company Accountant Olof E. Anderson Tailor Shop

Summary and notes from census and other records:

- The number of financial institutions in this single block reflects the boom times of the 1920s.
- While many of the financial brokers and attorneys had formal educations, quite a few shopkeepers and insurance agents had not even attended high school.
- Most of the professionals and shopkeepers were immigrants or children of immigrants. They came from diverse backgrounds.
- It is very likely that Rose Beam, the manicurist, and William Graetz, the barber, had their shops in the basement specifically to serve the myriad of professionals at 68 E. Wisconsin Avenue. Rose lived on Jefferson at the time and William lived on Wright.

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EAST TOWN NEIGHBORHOOD HISTORY

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- Albert Beillfuss, a German immigrant, left behind his cigar store by 1930 and became a grocer.
- Louis J. Pettit, the banker, had been born in New York to an immigrant English mother and an immigrant French father. The Pettit descendants became very influential in Milwaukee.
- William C. Weisher, the insurance underwriter, was the son of German immigrants. He was born in Illinois.
- Richard S. Boemer, the broker, dealt in hides and skins. A son of a German immigrant father, Boemer lived on Sherman Boulevard. He had completed the 8th grade.
- Andrew D. Agnew, the attorney, was not Greek, as the name might imply. He was an Irish immigrant who lived in Shorewood. He had completed four years of college.
- Frederick W. Barton, the attorney, was born in Minnesota to an English immigrant mother.
- Frank E. Dennett, the patent attorney, had been born in Maine. He was one of just a few professionals on the block that was not an immigrant or child of an immigrant.
- George R. Alexander, the attorney, was born in South Dakota and was probably Scottish or Scots Irish.
- Fred Tschientschy, the insurance agent, was a German immigrant with an 8th grade education. He lived on Holton.
- Olaf Anderson, the tailor, was the son of Norwegian immigrants. He had completed the 5th grade.
- Mary E. Kane, the stenographer, was the daughter of Irish immigrants.
- Henry Browner, the real estate agent (and accountant), was born in England. His father was Danish. He had a college education.

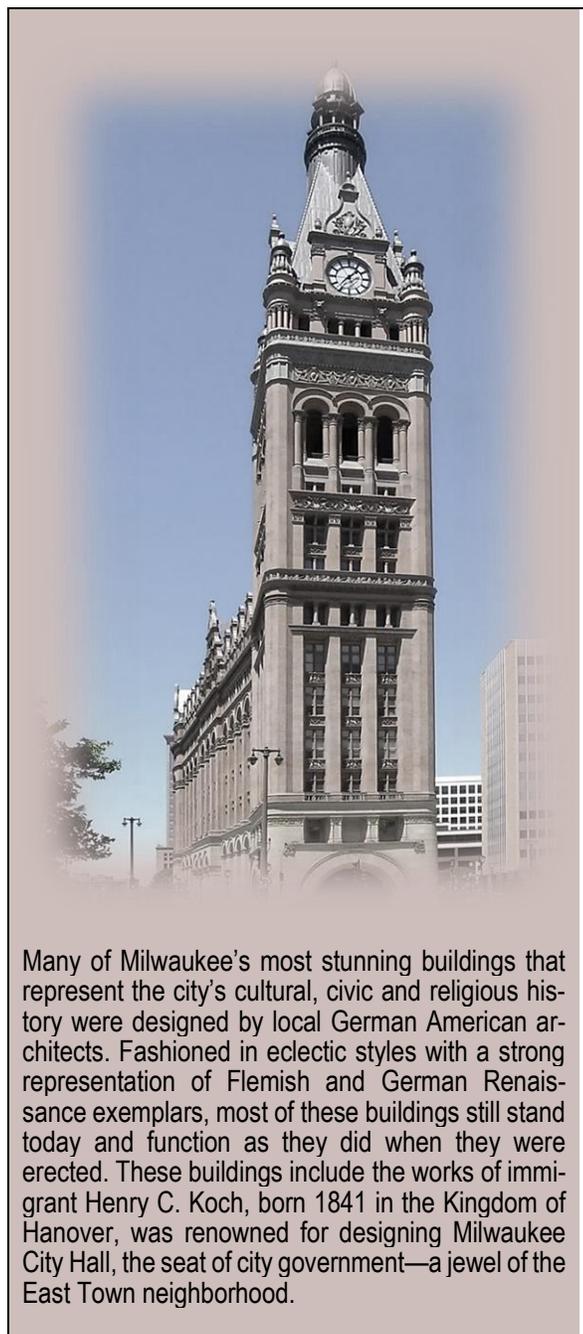
East Town business owner (1920s): Manford Weston McMillen

Manford McMillen, an insurance agent with Yankee roots, had an office at 68 East Wisconsin Avenue in 1926. He was 62 at the time. However, unlike other well-heeled Yankee transplants with business interests in downtown Milwaukee, Manford had a humble past. Manford's ancestors (likely Scots or Scots Irish) had lived in New York and New Hampshire. The father, Alexander McMillen, sired a large number of widely spaced children and apparently died before all of them had reached adulthood. As a result, Manford had joined the household of a brother 17 years his senior when he was in his teens. The brother at the time was living in Minnesota and working as a butcher.

Only completing the 8th grade, Manford married Edith G. Grubb in his 20s, had at least four children, and moved the family to Milwaukee. The family lived at various rented locations in an area that was then within the boundaries of the unincorporated Town of Wauwatosa. Records suggest that the McMillens struggled economically, as in 1905 they took in two German immigrant roomers.

However, the 1920s seemed to fare well for Manford McMillan, as he was able to afford office space among the many brokerage firms and law offices on East Wisconsin Avenue and listed himself as owner and manager of his insurance firm. But then followed the Great Depression, and, by 1932, Manford was working as an assistant manager for another company.

Sometime in the late 1930s or early 1940s Manford McMillen and his wife moved to Saginaw, Michigan.



Many of Milwaukee's most stunning buildings that represent the city's cultural, civic and religious history were designed by local German American architects. Fashioned in eclectic styles with a strong representation of Flemish and German Renaissance exemplars, most of these buildings still stand today and function as they did when they were erected. These buildings include the works of immigrant Henry C. Koch, born 1841 in the Kingdom of Hanover, was renowned for designing Milwaukee City Hall, the seat of city government—a jewel of the East Town neighborhood.

Development in East Town slowed remarkably during the Great Depression and World War II. The eastern stretch of Wisconsin Avenue eventually returned to health in the late 1940s.

However, East Town itself would take on an entirely different appearance in the 1960s. Freeway development cleared large areas of land and removed many historic buildings in the neighborhood. Two freeway corridors ended up separating East Town from its Third Ward and Lower East Side neighbors. Residents began protesting—not just in East Town but all over the city. Residents in Sherman Park achieved a major victory when they fought the creation of the Park West freeway, arguing that the county government was

Continued on Page 11

EAST TOWN NEIGHBORHOOD HISTORY

Continued from Page 10

required to complete an impact statement before building. They won this battle. Eventually downtown and East Side residents were also able to halt the building of the Park East freeway. Freeway building slowed in the 1970s.

By the 1980s, citizens' attitudes began to change about freeways, in part due to the New Urbanism movement stressing walkable streets that rose in popularity about this time. One of the champions and leaders of this movement was John Norquist, who served as mayor of Milwaukee between 1988 and 2004. During his tenure, many of his projects changed the look of East Town, including downtown housing and a 3.1-mile Riverwalk (see photo). He also championed the removal of a 0.8 mile stretch of the Park East freeway, clearing the way for a later infill development in the West Town neighborhood.



How did all of this impact the current population makeup and practices of East Town?

Current populations

Like many Milwaukee neighborhoods, the current population in East Town reflects its history. Did the New Urbanism influence walking patterns in this neighborhood? Apparently yes, as nearly one-quarter of residents say they walk to work, which is over five times the proportion of Milwaukeeans generally.

Did the neighborhood's history of brokerage houses, banks, and law offices influence today's occupations? Again, apparently yes, as the leading occupations cited by residents in East Town are in the fields of business, management, and sales; and the number of people in the legal profession is over three times the proportion for other Milwaukee areas.

Did the neighborhood's ethnic history influence its current makeup? Again, apparently yes. East Town has over 4,000 residents and of these, over 8 in 10 are European American, with Germans and Irish in the clear majority. The two nearby institutions of higher learning—Milwaukee School of Engineering and Marquette University—may have also influenced East Town's ethnic makeup, as nearly 1 in 15 residents are Asians, and 7 of 10 of these are Asian Indian (often in this country for education). In addition, about 1 in 20 residents are African American or Latino (mostly of Mexican ancestry).

The neighborhood also skews young. Nearly three-quarters of all residents are under age 35, suggesting that this is a popular living area for young professionals, as well as students. There are also significantly more men than women in East Town.

Most residents are renters and over three-quarters of the rental units go for \$501 to \$1,500 a month. House and condo costs are not cheap. Select costs for over half the housing properties (e.g., mortgages, deeds of trust, contracts to purchase, taxes, insurance) are over \$2,000 a month.

Household incomes fall into a bimodal pattern, probably reflecting the large numbers of students and professionals living side-by-side in East Town. While over 8 in 10 residents hold bachelor's or graduate degrees (very high for

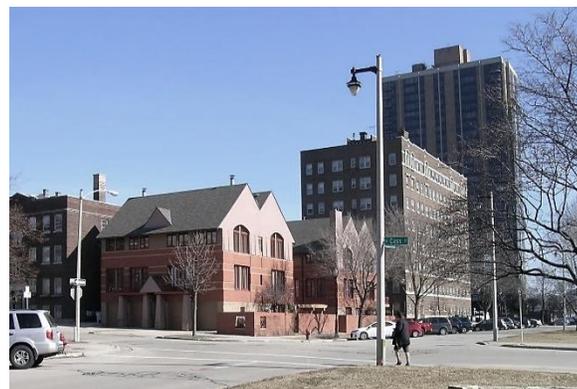
Milwaukee), about one-quarter of residents live in lower middle-income households (with annual incomes of \$25,001 to \$50,000). However, just about the same number live in upper middle-income households (with annual incomes of \$75,001 to \$150,000). The remaining residents live in low income, middle income, or high-income households.

INTERESTING NEIGHBORHOOD FEATURES

- **Marcus Theater for the Performing Arts**, at 929 N. Water.
- **Milwaukee Repertory Theater**, at 108 E. Wells.
- **Milwaukee Art Museum**, at 700 N. Art Museum Drive.
- **City Hall**, at 200 E. Wells, an architectural masterpiece designed by Henry H. Koch (see on previous page).
- **Cathedral Square**, at 520 E. Wells.
- **Pfister Hotel**, at Jefferson and Wisconsin Avenue, a Romanesque Revival style building.
- **Juneau Park**, at 801 N. Lincoln Memorial Drive.
- **Red Arrow Park**, at 920 N. Water Street, with winter ice skating (see photo below)



Ice skating at Red Arrow Park



Condos at Cass & Kilbourn

ACTIVITIES THAT WEAKEN MILWAUKEE NEIGHBORHOODS

Continued from Page 1

district. And we had 3rd Street and upper 3rd Street with all kinds of businesses—automobile dealers. And all that went with the building of the expressway. It was callous.”

From Lincoln Village/Park Neighborhoods/Old South Side: “The freeway. Kids would have their starter homes over there where the freeway is now. The freeway split the community in half. The Basilica used to have parishioners from Bay View and what is today Lincoln Village. They never really got the Bay View folks back. All over the city that urban renewal and interstate building tore the community apart.”

From Historic Third Ward: “When the freeway came down by the lake there, and they built the high-rise bridge, and they knocked down the Pompeii church. That was the biggest impact on the community that I remember. Nothing really impacted us as much as that, except for when the city came in and condemned all of the houses. They condemned all of our houses, and we had to move out. We had an all-brick home, and we had to move out of it, because it was condemned, because the city said it was, and there was nothing we could do about it.”

From Martin Drive: “When they put in the freeway, [it] divided the neighborhood and it changed the face of the park because it cut right through the neighborhood because there’s also a Martin Drive on the other side of the freeway behind MPS, and that’s also Martin Drive, so that kind of cut off the whole neighborhood, and it cut out a significant part of the park. So, what makes a park safe is that there’s houses all around it, so that west side of Washington Park is up against the freeway, so there is more of the criminal activity that occurs because there’s no houses to see what’s going on. So, I think the freeway had a major impact on many neighborhoods, but this one too.”

From Morgandale/Garden District: “We did have housing taken down because of the freeway. My uncle lost his housing because of this. In those days they just took it. Eminent domain. He lost his hair because of this.”



From Sherman Park/Sherman Park: “They had more businesses on Center and North. North Avenue pretty well died once they started tearing down property for the freeway because the population that would buy from those places was gone. . . Used to be dime stores, butcher shops, grocery stores, etcetera.”

Informants on Milwaukee’s Old South Side pointed out that the kind of top-down government interventions that had taken place during urban renewal and freeway construction was still being practiced in some areas.

From Lincoln Village/Park Neighborhoods/Old South Side: “A recent tragedy has been the removal of about 100 homes along the Kinnickinnic River so the [government agency] could widen it. While they came and told us about the project, they never asked us what we wanted. I still remember seeing this older Polish woman with her much older Polish mother sobbing during one of their information sessions. They knew they were about to lose their home. The worst part is that the housing market is so bad and most people won’t get enough from the sale of their homes to pay off their mortgages.”

From Lincoln Village/Park Neighborhoods/Old South Side: “Recently it’s been that so-called development of the KK River. Two organizations—a nonprofit and government agency—just decided to tear down houses to widen the river. They never asked the residents of Lincoln Village or Baran Park. They just did it. The neighbors did not want the widening.”

Large Corporate Abandonment

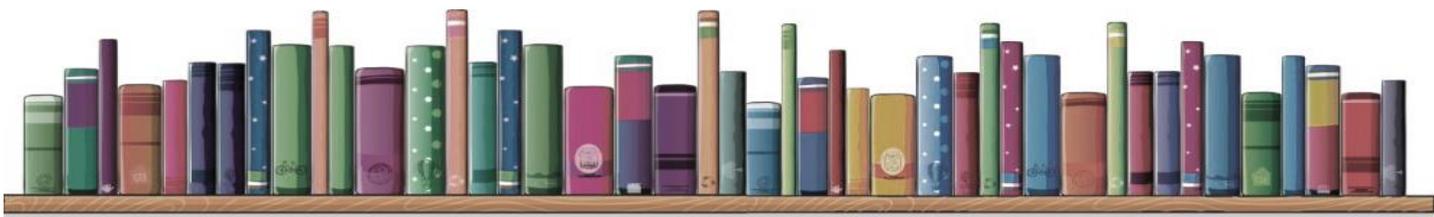
Informants discussed large corporate abandonment as another element that weakened neighborhoods.

From Historic Concordia: “The very name of the neighborhood, was named after Concordia College. Concordia College—after investing in the neighborhood and plowing down a bunch of houses—moved up to Mequon. Those are huge changes. . . Oh, and the County came and went. The Milwaukee County took over the Family Hospital building. They were here maybe 15 years and then moved out.”

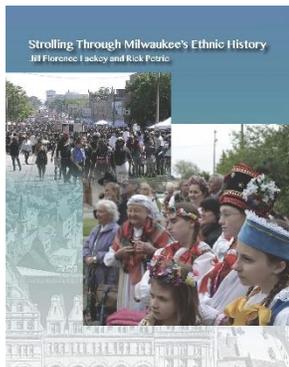
From Merrill Park: “We had so many hospitals in the area—Misericordia, Deaconess, Doctor’s, Children’s. When they moved out, all the middle-class professionals that worked at the hospitals moved out too.”

From Walker’s Point: “I think the big thing was when Allen Bradley closed. It was big. Jobs just disappeared. And Rockwell owns the building but it’s not at capacity. So, I’d say the closing of Allen Bradley had the huge effect on the neighborhood.”

From Clarke Square: “Early on you had most of the residents working at the factories down in the Valley. You had the railroad shops there—Milwaukee Road. But when these closed or moved out, so many of the residents had to move on to get work somewhere else.”

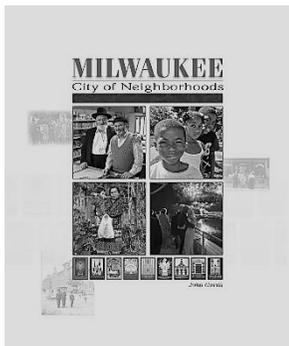


Books on Milwaukee Neighborhoods



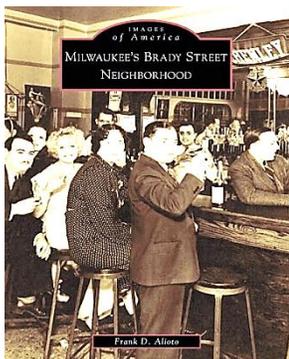
Strolling through Milwaukee's Ethnic History By Jill Florence Lackey and Rick Petrie

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

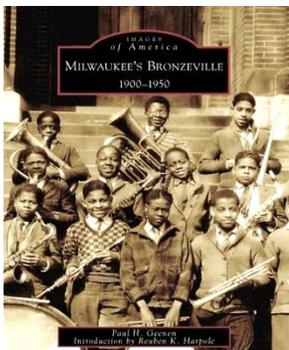
Milwaukee: City of Neighborhoods is the most comprehensive account of grassroots Milwaukee ever published. Richly illustrated, engagingly written, and organized for maximum ease of use, the book is a fine-grained introduction to the Milwaukee community, and its communities, that will endure as a standard 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-19th 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/Prod-](https://www.arcadiapublishing.com/Products/9780738551746)

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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 20th 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.arcadi-](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 following page) are currently being used to create all new exhibits at the Rozga Family’s Old South Side Settlement Museum.

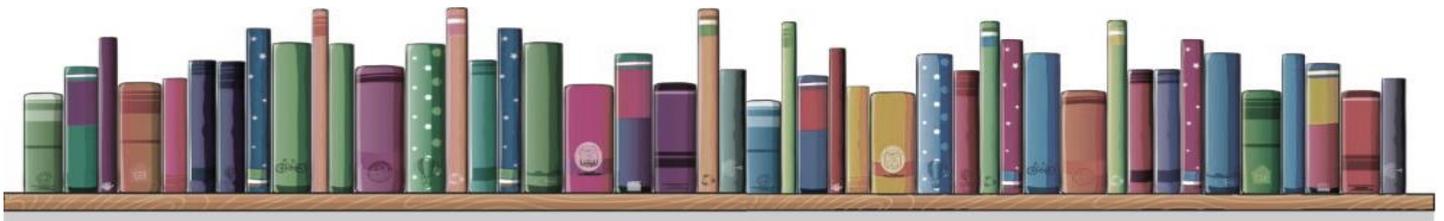
Mystery novels that are currently available or will eventually be included in this series will take place in these Milwaukee neighborhoods:

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

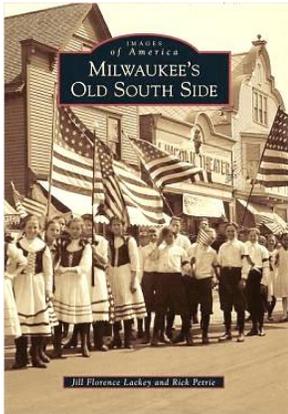
Currently, all of Sienna Jacks’ novels have perfect five-star ratings from readers at Amazon.com

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>

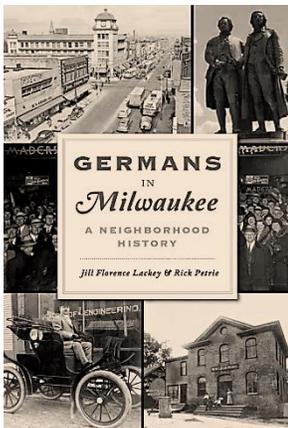


Books on Milwaukee Neighborhoods (Cont.)



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

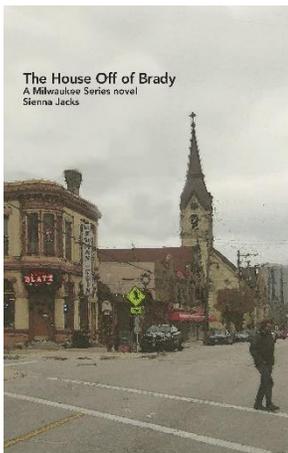
In the late 1800s, the Old South Side was developed by immigrant Poles, who became the dominant population for over 100 years. While other Milwaukee ethnic neighborhoods gradually dissipated in the mid-20th century because of assimilation pressures, freeway building, or urban renewal programs, the Old 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>



Germans in Milwaukee: A neighborhood history
By Jill Florence Lackey and Rick Petrie

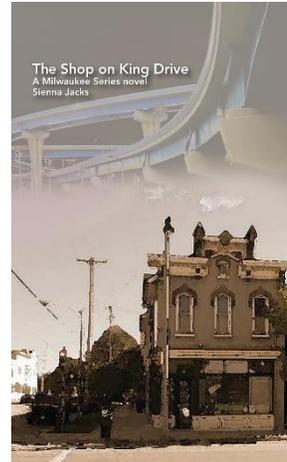
Germans dominated Milwaukee like no other large American city. Their presence inhabits the city's neighborhoods, from its buildings and place names to its parklands and statuary. Their influence also lives in the memories shared by local residents. A small Milwaukee neighborhood south of Miller Valley was christened after a farmer's pigs, and a busboy turned beer baron built the famous Pabst Brewery in West Town. A ghost is said to haunt the old Blatz Brewing compound. And the remains of the early tanning industry can still be seen in Walker's Point. Compiling more than 1,200 interviews, authors Jill Florence Lackey and Rick Petrie share these ground-level perspectives of the lasting German influence on the Cream City. www.arcadiapublishing.com/Products/9781467147286

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>



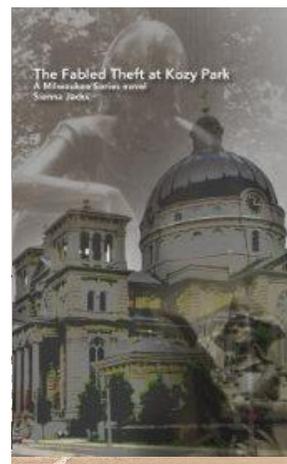
The Shop on King Drive A Milwaukee Series novel
By Sienna Jacks

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>

The Fabled Theft at Kozy Park A Milwaukee Series novel
By Sienna Jacks

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. <http://mecahmilwaukee.com>

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@currently.com and indicate the name of this publication.

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.

Submission deadlines

Submit events or stories by the 25th of the month preceding publication. Publication dates are on the 1st day of June, August, October, December, February, and April. Please send your stories to Dr. Jill at JFLanthropologist@currently.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/>