



# Milwaukee Neighborhood Forum

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*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.

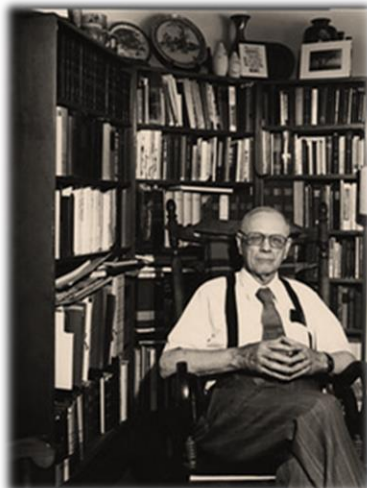
## Chapter Two: *Milwaukee's Socialist Leaders*

*Book is reproduced chapter-by-chapter in this newsletter*

In June, the book, *Milwaukee's Socialist Leaders: Principled, Productive Governance—But Not for All*, was published at Milwaukee Ethnic Collection of Arts and Humanities (MECAH). The book is available for sale, but will also be accessible chapter-by-chapter in this newsletter and in full, in a PDF format online on the website of Urban Anthropology, Inc.—both without cost to readers. (<https://www.urban-anthropology.org>)

***Milwaukee's Socialist Leaders: Principled, Productive Governance—But Not for All***

### Section I. Milwaukee and Socialism



Frank Zeidler, photo courtesy of FlickrR

#### Chapter I-2. The Four Leaders

Chapter I-2 presents an introductory account of the service of the Milwaukee Socialist quartet: Victor Berger, Emil Seidel, Daniel Hoan, and Frank Zeidler. Additional perspectives will emerge in the chapters that follow.

**Victor L. Berger**

Victor Berger led the Milwaukee branch of the Socialist Party

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## August/September activities in Milwaukee neighborhoods (most under \$10)



*Total of 68 events under the categories of museums, arts, family, holiday events, get-moving, walks/tours, farmers markets, and several more*

### FOR THE FAMILY

**What?** MILWAUKEE'S NIGHT MARKET  
**When?** Aug. 13 and Sep. 10, 5 to 10pm.  
**Where?** Wisconsin Ave., between 2<sup>nd</sup> St. and Vel Phillips Ave. **Description** Vendors, performers, artists. **Admission** Free.

**What?** STORYTIME AT THE DOMES  
**When?** Aug. 13, Aug. 20, Sep. 10, Sep. 17, 10:00 to 10:30am. (see website Storytime at The Domes - Friends of the Domes ([milwaukeekeedomes.org](http://milwaukeekeedomes.org)), **Where?** Mitchell Park, 524 S. Layton Blvd. **Description** Stories in Spanish and English. **Admission** Unk.



**What?** STORYTIME  
**When?** Aug. 26, 11am to 12pm. **Where?** Bay View Community Center, 1320 E. Oklahoma Av. **Description** Participants will enjoy

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## ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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stories, songs and activities. *Admission* Assumed free.

### GAMES

*What?* BINGO *When?* Second Tue. of every month, 1:30 to 5:30 pm. *Where?* Bay View Community Center, 1320 E Oklahoma Ave. *Description* Game of bingo. *Admission* Unk.

### MUSIC IN THE HOOD

*What?* JAZZ IN THE PARK *When?* Thu.s through Sep. 25, 5 to 9pm. *Where?* Cathedral Square. *Description* Experience the best in music. *Admission* Free.

*What?* CHILL ON THE HILL *When?* Through Aug. 26, Tue.s, music begins 6:30pm. *Where?* Humboldt Park, 3000 S. Howell Ave. *Description* Concerts with identifiable bands, acts, vendors, food trucks. Chill on the Hill (bayviewneighborhood.org) *Admission* Free.

*What?* WONDERFUL WEDNESDAYS *When?* Through Aug. 13, Wed.'s, 6:30-7:30pm *Where?* Lake Park, 2975 N Lake Park Rd. *Description* Concerts geared for kids and families. <http://lakeparkfriends.org/visit/events/music-in-the-park/> *Admission* Free.

*What?* MUSICAL MONDAYS *When?* Through Aug. 25, 6:30-8pm *Where?* Lake Park, 2975 N. Lake Park Rd. *Description* Concerts. <http://lakeparkfriends.org/visit/events/music-in-the-park/> *Admission* Free.

### BEER GARDENS

*What?* JUNEAU PARK *When?* Through Sep., Tue. through Fri., 4 to 9pm; Sat., Sun., holidays, 11am to 9pm. *Where?* 900 N. Prospect Ave. *Description* Beer, socializing, prizes. *Admission* Free entrance. (See photos to left.)

*What?* SOUTH SHORE TERRACE *When?* Aug., Wed. through Fri., 4 to 9pm. *Where?* 2900 South Shore Dr. *Description* Beer, socializing, great view of Lake Michigan. *Admission* Free entrance.

*What?* THE VINE HUMBOLDT. *When?* Aug., Tue. through Fri. 4 to 9pm, weekends, holidays 11am to 9pm. *Where?* Humboldt Park, 3000 S. Howell Ave. *Description* Wine and beer and Peruvian empanadas, more. *Admission* Free entrance.

### MUSEUMS IN THE NEIGHBORHOOD

*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.

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Happening in  
the Yankee Hill  
neighborhood



Juneau Park Beer  
Garden  
*900 N. Prospect Avenue*



## ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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**What?** MILWAUKEE FIRE MUSEUM **When?** 1<sup>st</sup> Sun. of each month, 12 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. (See photos to left.)

**What?** CHARLES ALLIS ART MUSEUM **When?** Thu. and Fri., 11am to 5pm; Sat., 12 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 20<sup>th</sup> century. **Admission** free to \$20.

**What?** VILLA TERRACE DECORATIVE ARTS MUSEUM **When?** Thu. and Fri., 11am to 4pm; Sat. and Sun. 11am to 4pm. **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** free to \$15.

**What?** HAGGERTY MUSEUM OF ART **When?** Most days 10am to 4:30pm **Where?** Marquette campus at corner of 13<sup>th</sup> & 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. 12 to 6pm, Sun. 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.

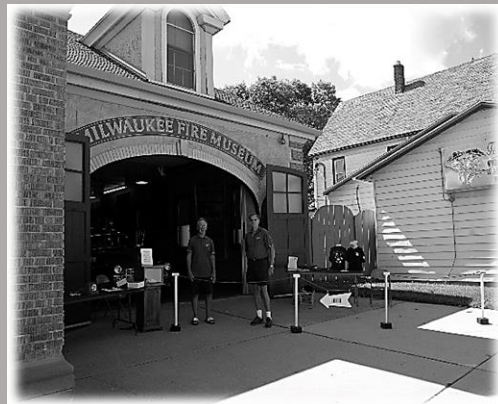
**What?** MILWAUKEE PUBLIC MUSEUM FREE DAY **When?** Free 1<sup>ST</sup> Thu. each month **Where?** 800 W. Wells St. **Description** Chance to visit one of the premier natural history and science facilities, world- renowned for its exhibits, collections, ongoing scientific research and educational exhibits.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

**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** Free to \$22.

**What?** MITCHELL PARK DOMES **When?** Wed. to Fri., 9am to 5pm; Sat., Sun. 9am-4pm. **Where?** 524 S. Layton Blvd. **De-**

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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

*Continued from Page 3*

*scription* 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?* NORTHPOINT LIGHTHOUSE MUSEUM *When?* Sat. and Sun. 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* Free to \$8.

### NEIGHBORHOOD CELEBRATIONS

*What?* WISCONSIN STATE FAIR *When?* Through Aug. 10, opening 10am. *Where?* 7722 W. Greenfield Ave. *Description* Over 7,000 animals, food, crafts, new food options. <https://wistatefair.com/fair> *Admission* Free-\$20.

*What?* BRONZEVILLE WEEK *When?* Aug. 2 to 9, daytime *Where?* MLK Dr., between Garfield Ave. and Center St. *Description* Cultural and arts/history festival with theater, music, business breakfast, entertainment, poetry. *Admission* Free. (See photo to right.)

### HOLIDAY EVENTS

*What?* LABORFEST *When?* Sep. 1, 11am to 5pm. *Where?* Henry Maier Festival Park, 200 N. Harbor Dr. *Description* Parade, beginning at 11am at Zeidler Union Square, children and family activities, raffle, food, beverages, bingo, wrestling. *Admission* Free.

### WALKING/STREETCAR 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. 6<sup>th</sup> St. *Description* Opportunity to see and learn about one of the most beautiful churches in America. <http://thebasilica.org/visit> *Admission* Free.

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

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## Happening in the Bronzeville neighborhood



## Bronzeville Week

*Martin Luther King Drive between  
Garfield and Center streets*



## ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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**What?** INDUSTRIAL HERITAGE, WALKER'S POINT **When?** Sep. 6 and 14, 1-3pm. **Where?** 131 S. 1<sup>st</sup> St. **Description** The First and Second Street Historic District celebrates the almost continuous development of the area from the 1840s to the 1920s and to the current times. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$20. Preregistration required.

**What?** LULU & ROCKY FAMILY TOUR **When?** Aug. 3, 10:30am. **Where?** 235 E Michigan St. **Description** See some of the great sites from the book, *Lulu and Rocky* in Milwaukee, and explore more about Milwaukee history and architecture. Recommended for kids 6-10 years old and their families. <http://historicmilwaukee.org/walking-tours/> **Admission** \$4 to \$16. Preregistration required.

**What?** DOWNTOWN WALKING TOUR **When?** 16 days Aug, 14 days Sep., see website, 1pm. **Where?** 235 E Michigan St. **Description** This tour of the city's most prestigious downtown buildings starts at the Mackie Building and ends at the Milwaukee Art Museum where participants can view its stunning architecture. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16. Preregistration required.

**What?** THIRD WARD WALKING TOUR **When?** Most Thu.s and Sat.s in Aug. and Sep., see website, 1pm. **Where?** 235 E Michigan St. **Description** Learn about the area's early immigrant settlers and explore the warehouses that once housed a diverse group of industries. Today, the area is home to trend-setting businesses. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16. Preregistration required.

**What?** RIVERWALK **When?** 6 days in Aug., 3 days in Sep. 5:30 to 7:30pm, see website. **Where?** 235 E. Michigan St. **Description** Tour highlights the architecturally significant buildings that flank the Milwaukee River, sculpture along the RiverWalk and history about the creation of this important public walkway. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16. Preregistration required.

**What?** WATER TO WESTOWN **When?** 6 days in Aug., 4 days in Sep., 5:30pm. See website. **Where?** 235 E. Michigan St. **Description** Explore downtown in an area that is west of the Milwaukee River including theaters, civic and commercial buildings along N. Water Str. And N. Broadway. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16. Preregistration required.

**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. (See photos to right.)

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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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**What?** THE HOP STREETCAR TOUR **When?** Aug. 7, 14, Sep. 7, 11am, see website. **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** \$8 to \$16, preregistration required.

**What?** MILWAUKEE PUBLIC MARKET. **When?** Aug. 17, Sep. 21, 9:15am. **Where?** Second floor of market, 400 W. Water. **Description** Celebrate the market's 20<sup>th</sup> anniversary with a new tour. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16, preregistration required.

**What?** BAY VIEW TOUR **When?** Sep. 13, 21, 1pm. **Where?** Corner of S. Superior and E. Russell. **Description** Learn history of Bay View via Kinnickinnic Avenue. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16, preregistration required.

**What?** NORTH POINT MANSIONS **When?** Aug. 3, 17, 24, Sep. 7, 21 1pm. **Where?** North Point Fountain, 2284 N. Lake Drive. **Description** See the impressive mansions of this neighborhood. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$16, preregistration required.

**What?** BACK BAY MANSIONS **When?** Aug. 16, 10am. **Where?** 2315 E. Back Bay. **Description** See the mansions of the North Point Historic District, early women in baseball. <http://historicmilwaukee.org/walking-tours/> **Admission** \$8 to \$20, preregistration required.

**What?** WALK THROUGH MILWAUKEE'S LATINO HISTORY **When?** Daily **Where?** United Community Center, 1028 S. 9<sup>th</sup> 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?** BEYOND BRADY STREET TOUR **When?** Aug. 28, Sep. 7, 17, 11am. **Where?** St. Hedwig's/Three Holy Women Parish, 1702 N. Humboldt. **Description** Explore the Polish and Italian roots of this neighborhood. <http://historicmilwaukee.org/walking-tours/> **Admission** \$10 to \$20, preregistration required.

### ARTS, THEATRE, AND CRAFTS

**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. (See photos to right.)

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## Happening in the North Division Neighborhood



### Virtual tour of the Terry McCormick contemporary fine- and folk-art gallery

The work of Evelyn Patricia Terry and a tour of her neighborhood museum can be accessed at the following websites:

[evelynpatriciaterry.com](http://evelynpatriciaterry.com)

and

[Virtual Tour: Terry McCormick Contemporary Fine and Folk Art Gallery.](http://VirtualTour:TerryMcCormickContemporaryFineandFolkArtGallery)

Above are examples from the series, Pastel Drawings, and Artists Books on the general website



## ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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**What?** WALKER'S POINT CENTER FOR THE ARTS **When?** 1 to 5pm during exhibitions, see website. **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. through Sat., 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.

**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?** VAR WEST GALLERY **When?** Thu. through Sat., 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.varwest-gallery.com/about> **Admission** Free to look.

### SPECTATOR SPORTS

**What?** KIDS AND SENIORS BREWERS DISCOUNT DAYS **When?** Afternoon home games, excluded some seating areas. **Where?** American Family Field, 1 Brewers Way. **Description** Milwaukee Brewers games. Website: Kids and Senior Citizens Discount Days, courtesy of WPS Health Insurance Milwaukee Brewers ([mlb.com](http://mlb.com)) **Admission** 50 percent off tickets.

### ECO/NATURE ACTIVITIES

**What?** EARLY MORNING BIRDWALK—WASHINGTON **When?** Most Wed.s. 8 to 10am. Check website. **Where?** Washington Park, 1859 N. 40<sup>th</sup> 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. (Photo on right.)

**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 different bird habitats. <http://urbanecologycenter.org/programs-events-main.html> **Admission** Free.

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Happening in the  
Washington Park  
neighborhood



Early morning  
birdwalk

Washington  
Park  
1859 N. 40<sup>th</sup> Street

## ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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*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.

### ENRICHMENT ACTIVITIES

*What?* MOONS & MYTHS *When?* Aug. 1, 7pm. *Where?* Manfred Olson Planetarium, UW-M Physics building, 1900 E. Kenwood Blvd. *Description* Travel to the most famous moons in the solar system, from fiery Io to icy Europa where there is evidence of the key to life: liquid water. *Admission* \$5 to \$6.

### GET-MOVING ACTIVITIES

*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 94<sup>th</sup> Pl. <http://hankaaronstatetrail.org/> *Admission* Free.

*What?* INDOOR SKATING *When?* Weekdays, check website for times. *Wilson Ice Arena* ([milwaukee.gov](http://milwaukee.gov)) *Where?* Wilson Park Arena, 4001 S. 20<sup>th</sup> St. *Description* Indoor skating. *Wilson Ice Arena* ([milwaukee.gov](http://milwaukee.gov)) *Admission* \$3.75 to \$6.75, skate rentals extra.

*What?* RUN/WALK TRACK AT THE PETTIT *When?* Hours vary, see website. *Where?* Pettit National Ice Center, 500 S. 84<sup>th</sup> 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. 84<sup>th</sup> 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?* MPS RUN BACK TO SCHOOL *When?* Aug. 23, 9am. *Where?* Wick Playfield, 4929 W. Vliet St. *Description* Join a 5K fun run or 1.5 -mile walk to celebrate going back to school. *Admission* \$5 to \$15.

### FOOD AND FARMERS MARKETS

*What?* BROWN DEER FARMERS MARKET *When?* To Oct. 15, Wed. 10am to 3pm. *Where?* 4120 W. Green Brook Dr. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* CATHEDRAL SQUARE MARKET *When?* To Oct. 12, Sun., 9am to 2pm. *Where?* Cathedral Square Park, 520 E. Wells St. *Description* Produce, bakery, crafts. *Admission* Free.

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Happening in the  
Fair Park  
neighborhood



Pettit National Ice  
Center

500 S. 84<sup>th</sup> Street



## ACTIVITIES IN MILWAUKEE NEIGHBORHOODS

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*What?* ENDERIS MARKET *When?* To Oct. 27; Sun., 9am to 1pm. *Where?* 2938 N. 72<sup>nd</sup> St. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* JACKSON PARK FARMERS MARKET *When?* To Oct. 2, Thu., 3 to 6:30pm. *Where?* Jackson Park Boathouse, 3500 W. Forest Home Ave. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* RIVERWEST GARDENERS MARKET *When?* To Oct. 26, Sun., 10am to 2pm. *Where?* 2700 N Pierce Street. *Description* Produce from local gardeners. *Admission* Free.

*What?* FONDY'S FARMERS MARKET *When?* To Oct. 30 (regular season), Sat., Sun. 7am to 2pm. *Where?* 2200 W. Fond du Lac Ave. *Description* Produce, bakery, crafts. *Admission* Free. (See photos to right.)

*What?* SHOREWOOD FARMERS MARKET *When?* To Oct. 26, Sun., 9:30am to 1pm. *Where?* 4100 Estabrook Pkwy. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* SOUTH MILWAUKEE DOWNTOWN MARKET *When?* To Oct. 2, Thu., 3 to 7pm. *Where?* 11th and Milwaukee Ave. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* TOSA FARMERS MARKET *When?* To Oct. 11, Sat., 8am to noon. *Where?* Parking lot, 7720 Harwood Ave. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* WEST ALLIS FARMERS MARKET *When?* To Nov. 29, Tue. and Thu., noon to 5pm, Sat.s 1 to 5pm. *Where?* 6501 W. National Ave. *Description* Produce, bakery, crafts. *Admission* Free.

*What?* WHITEFISH BAY FARMERS MARKET *When?* To Oct. 25, Sat., 9am to 1pm; Night market Jun. 20, Jul. 26, 5 to 9pm. *Where?* Aurora Parking Lot, 324 E. Silver Spring Dr. *Description* Produce, bakery, crafts. *Admission* Free.

### Jane Jacobs on traffic

Wherever cities are thinly settled rather than densely concentrated, or wherever diverse uses occur infrequently, any specific attraction does cause traffic congestion. Such places as clinics, shopping centers or movies bring with them a concentration of traffic—and what is more, bring traffic heavily along the routes to and from them. . . In dense diversified areas, people still walk, an activity that is impractical in the suburbs.

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

# Happening in the Park West neighborhood



Milwaukee's most successful  
farmers market

## FONDY'S

2200 W. 40<sup>th</sup> Fond du Lac Avenue

# Avenues West-A storied history

*From wealthy tycoons to Syrian peddlers to a Hungarian chess master to Marquette students*

In the late 1800s, the area that is today's Avenues West, was settled by both tycoons and huddled masses. Along Wisconsin Avenue—then Spring Street—affluent industrialists, meat packers, bankers, and brewers built mansions. Some of the key names on Spring Street were Emil and Lisette (Best) Schandain, Rudolph Nunnemacher, and Patrick Cudahy. The street became so known for its grandeur that in 1876 Spring Street was renamed Grand Avenue.

And Grand Avenue was not the only street that attracted wealthy businessmen. On Kilbourn Avenue near 25<sup>th</sup> Street, Joseph Kalvelage, secretary and treasurer of Hoffman & Billings Manufacturing Company (that produced plumbing supplies), commissioned famed architect Otto Strack to design a German baroque masterpiece. Still standing today as the Kalvelage Schloss, the mansion has a French Second Empire, slated-convex mansard roof and extensive baroque detail (see photos).



Kalvelage Mansion

However, most of the blocks in today's Avenues West were settled by people of very modest means—many of whom were immigrants who sought employment at the nearby factories in the Menomonee River Valley. Early in the 20<sup>th</sup> century a small Middle Eastern community built the St. George Melkite Catholic Church on West State Street near 16<sup>th</sup> and settled nearby. These Syrian Christians from the Melkite Sect tended to make their living as peddlers in and around Milwaukee. Many of them worked for Greek and Italian merchants when they first arrived, and after they learned the trade, peddled for themselves. The wives often prepared the goods—usually notions and



fabrics. Many families expanded their territories into the towns of Watertown, Green Bay, Oshkosh, and Fond du Lac, where some eventually took up permanent residence.

In the early 1930s, Hungarian immigrants also began to make

their mark in and around Avenues West. They built St. Emeric Catholic Church on the same block as the Melkite church. A noted member of this immigrant community was Hungarian-born Arpad Emmerich Elo, who taught at Marquette University just up the street. A professor of physics, Elo became a chess master. By the 1930s he was the most acclaimed chess player in Milwaukee, which at the time was one of the nation's leading chess cities. He won the Wisconsin State Championship eight times. He is considered the father of scientific chess ratings and his Elo rating system became a standard in the game.

The plethora of immigrants and industrial workers in the downtown area attracted social service agencies. Most of these were within or very near the boundaries of today's Avenues West. Along Grand Avenue, Deaconess Hospital was built in 1917 on 18<sup>th</sup>, Children's Hospital opened in 1923 on 17<sup>th</sup>, and County Emergency was built in 1930 on 24<sup>th</sup>. Nearby, Mount Sinai relocated to 12<sup>th</sup> and Kilbourn. With the neighborhood persona changing from elite to utilitarian, Grand Avenue was renamed Wisconsin Avenue in 1926.

At the same time that this transformation was occurring, the halls of academia were having an influence. Marquette College that had opened in 1881 with a lone building on 10<sup>th</sup> and State Streets, was rapidly expanding into becoming Marquette University. The institution was pushing west mostly along Wisconsin Avenue and with it brought a student body of thousands. Apartment buildings were replacing most of the old mansions and many students would find homes in Avenues West.

By the time of the Great Depression, Wisconsin Avenue looked very different from its elite beginnings. Below is a list of businesses, offices, multiple dwelling units (highlighted), and organizations on the avenue between 21<sup>st</sup> and 27<sup>th</sup> Streets. See notes that follow. The boldfaced entries are rental buildings with multiple units.

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# AVENUES WEST: A STORIED HISTORY

*Continued from Page 10*

Addresses on W. Wisconsin Ave. in 1933	Names of businesses, organizations, offices from <u>Milwaukee City Directory</u>
2101-15	<b>Patrician Apartments</b>
2102-08	<b>Victoria Apartments</b>
2114-24	<b>Princeton Apartments</b>
2126	Conrad-Thoma Realty Company
2133	Grand Avenue Congregational Church
2217	<b>Junior Court Apartments</b>
2227	<b>Rische Flats</b>
2229	The Copper Kettle Restaurant
2305	West Terrace Furniture Rooms (Mrs. John Hedwig) Wisconsin Avenue Auto Service Garage George Rabitz Heating Contractor
2308	<b>Ambassador Hotel</b> Ambassador Hotel Tailor Shop Ambassador Hotel Barber Shop Krygler Drug Store Inc.
2311	The Weston Furniture Rooms
2316	Ambassador Parking
2323	Millard Institute of Normal Speech Alvin A. Schlotter Garage
2324	<b>Roosevelt Arms Apartments</b>
2335	<b>Roseneath Apartments</b>
2401	Eagles Club Milwaukee Aerie #137 Fraternal Order of Eagles Eagles Barber Shop
2425	Hallbach Furs
2430	Emergency Unit County Hospital County Mental Hygiene Hospital
2435	<b>Sheridan Apartments</b>
2445	<b>Mathella Apartments</b>
2501	M.E. Wesley Church
2506	Frances Bach Music Teacher
2518	<b>[Unnamed] Apartments</b>
2525-27	<b>Bienhiem Apartments</b>
2532	(James E.) Campbell's Tea Room
2620	Fireproof Boulevard Wholesale Company Milwaukee-Waukesha Delivery Company
2622	J.J. Dougherty Radios and Refrigerators
2630	Wadham's Oil Corporation Filling Station
2639	Max H. Goetz Drugs

Notes from census and other records:

- This stretch of Wisconsin Avenue was a renter's province. See the bold-faced apartments and hotels. These were very large multiple dwellings—some with over 100 units.

- The Grand Avenue Congregational Church was once a site of a Martin Luther King speech. It was later sold and became the Irish Cultural and Heritage Center.
- George Rabitz, the heating contractor, came from Montpelier, Wisconsin. He had registered for the World War I draft but it is not clear if he served.
- Frances Bach, the music teacher, never married. She did have a passport and traveled abroad at least once. She may have traveled to Germany, as her mother, Katharina (nee Ament), was born there. She lived with her parents most of her life.
- James E. Campbell may have done very well with his tea shop. He owned a Shorewood home on Lake Drive. He was born in Missouri.
- John J. Dougherty, with the radio shop, was an immigrant from Northern Ireland. Gaelic was his first language and he rented an apartment on Mason.
- Max H. Goetz, the druggist, was the son of German immigrants. He rented an apartment on 40<sup>th</sup> Street.



Houses near 26<sup>th</sup> & Kilbourn



Queen Anne style houses near 26<sup>th</sup> & Kilbourn

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# AVENUES WEST: A STORIED HISTORY

*Continued from Page 11*

One of the families that ran a grocery store just around the corner from 21<sup>st</sup> and Wisconsin Avenue was named Cohen. This family produced a son that went on to effect change in government policy. See the resident profile below.

## Avenues West resident profile (1930s)

*(Information from census and other public records)*

### Wilbur Joseph Cohen: “The man who built Medicare”

Wilbur Cohen was born in 1913 in Milwaukee. His parents ran a fruit market and later a grocery store. The family had lived on North Hopkins Street, then on North 22<sup>nd</sup>, and eventually at 751 North 21<sup>st</sup> Street, at the edge of today’s Avenues West neighborhood. His family was Jewish. Wilbur’s father, Aaron Cohen, was an immigrant from Scotland although his parents had been born in Germany. Wilbur’s mother, Bessie Cohen (nee Rubenstein), was born in New York.



Wilbur may have been influenced by the twin agendas of education and social service in the Avenues West neighborhood. Wilbur went to Lincoln High School, where he won the Harvard book prize in 1929 and became a leader on the student council, newspaper, and even in athletic management (see his school photo from *The Quill* to the right). In 1934, Wilbur graduated from the University of Wisconsin-Madison. From there he took a job in the federal government, working as an economist and a research assistant for the committee which drafted the Social Security Act.

In 1938, Wilbur married Eloise Bittel and the couple moved to Montgomery, Maryland, where Wilbur continued his government service in the Franklin Roosevelt and Truman administrations. The couple had sons.

As a staff aid on Franklin Roosevelt’s Committee on Economic Security in the 1930s, Wilbur Cohen became one of the pioneers of the Social Security system. He helped design the Social Security Act of 1935. He served as Director of the Bureau of Research and Statistics of the Social Security Board (later the Social Security Administration).

Under Eisenhower, Cohen’s influence waned. In 1956 he left government to take a tenured academic position at the University of Michigan. At Michigan, he became a more politically-active policy advocate.

However, Cohen would return to government. In 1961, Wilbur Cohen was appointed Assistant Secretary for Legislation of Health, Education, and Welfare (HEW). His peak of government service came when the Johnson Administration appointed him Secretary of the Department of Health Education, and Welfare. In this capacity he was instrumental in enacting the Medicare program in 1965. He worked with Johnson to expand social welfare programs under the Great Society initiative.

At the end of the Johnson Administration, Cohen returned to the University of Michigan, where he was appointed Dean of the School of Education.

to grow in Avenue’s West, rental housing remained a focus. Some of the older mansions became rooming houses.

## Current populations

Today’s neighborhood demographics largely reflect the influence of the Marquette students. Nearly 4 in 10 of the residents are between the ages of 20 and 24.

European Americans are the largest ethnic group. Just under half are white, and most of these have ancestry in Germany, Ireland, and Poland. Just over 3 in 10 residents are African Americans. The remainder of the population is fairly evenly divided between Latinos (mostly Mexicans) and Asians (mostly Chinese).

The Avenues West Neighborhood Association is active in the area. Their staff helps connect investors, developers, government bodies, law enforcement and residents in the hopes of attracting more upwardly mobile families to Avenues West—families that might become stakeholders in the neighborhood and bring about permanent improvements.

## INTERESTING NEIGHBORHOOD FEATURES

- **Rave/Eagles Club** at 2401 W. Wisconsin Avenue, a major venue for concerts in Milwaukee
- **Ambassador Hotel** at 2308 W. Wisconsin Avenue, a four-star, newly remodeled hotel
- **Kalvelage Mansion** at 2432 W. Kilbourn Avenue (see above for description)
- **Milwaukee Rescue Mission** at 830 N. 19<sup>th</sup> Street, is a major social service agency that assists the homeless
- **Sinai Samaritan Medical Center** at 945 N. 12<sup>th</sup>
- **Irish Cultural and Heritage Center** at 2133 W. Wisconsin Avenue, a place where everything Irish is celebrated



The Irish Cultural and Heritage Center

By the late 20<sup>th</sup> century, many of the hospitals (that had become employers for middle class residents) had left the area, some consolidating at the County Grounds in Wauwatosa. As the student and low-income population continued

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# AVENUES WEST: A STORIED HISTORY

*Continued from Page 12*



Ambassador Hotel



The Rave/Eagles Ballroom

## Quotes from Avenues West oral history project conducted by Urban Anthropology Inc. in 2017—About THEN

"From 1925-1935, a whole load of apartment buildings were constructed. In the West End area, into Marquette, and down to downtown's East Side. All the houses are heavy constructed, pre-World War II, because rationing and shortages set in quickly during World War II. Those apartment buildings [that] are very well constructed are still lasting. Now, there's new buildings over on Wells Street. The style all popped up in 1965, 66, 67. I was not around for the actual construction; I was away on duty. But none of those apartments are heavy duty or well-constructed."

"As a young adult I lived in an apartment near the Ambassador Hotel. I had a friend in a Marquette dorm just to the east and a friend living in the Deaconess nursing dormitory just a couple of blocks away. We got together to do things—sometimes just having coffee at the nearby George Webb's or White Tower. The neighborhood was great fun then. You went to the Eagles to dance on weekends. I would walk to the Central Library to read and visit the museum

which was then in the back of the library. With the students and the renters there were always people on the streets. Busses would come every five minutes and there were so many movie theaters on Wisconsin Avenue. But I remember many years later having a friend who lived on 20<sup>th</sup> and Wisconsin. That was in the 90s. Then things were not that fun. It felt a little eerie—especially on Sundays or at night. There was this feeling of danger. But I think with the Ambassador's renovation, the new Marquette buildings, and others willing to work to improve the neighborhood—I think that things are really looking up again."

"That was George Devine's million-dollar ballroom. One of the biggest ballrooms in North America right here in Milwaukee just a couple streets over from Slaby's Schools of Dancing. There were theaters everywhere. It is low-cost entertainment! Lots of people did it . . . Before American entry into World War II, we were already geared up for war and ready to help Europe. Since dancing is so low-cost entertainment, so many people would go dancing. This was going on through the 1950s and even into the 1960s."

## About NOW

"Now they are cleaning it up. Tearing down buildings and houses, leaving the nice mansions behind. Still a lot of restaurants, fast food places, corner stores. But it is changing down here. Apartment buildings throughout, churches, schools."

"Churches are recreating and rebranding themselves. They are trying to be more multipurpose. They rent out their rooms for events. One incorporated a theater. They are trying to rethink how to use their church."

"A lot of the women are the movers and shakers. They are the business owners, property owners, and they have made an impact on the neighborhood. Women's role has definitely improved."

"There is this level of understanding and acceptance [in this neighborhood]. Marquette University students often volunteer at the homeless shelter to help the residents."

"But it has changed around here. When we first moved here you didn't see anybody walking around, especially at night. Now, everybody is walking around; everybody is standing around. Lots of people walking up and down the streets—not just during the day but also at night. That shows me that in the beginning the neighborhood didn't trust the neighborhood. Now the neighborhood feels comfortable with the neighborhood and people feel comfortable to walk around without fear for their life or harm coming to them."

# MILWAUKEE'S SOCIALIST LEADERS

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from its beginnings in 1897 until his death in 1929. He was a founding member of the national Social Democratic Party in 1898 (later to become the Socialist Party of America in 1901) (Miller, 1973). Berger also served in the United States House of Representatives from Milwaukee's Fifth District between 1911 and 1913, during part of 1919, and between 1922 and 1926.

## Beginnings

Born in the Austrian empire in 1860, Victor Berger attended the University of Vienna and University of Budapest, but never earned a degree. Arriving in the United States in 1878, his family originally settled in Connecticut. Berger traveled across the country trying various occupations including working in a New York factory and punching cattle in the West before finding his way to Milwaukee in 1881 where he established himself as a teacher. After 11 years he quit teaching and invested his savings and more than one loan into the purchase of a German-language newspaper that he renamed *Wisconsin Vorwärts* (*Wisconsin Forward*). He became the daily's publisher and editor. A strong supporter of organized labor, Berger joined the local typographical union and became president. He later developed an English-language weekly, the *Democratic Herald*, and in 1913 supplanted it with the *Milwaukee Leader* (Miller, 1973; Wells, 1970).



Photo courtesy of Wikimedia Commons

## Socialist Leadership

Berger's involvement in socialism was gradual. In the 1880s he joined the Socialist Labor Party but later rejected its absolute reliance on Marxist ideology. By the 1890s he defected to the People's or Populist Party, a left-wing agrarian, pro-labor bloc that Berger worked to transform into socialism. Having converted later Socialist presidential candidate Eugene Debs to socialism in 1895 (by Debs own admission), Berger began launching a new party in 1897 (Miller, 1973; Richardson, 2007; Ross, 2015). Within months, "branch one of the Social Democracy of America was formed in Milwaukee" (Olson, 1952).

## Personal Style

Berger was an intellectual. He was said to be intimately familiar with over 5,000 books (Olson, 1952). Using his knowledge, leadership position, and media outlets, Berger battled government corruption at all levels. While these ends were both admirable and often successful, Berger's means were portrayed as discordant, at best. His biographer, Sally Miller (1973),

described Berger's personality as blunt, volatile, and egocentric. As a thoroughly grounded historian, he was also portrayed as a self-proclaimed scholar who talked down to intellectual inferiors. Olson (1952, p. 20) expounded.

This same self-assuredness also led Berger to insist increasingly upon the correctness of his views and upon the necessity of doing things his way, eventuating in covert and even open charges of dictatorship within his own political camp and in a belief that one who disagreed with him would be pushed out of the way.

Berger rarely tempered his views in public. Although Jewish by birth, he rejected all forms of religion. He scorned public displays of spirituality and even came under scrutiny during his teaching years when he described the bible to his students as "humbug" (Olson, 1952, p. 18).

## Service in Congress

There is little evidence in Berger's political speeches in the House of Representatives that he used the platform to disparage religion. Becoming the first Socialist elected to Congress, he worked to set an example that might help elect more of his party members to office.

The thoroughness with which Berger dealt with every piece of mail, every request, even to the neglect of his political and newspaper interests in Milwaukee, reveals his determination to exemplify the best that was in the Socialist party and to demonstrate the practicality and usefulness of Socialist representation in Congress. (Ross 2015, p. 254).

The majority of his legislative attempts were aimed at improving conditions for most working people and the indigent. His efforts included introducing a bill to provide a pension of \$4 a week to men and women over 60 years of age, advocating for an eight-hour day for government workers, calling for a federal investigation of labor conditions of

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# MILWAUKEE'S SOCIALIST LEADERS

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the American Woolen Co. in Massachusetts, and asking the House to investigate a strike at the Harriman railway lines (Ross, 2015).

Where Berger did, however, demonstrate his willfulness in Congress was in the position he took on World War I. He supported the Socialist stance in opposition to the war vigorously, even stating that "any man who cannot stand on that platform, be he mayor or constable, should get out of the party" (United States. Congress. Special Committee on Victor L. Berger Investigation, 1919, p. 579). On March 10, 1918, Berger was indicted under the Espionage Act and charged with 26 disloyal acts. The following November the House of Representatives denied his seat by a vote of 309 to 1. Berger was sentenced to 20 years in the penitentiary, but in 1920 Milwaukee re-elected him (Wells, 1970). Ultimately the Supreme Court overruled the Berger conviction and he served in Congress until 1928 (Ross, 2015).

Within a year after he left office Victor Berger was hit by a streetcar and killed.

## Emil Seidel

Emil Seidel served as Mayor of Milwaukee between 1910 and 1912. He also served as city alderman from 1904 to 1908, 1916 to 1920, and 1932 to 1936. Seidel became the nominee for vice president of the United States at the national Socialist convention in 1912.

## Beginnings

Born in 1864 in Ashland, Pennsylvania to Pomeranian immigrants from Germany, Seidel's family moved to Wisconsin in 1867. Emil Seidel took up the vocation of woodcarving and eventually settled in Milwaukee with his family. At age 19 he started a trade union of local woodworkers. Wanting to perfect his trade, he moved to Germany at age 22 and took artisan classes in Berlin for six years, including a course in architecture. It was there that Seidel committed to socialist ideals (Richardson, 2007).

Upon returning to Milwaukee, Seidel took a job as a pattern maker working 60 hours a week. His shop foreman supervised the crew by facing a wall where he kept workers under surveillance through a tilted mirror. Following similar job conditions at other companies, Seidel partnered with fellow Socialist Anton Drolshage and opened a business named Milwaukee Pattern Works, where the pair committed to maintaining an eight-hour work day for employees. (Olson, 1952; Seidel, n.d.-a).

When Seidel began running for political office, he campaigned in both English and German. He organized his efforts by ward and ethnic group including Polish, Jewish, Scandinavian, Italian, and Bohemian. Seidel was especially proud of eventually securing a plurality of votes in the usually Democratic Polish 14<sup>th</sup> Ward (Olson, 1952; Ross, 2015).



Photo courtesy of Wikipedia

## Socialist Leadership

When Emil Seidel returned to the United States from Germany in 1892, he joined the Socialist Labor Party of America. He later became a member of the Social Democracy of America, the Social Democratic Party of America, and the Socialist Party of America (which united the Socialist Labor Party of America and the Social Democracy of America).

In many ways, Emil Seidel defined what Socialist government in Milwaukee would look like for half a century. Under Mayor Seidel, a land commission was established, and centralized planning became a normal function of government. During his time as mayor, Seidel introduced a number of infrastructural and housing proposals and initiatives that set the agenda for the Socialists that would follow him to office. These included (1) public ownership of the electric, streetcar, and gas companies; (2) beautification of the city through parkland that necessitated annexation of adjacent areas; (3) slum clearance and replacement by model housing (which included the right of access condemnation for redevelopment and city decentralization); (4) new and enforced zoning regulations; and (5) revived harbor activity (Olson, 1952). All but the first initiative eventually materialized under Milwaukee's Socialist leaders.

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# MILWAUKEE'S SOCIALIST LEADERS

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As an alderman following his term as mayor, Seidel followed the lead of Berger and other Socialists in opposition to World War I. He voted against the city's purchase of Liberty bonds to help finance the war effort. He was also arrested and fined for a speech he made in Horicon, Wisconsin on November 12, 1917 and was charged with "tending to provoke an assault or breach of peace during an address" (Kerstein, 1966, pp. 70-71).

## Personal Style

Like his colleague Victor Berger, Emil Seidel was an avid reader. However, Seidel's personal style was in many ways the opposite of Berger's. Olson (1952, p. 245) maintained that Seidel "soft pedaled" socialism while Berger "seemed bent on insulting and driving away some of its necessary proponents. He [Berger] expressed extreme class consciousness, religious prejudice, old fashioned partisanship, and an annoying self-righteousness."

Having been a small businessman, Emil Seidel never became a politically dichotomizing figure in the eyes of Milwaukeeans. He was also seen by many as the perfect personality to follow Mayor David Rose into office (Richardson, 2007, pp. 14-15).

By 1910, Socialist Emil Seidel was elected mayor of Milwaukee, defeating his Democratic opponent by more than 7,000 votes. In Seidel, a soft-spoken wood carver . . . the voters were confident that they had found a "good German." Seidel, they believed, wouldn't go around half cocked, "smashing clocks," nor would he run off "to Arizona to speculate in silver," as the city's two previous mayors—Republican Sherburn Becker or Democrat Dave Rose—had done.

Also, unlike Victor Berger, Seidel was not opposed to religion. He was, in fact, a devoutly religious man. Raised in a pious German evangelical household, Seidel was such a fan of Christmas that he organized holiday parties every year for his Socialist ward unit, with a tree, carols, and gifts for the children. While mayor, he had a Christmas tree erected at the Court of Honor at Ninth and Wisconsin Avenue. On Christmas Eve, bands played, carols were sung, and speeches underscored the meaning of the event (Gurda, 2007).

In addition, Seidel had an artistic bent. While mayor, his personal secretary was noted poet Carl Sandburg. Seidel spent his later years painting, composing music, and writing poetry (Seidel, n.d.-a).

## Service in Office

As a political officeholder, Seidel was a Socialist through and through. As mayor, he appointed party loyalists to the top positions. His administration, like those Socialist administrations that would follow, was characterized by able productivity. He and Berger organized the Bureau of Economy and Efficiency to

study the workings of local government in order to increase accountability and reduce expenditures, resulting in an overall improvement of the city's credit rating (Ross, 2015). Under Seidel, voting procedures were tightened. Inspections of school, factory, and milk plants by the health department increased (Gurda, 2018-b). In his mayoral records, Seidel characterized the scientific nature of the changes (1910, p. 1).

Today much study and serious consideration is being given to new methods with reference to thoroughfares, street widths, paving and municipal purchasing and accounting. Of great significance is the increase of research, the imperative demand for specific accurate facts bearing on the situations wherein the problems are involved.

Many changes in city policy and infrastructure were implemented during his short time as mayor. Wages of 580 city laborers increased from \$1.25- to a \$2-per-day minimum. Seidel established the Fire and Police Commission, the Public Works Department, and with the urging of city Treasurer Charles Whitnall, organized a city park system (Poon, 2019; Stingl, 2017). While in office, Seidel undertook a health department project that reduced the death rate in one low-income district by 50 percent in one year (Still, 1948).

Like the Socialist mayors that followed him, Seidel's administration also promoted sociocultural activity. He and other Socialists urged provisions for civic meetings and social centers in school buildings, encouraged working-class use of the Auditorium through low fees, and expanded the free concert series in summer and winter (Olson, 1952).

Emil Seidel lived through the administration of Daniel Hoan and died in 1947, one year before Mayor Frank P. Zeidler took office.

## Daniel Hoan

Daniel Webster Hoan served as city attorney for Milwaukee between 1910 and 1916 and as mayor between 1916 and 1940—at the time of this writing, the longest continuous tenure of any American Socialist mayor in

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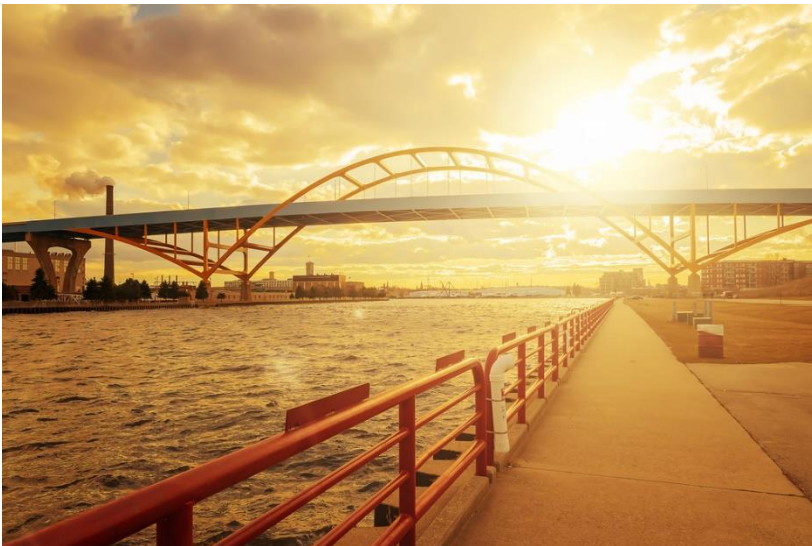
# MILWAUKEE'S SOCIALIST LEADERS

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history. He also founded the U.S. Conference of Mayors and served as one of its early presidents (Gurda, 2018-b).

## Beginnings

Born in Waukesha, Wisconsin in 1881 to a Catholic family, Hoan was the only member of the Socialist quartet who did not speak any German. While his mother had some German ancestry, his father was Irish. Like Victor Berger, Hoan broke with organized religion and became a free thinker as an adult despite having a wife who was a devout Catholic. He graduated from the University of Wisconsin in 1905. Moving for a time to Chicago, he opened a restaurant. When this failed, Hoan took a job as a law clerk in a firm headed by Socialists. Influenced by his bosses, he returned to college, studied law, passed the Wisconsin bar exam, moved to Milwaukee, and became a labor attorney (Stachowski, 1966).



Daniel Hoan Memorial Bridge, photo courtesy of Flickr

## Socialist Leadership

While Daniel Hoan continued implementing the infrastructural and housing programs that had begun in Seidel's administration and was unambiguously committed to central planning, Hoan was clearly the least committed to socialism of the four Milwaukee leaders. Some characterized him as more of a reformer than a socialist (Fulda, 2015; Holli, 1999).

Hoan's record demonstrated that he was willing to break from the party when it was politically expedient (Connell, 2016). The most prominent departure came during World War I. Unlike Seidel and Berger, Hoan never aggressively opposed the war. He carried out wartime activities including organizing the Milwaukee County Council of Defense to coordinate bond drives, promoted victory gardens, and supported defense work in local factories (Gurda, 1999; Holli, 1999). For a time Hoan drew the wrath of Berger, who accused him of wobbling, claiming he was

"neither fish nor flesh" (United States. Congress. Special Committee on Victor L. Berger Investigation, 1919, p. 579).

Daniel Hoan's relationship with the national Socialist Party was often strained as well. In his last year as mayor of Milwaukee, Hoan refused to serve in any capacity at the party's convention, accusing the national party of using him when it served the party's interest and then disparaging him as a mere "municipal Socialist" when it did not. Hoan commented that party organizers were not even displaying his book on city government at the convention (Stachowski, 1966). By the early 1940s, Hoan became a Democrat.

## Personal Style

In the vein of Victor Berger, Hoan was at times typified by the expression, "Give 'em hell, Dan!" But while his speeches could be fiery, Hoan had a sense of humor that drew people to him—particularly those of the working class. At every possible juncture Dan Hoan championed labor. When the King of Belgium was about to visit, he was reported to have cried, "To Hell with the kings. I stand for the man who works" (Wells, 1970, p. 198).

But the personality characteristic that most defined Daniel Webster Hoan was competence. He knew how to collaborate with others in government and get things done. Political analysts called Hoan one-tenth socialist and nine-tenths businessman (Holli, 1999). Still (1948, pp. 531-532) described his pragmatic aptitude.

. . . to the outside world, Hoan, the Socialist, the symbol of early twentieth century Milwaukee, and his reputation for honest, vigorous, and democratic municipal administration, as well as his outspoken championship of his workingmen constituency—qualities, which kept him in office rather in spite of than because of his connection with Socialism, identified the veteran mayor, more than any other person, with the forward strides of the Wisconsin city in its adjustment to the problem of the maturing metropolitan scene.

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# MILWAUKEE'S SOCIALIST LEADERS

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## Service in Office

Under Daniel Hoan, Milwaukee gained the reputation of being one of the best governed large cities in America (Gurda, 2007). During the 1990s a panel of urban experts ranked the top mayors in the United States in the ways they improved their cities. Daniel Hoan was ranked eighth (Holli, 1999).

Hoan reorganized the Milwaukee Police Department. He revised the entry requirements to raise the caliber of police recruits. Hiring and promotions were changed from political appointments to the merit system. By 1931 a federal study group, the Wickersham Commission, characterized Milwaukee's police as the only department in the United States deserving unqualified endorsement (Holli, 1999).

Hoan improved city health. The year he took office as mayor, he introduced public vaccination campaigns. He developed sanitary housing and home improvement programs (Anderson, 2019). In order to prevent raw sewage from entering the public's drinking water supply, he secured the municipal takeover of both the waste disposal and water filtration systems, constructing the first treatment plant in 1934 (Poon, 2019).

Hoan developed public housing. In 1923, his administration established Garden Homes on 19 acres of farmland, at the time, outside the city. The project offered only 105 residences but had 700 applicants. In lieu of rent, occupants made monthly payments toward stock in a nonprofit corporation. With curvilinear streets around a central park, it became not only the city's first major public housing initiative, but was the first municipally sponsored public housing project in the United States (Gurda, 2018-b; Poon, 2018). One of its occupants was Emil Seidel.

Other advancements made during the Hoan administration included continuing sociocultural activities, stepped up zoning enforcements and building inspections, removal of rubbish and combustible materials, passing stricter housing and fire codes, expanded parks and playgrounds, development of Milwaukee's harbor, supports for schools, start of an annexation campaign, and extension of the scientific management plan initiated by Berger and Seidel (Lackey, 2007; Stachowski, 1966).

According to Holli (1999, p. 11), throughout his administration Hoan continued purging graft from government and "elevated Milwaukee's politics a notch above that of other big cities in honesty, efficiency, and delivery of services." Daniel Webster Hoan died in 1961.

## Frank Zeidler

Having lost the Milwaukee mayoral race to John Bohn in 1944, Frank P. Zeidler ran again in 1948 and won. He served three terms until 1960. In 1976 he became the U.S. presidential candidate of the Socialist Party USA.

## Beginnings

Born in 1912 to a German-American family, Frank Zeidler was raised in Milwaukee's Merrill Park neighborhood, a bastion of Irish ethnics and political office holders (Lackey, 2001). He studied at both the University of Chicago and Marquette University but periods of poor health kept him from graduating. Both he and his brother, Carl Zeidler, served as mayors of Milwaukee. Carl served from 1940 to 1942 when he resigned to enlist in the United States Navy Reserve to fight in World War II. Only Frank was a Socialist.

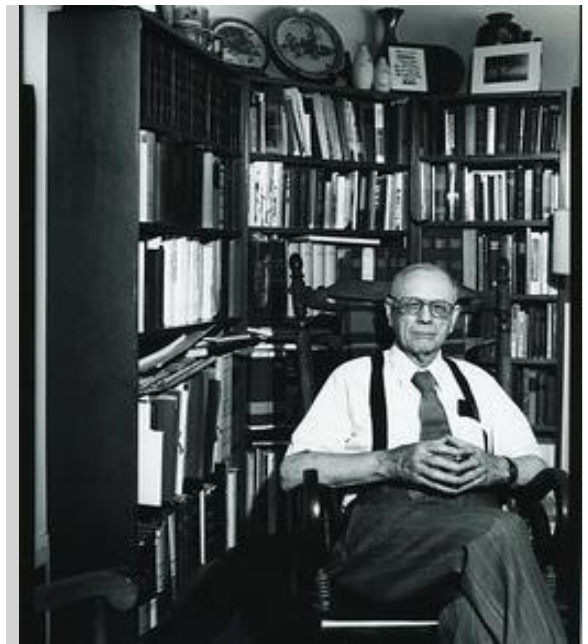


Photo courtesy of FlickrR

## Socialist Leadership

Frank Zeidler became involved with the Socialists early in life as an active member of the Young People's Socialist League (YPSL), the youth outlet of the Socialist Party of America. He remained with the party throughout his lifetime. However, by the time he began his mayoral campaigns, the party had all but disappeared. In 1947 the Milwaukee branch of the Socialist Party joined forces with liberal Democrats, progressives, and trade unions under the banner of the Municipal Enterprise Committee and nominated Socialist Frank Zeidler as the coalition's candidate (Rast, 2006; Zeidler, 2005).

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# MILWAUKEE'S SOCIALIST LEADERS

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Frank Zeidler was instrumental in re-organizing the national party in 1973 under the name of Socialist Party USA, and served as its chair for multiple terms (Wells, 1970).

## Personal Style

Like Dan Hoan, Frank P. Zeidler enjoyed the company of people. He was universally accessible. Never driving a car, Mayor Frank Zeidler carried a notebook with him on city busses to record comments and complaints of residents, so he could pass on the information to the appropriate departments (Connell, 2016). Every Independence Day, he gave 17 speeches to residents across the city—every one extemporaneous (Gurda, 2007).

Also like his predecessors, Zeidler maintained a strict code of ethics in his administration to avoid any appearance of corruption. He refused to appoint anyone to boards or commissions who might have conflicts of interest (Zeidler, 2005). When the Common Council tried to raise his salary, he refused it ("City's Expansion Aided," 1959).

Like Emil Seidel, Zeidler was devoutly religious. He avoided uncontainable activities by refusing to drink, declining invitations to cocktail parties, and rarely attending sporting events. His idea of recreation was visiting a neighborhood park with his family to study the heavens (Connell, 2016).

However, in the vein of Victor Berger, Frank Zeidler could be self-righteous. After refusing to run again for office in 1960, he became a severe critic of his successor Henry Maier for not implementing programs started in the Zeidler administration exactly as Zeidler had planned them ("Maier Calls Zeidler," 1962). And years after national studies had shown some of these projects, such as freeway building and slum removal, to be failures—in fact often detrimental to urban health—Frank Zeidler continued to defend them (Fortis, 2005).

## Service in Office

The same infrastructural and housing initiatives sought by Seidel during his 1910 to 1912 administration were repeated in Zeidler's 1947 platform under the Municipal Enterprise Committee.

The platform was built along the themes of planning and progressive administration. The platform called for carrying out a master plan, for clearing 160 acres of blight in the next four years, for reducing population density in slum areas, for 10,000 low-rent homes, for financing the city as nearly as possible by pay-as-you-go methods, for harbor development, for public ownership of gas and electric utilities . . . and for an integrated traffic program (Zeidler, 2005, p. 17).

Frank Zeidler was able to carry out many of these objectives. However, he failed to keep the city debt-free and assume control of gas and electric utilities. And, his goal of establishing 10,000 units of public housing fell short by about 6,800.

Zeidler's major accomplishment during his terms in office was the expansion of the City of Milwaukee—a goal he sought, among other reasons, to reduce urban population density. He viewed water as the carrot for city expansion; Milwaukee's suburbs needed what Lake Michigan had to offer (Gurda, 2018-a; Poon, 2019). Under the Zeidler administration, Milwaukee doubled in size, going from 46 square miles to 92, and became the twelfth largest city in the nation (Anderson, 2019; Hendrickson, 1998).

Other accomplishments under Frank Zeidler included sociocultural projects such as city beautification, the premier of educational television, building of Milwaukee County Stadium, and the beginning of the Milwaukee Public Museum. Under his administration, the city's industrial base expanded; and municipal equipment was refurbished including fire apparatus, police cars, and sanitation equipment. His administration also purchased new harbor lands; added library branches and additions; and built freeways, docks, port facilities, and bridges (Fortis, 2005; Gurda, 1999; Lackey, 2007).

Frank P. Zeidler died in 2006 at age 93.

## Another Perspective

Milwaukee's Socialist leaders were productive. They were efficient. They were honest.

But not all communities benefited equally from their governance. Some communities were ignored, disregarded, and some were pointedly torn asunder. Many of these collateral effects were brought to light through the oral history projects conducted by Urban Anthropology Inc.

## Chapter Summary

Chapter I-2 introduced Milwaukee's four Socialist leaders: Victor Berger, Emil Seidel, Daniel Hoan, and Frank Zeidler. Victor Berger led the Milwaukee branch of the Socialist Party from its beginnings in 1897 until his death in 1929. He also served in the United States House of Representatives from Milwaukee's Fifth District between 1911 and 1913, during part of 1919, and between 1922 to 1926. As a congressman, most of his legislative attempts were aimed at improving conditions for working people and the

*Continued on Page 20*

# MILWAUKEE'S SOCIALIST LEADERS

*Continued from Page 19*

indigent, including introducing a bill to provide a pension of \$4 a week to men and women over the age of 60, calling for a federal investigation of labor conditions of the American Woolen Co. in Massachusetts, advocating for an eight-hour day for government workers, and asking the House to investigate a strike at the Harriman railway lines.

Emil Seidel served as the mayor of Milwaukee between 1910 and 1912 and city alderman between 1904 to 1908, 1916 to 1920, and 1932 to 1936. During his short tenure as mayor, Seidel established the Fire and Police Commission and the Public Works Department, organized a city park system, increased wages of city laborers, and undertook a health department project that reduced the death rate in one district by 50 percent in a single year. Seidel also succeeded in setting the agenda for later Socialist mayors with his emphasis on infrastructural and housing proposals and initiatives. These included beautification of the city through parkland that necessitated annexation of adjacent areas; slum clearance and replacement by model housing; revived harbor activity; and public ownership of the electric, streetcar, and gas companies; All but the latter materialized under Milwaukee's Socialist leaders.

Daniel Webster Hoan served as city attorney for Milwaukee between 1910 and 1916 and as mayor between 1916 and 1940. Hoan reorganized the Milwaukee Police Department and revised the entry requirements to raise the caliber of police recruits. Hiring and promotions were changed from political appointments to the merit system. He improved city health by introducing public vaccination campaigns, developing sanitary housing, securing the municipal takeover of both the waste disposal and water filtration systems, and constructing the first treatment plant. Under Hoan, Milwaukee opened the first municipally sponsored public housing project in the United States. Other advancements made during Hoan's administration included development of Milwaukee's harbor, passing stricter housing and fire codes, enhanced zoning enforcements and building inspections, removal of rubbish and combustible materials, expanded parks and playgrounds, supports for schools, and the start of an annexation campaign.

Frank P. Zeidler served three terms as mayor between 1948 and 1960. The same infrastructural and housing initiatives sought by Seidel and Hoan were repeated during Zeidler's administration. These included slum removal, public housing, purchasing new harbor lands, adding library branches and additions, and building freeways, docks, port facilities, and bridges. Other accomplishments involved sociocultural projects such as city beautification, the premier of educational television, building of Milwaukee County Stadium, and the beginning of the Milwaukee Public Museum. Under his leadership, the city's industrial base grew and municipal equipment was refurbished. But Frank Zeidler's major accomplishment during his terms in office was the expansion of the City of Milwaukee through annexation.

Chapter I-3 will discuss Victor Berger and the development of the Milwaukee and national Socialist parties.

## Jane Jacobs on neighborhood sidewalks

The sidewalk must have users on it fairly continuously, both to add to the number of effective eyes on the street and to induce the people in buildings along the street to watch the sidewalks in sufficient numbers. Nobody enjoys sitting on a stoop or looking out a window at an empty street.

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

## Jane Jacobs on neighborhood safety

There must be eyes upon the street, eyes belonging to those we might call the natural proprietors of the street. The buildings on a street equipped to handle strangers and to insure the safety of both residents and strangers, must be oriented to the street.

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

## Jane Jacobs on neighborhood parks

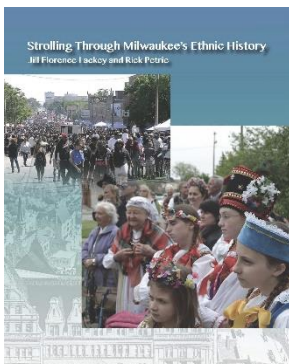
Neighborhood parks fail to substitute in any way for plentiful city diversity. Those that are successful *never* serve as barriers or as interruptions to the intricate functioning of the city around them. Rather, they help to knit together diverse surrounding functions by giving them a pleasant joint facility.

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



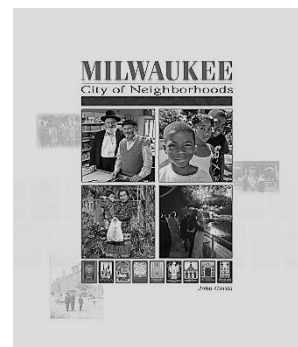


## Books on Milwaukee Neighborhoods



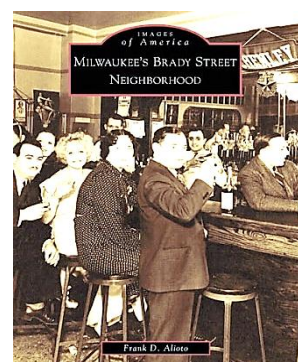
### **Strolling through Milwaukee's Ethnic History** By Jill Florence Lackey and Rick Petrie

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

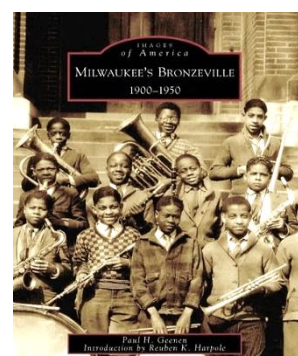
*Milwaukee: City of Neighborhoods* is the most comprehensive account of grassroots Milwaukee ever published. Richly illustrated, engagingly written, and organized for maximum ease of use, the book is a fine-grained introduction to the Milwaukee community, and its communities, that will endure as a standard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



### **Milwaukee's Brady Street Neighborhood** By Frank D. Alioto

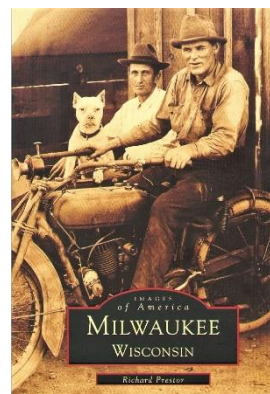
Milwaukee's Brady Street neighborhood began in the mid-19<sup>th</sup> century as a crossroads between middle-class Yankees from the east and early German settlers. Polish and Italian immigrants soon followed, working the mills, tanneries, and brewers that lined the riverbank. The hippies arrived in 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/Prod->

ucts/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.  
/9780738540610



### **Milwaukee Wisconsin** By Richard Prestor

Over the years, Prestor has amassed a fascinating collection of historic photographs of Milwaukee. On many personal levels, the reader will see how people lived, worked, and entertained themselves.  
<https://www.arcadiapublishing.com/>

## 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."

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

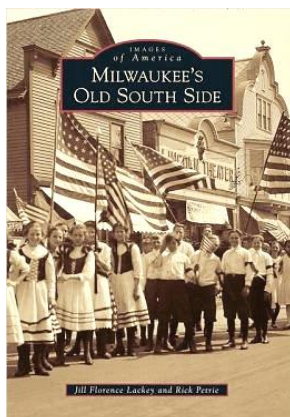
**Currently, all of Sienna Jacks' novels have perfect five-star ratings from readers at Amazon.com**

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>

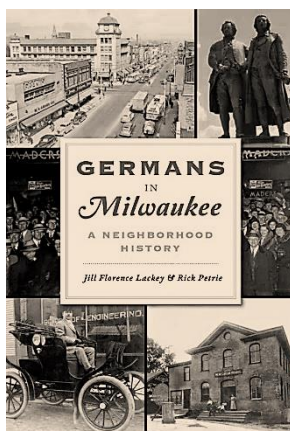


## Books on Milwaukee Neighborhoods (Cont.)



### **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>

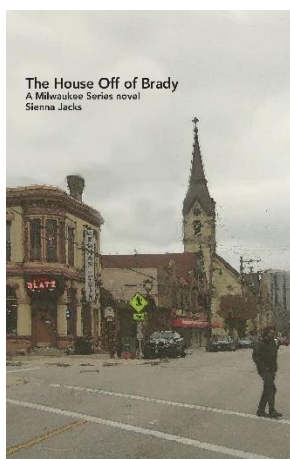


### **Germans in Milwaukee: A neighborhood history** By Jill Florence Lackey and Rick Petrie

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-

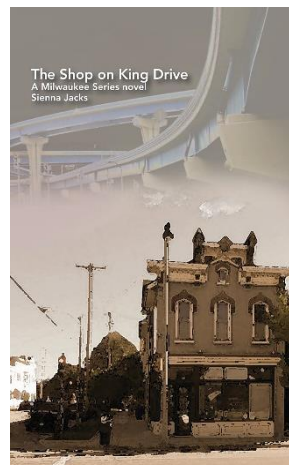
level perspectives of the lasting German influence on the Cream City. [www.arcadiapublishing.com/Products/9781467147286](http://www.arcadiapublishing.com/Products/9781467147286).

## 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>



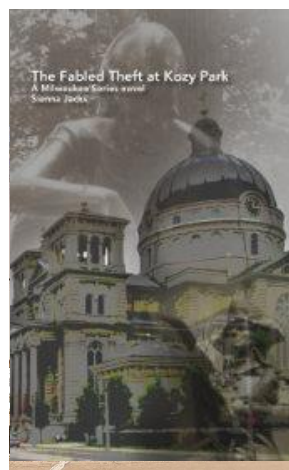
### **The Shop on King Drive** *A Milwaukee Series novel* By Sienna Jacks

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](mailto: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 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@currently.com](mailto:JFLanthropologist@currently.com).

# **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 190 of the neighborhoods, courtesy of Urban Anthropology Inc.*

<http://neighborhoodsinmilwaukee.org/>