

*Approximate boundaries:*  
N-W. Lisbon Ave (partial) W. Burleigh St;  
S-W. Center St; E-N. 60<sup>th</sup> St;  
W-N. N. 76<sup>th</sup> St St

# NORTHWEST SIDE *Enderis Park*

## NEIGHBORHOOD DESCRIPTION

The best description of Enderis Park comes from John Gurda in *Milwaukee: City of Neighborhoods* (p. 163)

It has straight streets, curved streets, dead ends, cul-de-sacs, and two major arterials, both diagonals that slice through the community like pipelines, creating triangles at every intersection.

Enderis Park is a mainly residential neighborhood with businesses along Burleigh and Lisbon Avenue. The small area around the park has wide streets, circular drives, boulevards, and Period Revival homes dating from the late 1920s and 1930s. Neighborhood homes between 60th and 76th Streets are mainly bungalows.

The green space in the neighborhood is also named Enderis Park. It has a baseball diamond, soccer fields, sand volleyball courts, tennis courts, and a wading pool.

## HISTORY

Although Enderis Park did not actually develop as a neighborhood until well into the 20th century, the area did have a smattering of very early settlers.

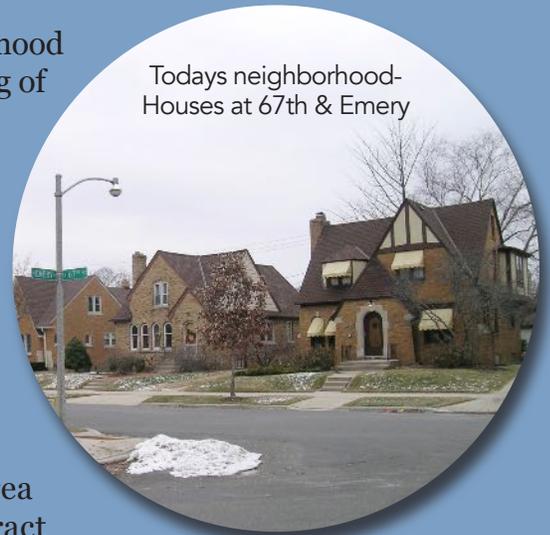
### Early population

In the mid-1800s Enderis Park had a few widely scattered settlements along the plank roads of Lisbon and Appleton. One hamlet developed at the intersection of Lisbon and Burleigh. It was informally called Smithville after a local farmer named Erasmus Smith, and featured a way-side inn called the Five Mile House (as it was five miles from the Milwaukee city limits at the time).

Two developments just north of the Enderis Park area (in today's Dineen Park neighborhood) would begin to attract commerce at the turn of the 20th century. Both developments were cemeteries. The first was Wanderers' Rest (today's Lincoln Memorial), an 85-acre area north of Burleigh, built in 1894 by German-speaking Lutherans. The second was Holy Cross, north of Burleigh and west of Appleton, built in 1909 for Irish, German, Italian, Czech, Polish, and other Catholics. The two large cemeteries would attract florists and monument dealers to nearby streets.

Soon real estate promoters became interested in the Enderis Park area. In the late 1920s, lots began to appear in advertisements at various locations, including a wedge of land between Appleton and Lisbon called Lenox Heights. The first arrivals were mostly Germans, with a scattering of Irish and others.

Today's neighborhood-  
Houses at 67th & Emery



By the late 1920s the area was beginning to fill in and some saw the need to reserve green space. At the time, Dorothy Enderis led the Recreation Division of the Milwaukee Public Schools, and she conducted a study of the city's playground and playfield needs. With colleague Gilbert Clegg, she submitted a list of proposed sites to the Common Council including one on North 71st/72nd Streets between Chambers and Locust, even though the area was only sparsely settled. The land was eventually purchased in 1931 and was later developed by the federal work relief programs of the Great Depression era. Originally known as the Chambers Street Playfield, it was renamed Enderis Park after Dorothy's retirement.

### *Lisbon Avenue*

Lisbon Avenue was the plank road in which most of the area's first residents settled. It was also a place that began developing a commercial corridor early in the neighborhood's history. Below is a list of businesses, organizations, and offices that were on Lisbon within Enderis Park in 1937, at the height of the Great Depression. See notes below.

<i>Addresses on Lisbon Ave. in 1937</i>	<i>Businesses and offices from the Milwaukee City Directory</i>
6315	Mrs. Mary Weinfurter Groceries
6620	T M E R & L Company Power Plant
6900-14	Mother of God Counsel Catholic Church
6936	Fred C. Schwebke Florist
7127	Peter Hirt Mason Contractor
7137	Jautz Service Station
7145	Herbert H. Ruehl Tavern
7505	Louis Hepfinger Machinist
7602	Clarence E. Giguere Tavern

### **Summary notes from the U.S. Census and other records:**

- Like most Milwaukee neighborhoods prior to 1970, few shopkeepers had attended high school.
- Mary Weinfurter, with the grocery store, had been widowed in the 1930s. The daughter of Austrian immigrants, Mary had lived in Kewaunee County before moving to Milwaukee. She had completed the 4th grade in school.

- Fred Schwebke, the florist, was the son of German immigrants. He had completed the 8th grade. The florist may have been one of the earlier ones that developed just after the two cemeteries were built. Fred's father, Herman Schwebke, was also a florist. The Schwebkes also had their own greenhouse.
- Louis Hepfinger, the machinist, was a German immigrant. He had completed the 8th grade. He'd owned a machine shop on 12th Street before migrating west.
- Clarence Earl Giguere, with the tavern, was the son of French-Canadian immigrants. The family had gradually migrated from Canada to Milwaukee, living for a time in Michigan and Oconto, WI. Clarence's wife Hulda was the daughter of a Swedish immigrant. The couple got divorced in 1943.

The neighborhood finally reached maturity following the end of the Great Depression and World War II. Large business corridors gradually developed on Appleton, Center, and Burleigh. Below is a profile of a nearby resident who went on to greatness in his field.

### **Neighborhood profile (mid-20th century)** *(Information from census and other public records)*

#### **“Bud” Selig**

In 1940, Allan Huber (“Bud”) Selig lived on North 61st Street near Center, on the border of today's Enderis Park neighborhood (see photo<sup>i</sup> to right). He and his brother Joseph lived with parents Benjamin, an immigrant from Romania, and Marie, an immigrant from the Ukraine. The family was Jewish.

At an early age, Bud took an interest in baseball. His interest was prompted by his college-educated mother who took him and his brother to games of the minor league Milwaukee Brewers at Borchert Field. See the [Borchert Field neighborhood](#).

As a teenager, Bud attended Washington High School in the Sherman Park neighborhood, where in the early 1950s he was a classmate of Jerome Silberman (who later went on to acting greatness under the name of Gene Wilder), and Herb Kohl (who later owned the Milwaukee Bucks and became a U.S. Senator from Wisconsin). See the [Sherman Park neighborhood](#).

Selig later graduated from the University of Wisconsin-Madison with a degree in American history and political science. His roommate at Madison was Herb Kohl.



After graduation, Selig joined his father Benjamin in the family's car leasing enterprise. The business was successful enough to allow Bud to invest heavily in the Milwaukee Braves, after the team moved from Boston to Milwaukee. When in 1964, Selig learned that the team's major owners were relocating the team to Atlanta, he divested his stock. Insistent on returning baseball to his hometown, he purchased the Seattle Pilots in bankruptcy court in 1970 and renamed them the Milwaukee Brewers, after his beloved minor league team. Under his tenure, the Brewers went on to the World Series in 1982 and built a new stadium, Miller Park (today's American Family Field).

After his family sold the Milwaukee Brewers, Selig remained in the game, becoming the ninth Commissioner of Baseball in 1998. Under his leadership, major league baseball experienced (1) a 400 percent increase in revenue and annual record-breaking attendance, (2) the introduction of the wild card, interleague play, and (3) enforcement of ethical prohibitions including gambling on games and the use of steroids and other performance-enhancing drugs.

In the second half of the 20th century African Americans began to migrate to the Enderis Park neighborhood. This happened for two reasons: (1) the need for housing following the razing of over 8,000 homes in the African American Bronzeville community in the late 1950s through the mid-1960s (see [Halyard Park neighborhood](#)), and (2) the availability of family-supporting jobs in industry in the former Granville community and the Northwest Side. As in most German-dominated areas in Milwaukee, the integration of the new population proceeded relatively smoothly particularly after the passage of the national fair housing law and the Milwaukee fair housing law in 1968. Many African American families were able to purchase homes and move into the middle class.

Unfortunately, the deindustrialization movement that began in the 1980s arrested this course. Manufacturing employment in Milwaukee fell 77 percent, from a peak in 1963 to the present. What had been a working-and middle-class area on the Northwest Side was in economic decline.

### Current populations (as of 2021)

Today, approximately one-third of the residents of Enderis Park are African American and approximately 1 in 20 are Latinos (mostly with ancestry in Puerto Rico or Mexico). Just under 6 in 10 residents are white, with about one-third citing ancestry in Germany, and most of the rest in Poland or Ireland. There is also a smattering of Hmong and American Indians in the neighborhood. Enderis Park skews young, with one-third of the residents aged under 20. Females significantly outnumber males.

Just over half of the residents live in low income to lower middle-income households, with annual incomes under \$25,000 to \$50,000; but just under one-quarter live in upper middle income-households, with annual incomes of \$75,001 to \$150,000. The neighborhood is well educated, with over half the residents over 25 holding bachelor's or graduate degrees. The largest number of jobs held in Enderis Park are in the fields of management, education, and sales.

Home ownership in the neighborhood is relatively high, with slightly over half the property units being owned. Over three-quarters of the select monthly costs (e.g., mortgages, taxes, deeds of trust, contracts to purchase, insurance) are in the range of \$1,001 to \$2,000. Rents are modest and over three-quarters of the rented units go for \$501 to \$1,000.

The area has an active neighborhood association. In 2006 the organization was successful in raising funds to overhaul the Enderis Park playground and install the Magic Grove sculpture (see photo).

## IMPORTANT NEIGHBORHOOD FEATURES

- **One God Ministry Church**, at 73rd & Burleigh, is a local non-denominational religious organization (see photo).
- **Mother of Good Council Catholic Church and School**, at 60th St. and Lisbon, was an early settlement in Enderis Park, built in 1928.
- **Enderis Park**, at 71st and Chambers (see above and below).

## RECURRING NEARBY OUTINGS (Health conditions permitting)

In the following section the website addresses have been eliminated due to technical problems with the various ways different web browsers display PDF files. Website information on these events is available through the book *Milwaukee Area Outings on the Cheap*. See below.

JULY 4TH CELEBRATION--ENDERIS			
When?	Where?	Description and contact info	Admission
July 4, 8:30-11:30am	Enderis Playfield, 2978 N. 72nd	Parade, games, music, watermelon-eating contest.	Free

FREE FAMILY SWIM			
When?	Where?	Description and contact info	Admission
Tue. 6:00-6:55pm females; 7:00-7:55pm males	Washington H.S., 2525 N. Sherman Blvd., enter main gym door on Sherman Blvd.	Indoor swimming with swim caps available for purchase (children 7 and under must be accompanied by adult). 875-6025	Families, free

JULY 4TH CELEBRATION--SHERMAN			
When?	Where?	Description and contact info	Admission
July 4th, 9am-12:30pm	Sherman Park, 3000 N. Sherman Blvd.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, games.	Free

These outings are provided courtesy of MECAH Publishing.

## QUOTES FROM RESIDENTS

*If you are a resident of Enderis Park and have an interesting observation to make about this neighborhood, send your quote to [JFLanthropologist@sbcglobal.net](mailto:JFLanthropologist@sbcglobal.net)*

PHOTOS



Today's neighborhood-  
One God Ministry Church at 73rd & Burleigh



Today's neighborhood-  
Magic Grove sculpture at Enderis Park



Today's neighborhood-  
Houses 67th & Locust



Today's neighborhood-Houses at 67th & Hadley

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<sup>1</sup> Photo attribution: [https://upload.wikimedia.org/wikipedia/commons/5/5b/Bud\\_Selig\\_on\\_October\\_31,\\_2010.jpg](https://upload.wikimedia.org/wikipedia/commons/5/5b/Bud_Selig_on_October_31,_2010.jpg)

For more information on Milwaukee neighborhoods, refer to John Gurda's *Milwaukee, City of Neighborhoods* and Jill Florence Lackey's and Rick Petrie's *Germans in Milwaukee: A neighborhood history*.

Do you have great photos of this neighborhood? Are you a resident with an interesting quote about this neighborhood? Do you have recurring outings, additions, corrections, or general comments about this neighborhood? Please email your input to: [JFLanthropologist@sbcglobal.net](mailto:JFLanthropologist@sbcglobal.net)



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