

*Approximate boundaries:*

**N**-N. Halyard St; **S**-W. Fond Du Lac Ave;

**E**-N. 6<sup>th</sup> St; **W**-Hwy 43

# NORTH SIDE *Hillside*

## NEIGHBORHOOD DESCRIPTION

The Hillside neighborhood is a residential island surrounded by industry and freeways. The main housing styles in Hillside are the multi-story apartment complexes and one-story homes around the parks. Interspersed are a few old industrial buildings.

There are two parks in the Hillside neighborhood--James W. Beckum Park, which has an area for little league baseball, and Carver Park, a 23-acre space with playground equipment. See photos below.

## HISTORY

The area that is today's Hillside neighborhood is located in the center of what was once known as the city's Bronzeville community (with borders within Juneau and North Avenues, and old 3rd and 17th Streets—the widest area given by local historians). And before there was Bronzeville, there were other communities in today's Hillside area.

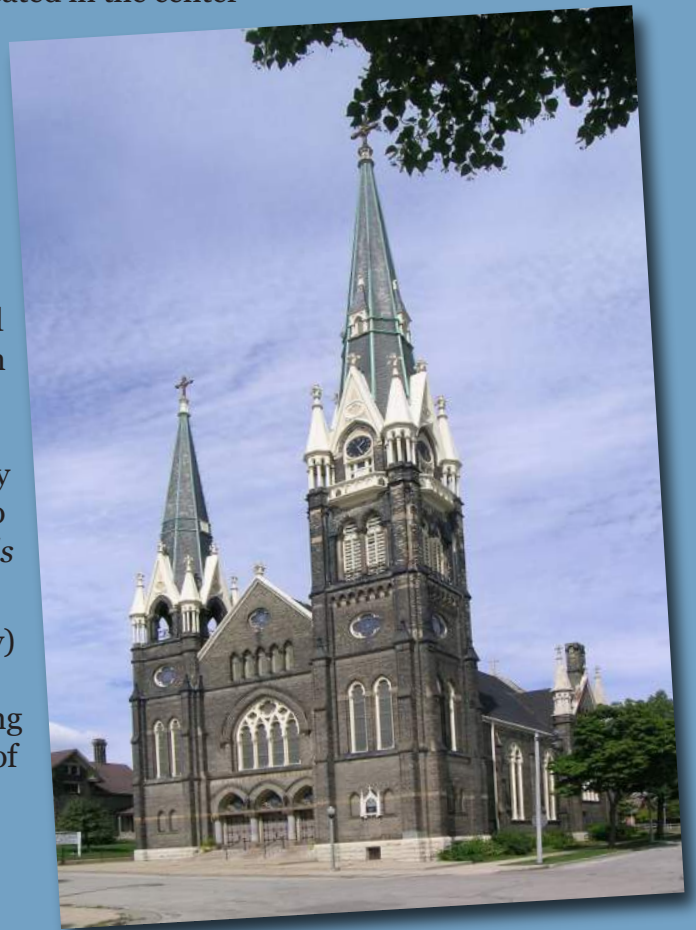
### Early populations

The original area comprising Hillside was developed after 1850. The early population was mostly German and they lived within walking distance of jobs at tanneries, the Schlitz Brewery, shoe factories, and mills. The Hillside neighborhood specifically attracted a number of German elite. According to John Gurda in *Milwaukee, City of Neighborhoods* (p. 188):

So many Uihleins (owners of the Schlitz Brewery) lived on or near Galena Street that the area was known as "Uihlein Hill," conveniently overlooking the family's Third Street brewing complex. One of their mansions, which stayed in the family until the 1940s, stood just north of what is now the Hillside Terrace Family Resource Center.

The anchor parish of the German Lutherans was St. John's Lutheran Church. After church many Germans of all faiths took their families to the Schlitz beer garden near 8th and Walnut.

By 1900, some of the Germans in the area were moving to other locations north and west of their original settlement, and new populations were arriving. These included African Americans, Eastern European Jews, Slovaks, Poles, Czechs, and Hungarians. One young Jewish woman who settled in the area was Goldie Mabowehz (see her profile below).



Today's neighborhood-  
St John's Lutheran Church at 8th & Vliet

## Spotlight on Hillside resident (early 1900s)

*(Information from U.S. Census and other public records)*

### Golda Mabowehz Meir

Born in Russia to parents Morris and Bella Mabowehz, Golda grew up on Milwaukee's Near North Side. Her family first settled on 6th and Walnut Street on the border of today's Hay Market and Hillside neighborhoods in the years following the turn of the 20th century. There the family lived in the building where they ran a grocery store. In her later memoirs

Golda wrote about the excitement of being in Milwaukee with the great department stores like Schuster's and the endless procession of cars, trolleys and shiny bicycles on the street. In the neighborhood, Golda attended Fourth Street Grade School (today's Golda Meir School). She actually began her activism at the school when she organized a fundraiser to pay for her classmates' textbooks (see childhood photo<sup>1</sup>).

Golda's family soon moved deeper into today's Hillside neighborhood--at 2136 N. 10th Street, where Golda began attending North Division High School. During this time she met and became romantically involved with Morris Myerson (name later changed to Meir), who worked as a painter and a writer. Both became very interested in Zionism. With her parents urging her to avoid marrying too early, Golda went on to college and graduated from Milwaukee Normal School--today the University of Wisconsin-Milwaukee. Following graduation, she took a job at the Milwaukee Public Library for 20 cents an hour.

She and Morris married. They rented their first unit in the Hillside neighborhood and in 1919 moved to 13th and Juneau (then Chestnut Street) in today's West Town neighborhood. In spring of 1921, Golda and Morris left Milwaukee for Palestine, determined to play a salient role in the struggle for a Jewish homeland.

The rest of Golda's story is history. She became chief negotiator between the Jews of Palestine and the British Mandatory Authority. When Israel was officially established in 1948, she served as Minister of Labour and Foreign Minister, and was elected Prime Minister of Israel in 1969. To this day, she is regarded as one of the most remarkable world leaders.



### *Bronzeville emerges*

Free blacks had lived in Milwaukee since the turn of the 19th century. Milwaukee's first mayor, Solomon Juneau, had an African American cook named Joe Oliver. Most of the earliest arriving blacks who settled in Milwaukee were self-employed or semi-skilled workers, and lived in every area of the city. Many owned property.

Much would change during the period called the Great Migration, which began in 1910. Many push-pull factors would contribute to urban migration of blacks all over the United States--factors including worsening racism in the South, higher wages in the North, and the wartime decline in European immigration--which reduced the number of available workers in

ADVERTISEMENT

# *Introducing* **Milwaukee children's book**

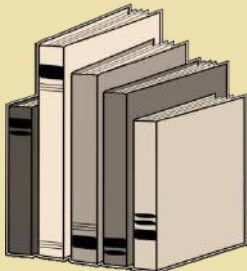
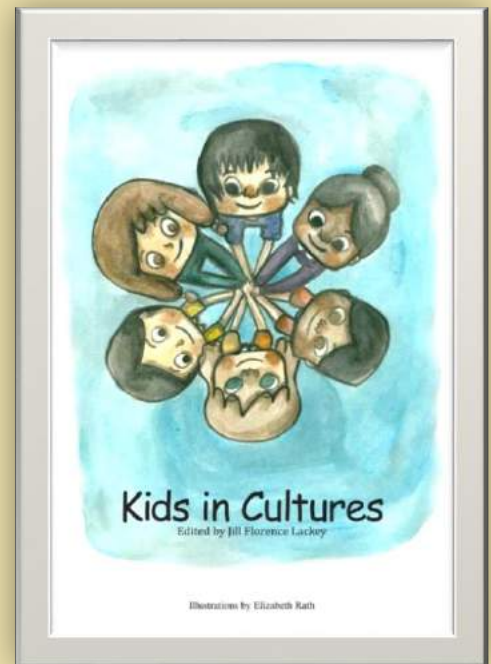
Tales taking place in greater Milwaukee areas

Authors are scholars in their fields

## *Kids in Cultures*

Stories taking place in Lincoln Village, Bronzeville, and other local spots

- In "Mammoth meat," archaeologist Dr. Alice Kehoe uses evidence from a prehistoric site on Lake Michigan to speculate on the early culture of Paleoindians that lived 13,500 years ago.
- In "Barbara Smith is German?" cultural anthropologist Dr. Jill Florence Lackey introduces kids to a family that denied its ethnic background in the past because of associated stereotypes.
- In "Showing up is important: A Hmong virtue," Dr. Chia Youyee Vang and Tujntsuj Laujxieb Yang take young people inside a small community that maintains ethnic bonds in distinctive ways.
- In "Firefly nights: An urban Oneida story," enrolled Oneida Indian, Kitty Hill, narrates an enchanting story about a family that maintains ties to a common homeland.
- In "Snow falls in Bronzeville: A story of a lost central city neighborhood," cultural anthropologist Dr. Sienna Jacks gives a mesmerizing account of a close-knit neighborhood where African Americans and Jews cooperated for the good of the residents.
- In "The Braves take the World Series: A Polish and Mexican story," cultural anthropologist, Dr. Jill Florence Lackey introduces kids to ethnic groups that found their common grounds.



**MECAH Publishing**

*Milwaukee Ethnic Collection of Arts and Humanities*

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

industrial cities. Milwaukee actually played a central role in this migration. A city industry, Allis Chalmers, produced the cotton-picking machine, which put many blacks in the South out of work. In addition, some local industrialists began recruiting African Americans from the South.

In the next 60 years, the population of African Americans in Milwaukee grew over 100-fold. Most blacks who arrived in the city during and after the Great Migration were less educated and less skilled than the early migrants. The combination of increasing numbers, the lower socioeconomic status of the new arrivals, and American ideas about race all played roles in a series of constraints African Americans would face in Milwaukee. Policies often worked to segregate black communities and, curiously, to break up these communities as well.

Ghettos would develop in black urban areas for a variety of reasons. These included laws where municipalities zoned industrial areas that surrounded black neighborhoods to keep blacks contained in those areas, restrictive agreements where deeds stipulated who could and could not purchase the property, the refusal of financial institutions to approve mortgage loans for African Americans, and redlining in the private housing market.

By mid-century, most African Americans in Milwaukee lived within one square mile in the central city—an area known as Bronzeville. Walnut Street was the community's business and entertainment center. Remnants of past populations remained in Bronzeville and generally cooperated with the majority African American population in keeping the neighborhood viable. In the oral history of Bronzeville, conducted by anthropologists at Urban Anthropology Inc., many former residents of Bronzeville recalled the strength of this community—its scores of businesses, the sense of community, and the way residents looked out for each other's children. (See quotes from this study in all the neighborhoods that once comprised Bronzeville.)

African Americans were never the only population in the area known as Bronzeville. The Jewish population remained strong on the blocks into the 1950s. Jews and blacks often cooperated in business ventures, such as jointly managing the Regal Theater on Walnut Street.

One woman who settled briefly in the Bronzeville area was an academy award winning actress. See her profile below.

### **Hillside resident profile**

*(Information from U.S. Census and other public records)*

#### **Hattie Holbert McDaniel**

In 1929, Hattie Holbert McDaniel (see photo<sup>ii</sup>) moved to a rented flat on North 7th Street in today's Hillside neighborhood—then Bronzeville. She was born in 1895 in Kansas, the youngest of 13 children of former slaves, Henry McDaniel and Susan Holbert. Her father Henry had fought in the Union Army for the 122<sup>nd</sup> Colored Troupes during the Civil War. One of Hattie's brothers, Sam McDaniel, developed a career in Hollywood, playing the role of a butler in a Three Stooges' short film, among others. Also interested in the entertainment field, Hattie wrote songs and joined a black touring ensemble in the early 1920s in Denver and Chicago. She briefly became a recording artist for Okeh and Paramount Records.



However, the advent of the Great Depression changed the course of Hattie's career. In 1929, the only job she could find was that of a restroom attendant for the Madrid Club on 126th and Bluemound, just outside of Milwaukee. The Madrid Club had a reputation for excellent music and food, but was chiefly known as a speakeasy with access to gambling. Having rented a flat in old Bronzeville, Hattie added to her income by taking in a roomer named Robert Ray, who worked as a street laborer.

Hattie did not remain long in old Bronzeville. By 1931 she joined her brother Sam and sisters in Los Angeles. She managed to get small roles in several films, including one with Mae West (another former Milwaukee connection). Her pay was so low that she continued working as a maid.

Hattie's major break came when she auditioned for and won the role of slave Mammie in *Gone with the Wind*. The movie, released in 1939, became an instant blockbuster and received many Oscars. Hattie McDaniel won in the Best Supporting Actress category, becoming the first African American to win an Oscar.

Yet another Hillside resident would prove to be a major groundbreaker. See below.

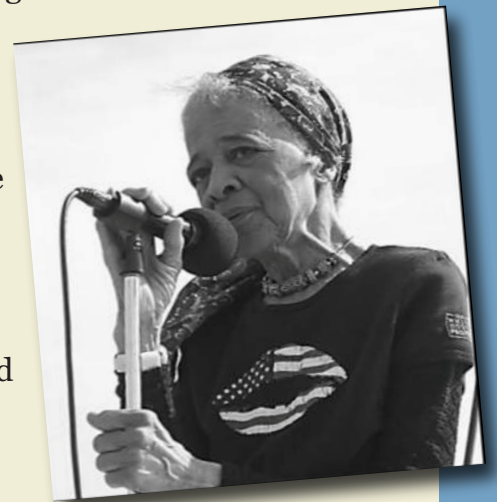
### **Spotlight on Hillside resident (late 20th century)**

*(Information from U.S. Census and other public records)*

#### **Vel Phillips**

Velvlea Hortense Rodgers Phillips (see photo<sup>iii</sup>), was born on February 18, 1924 to parents Russell Lowell Rodgers and Thelma Etha Rodgers (nee Payne). Her maternal ancestors included an A.M.E. bishop and African missionaries. According to World War Two draft records, the Thelma and Russell Rodgers family lived at 1740 North 7th Street in the heart of Bronzeville (today's Hillside neighborhood) during the 1940s. Records suggest she may have also had a southside connection, as her father was living on South 26th Street just before his marriage to Thelma. While in the Bronzeville area, Vel attended Garfield Avenue Elementary School, Roosevelt Junior High School, and the mostly white North Division High School. Through the Elks Lodge Competition, she won a scholarship to Howard University in 1942. During her time at Howard, she married Dale Phillips.

Warren Dale Phillips was born in Omaha, Nebraska in 1922. His parents were Severn Phillips and Viva Phillips (nee Scott). He served in the US Army during World War Two, just prior to his marriage to Vel in 1945. After their marriage, Vel and Dale Phillips moved to 2237 North Booth in the Riverwest neighborhood. The couple attended the University of Wisconsin, both receiving law degrees. Vel was the first black woman to earn an L.L.B. degree from the University.



But this was just one of Vel's *firsts*. With Dale's help, she became the first African American *and* the first woman to win a Milwaukee Common Council seat. While Dale practiced law at his office on Wisconsin Avenue, Vel introduced Milwaukee's first open housing ordinance to the council. The bill failed several attempts. Finally, following months of fair housing marches in 1967, the bill passed.

But the *firsts* didn't end there. In 1971, Phillips was appointed as the first woman to the Milwaukee County Judiciary. In 1978, she became the first woman and first non-white to be elected Wisconsin's Secretary of State. In 2002, Phillips was appointed "Distinguished Professor of Law" at Marquette University School of Law.

While Dale died in 1988 and was buried at Wood National Cemetery, Vel Phillips never stopped fighting for social justice.

### *The business district of Bronzeville*

The following tables list some of the businesses in the Bronzeville area during the time that the African American population was growing in the area—1930-1950. The businesses listed are on Walnut Street between 3rd Street and 17th Street and North Avenue between 3rd Street and 17th Street (the widest area given by some for the Bronzeville community).

#### 1930: The early years of the Great Depression

The African American community would have been small in 1930 relative to the German and Jewish communities. \*Note that national Prohibition was still in effect, hence one finds all the "soft drink" businesses (some no doubt were "speakeasies")

**Race and national/ancestral origins of owner names were checked on census data** (this sometimes required looking at the parent or grandparent of the individual to determine nation of origin, and language [Yiddish, "Jewish," etc.]

Yellow: Jewish business

Green: German, Slavic, or other European business

Blue: African American business

Gray: Asian businesses

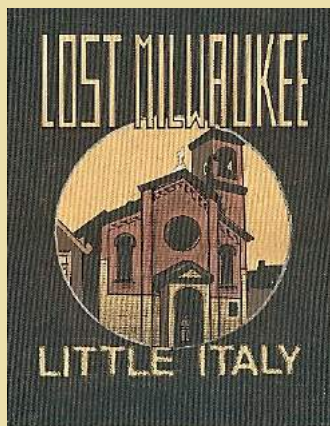
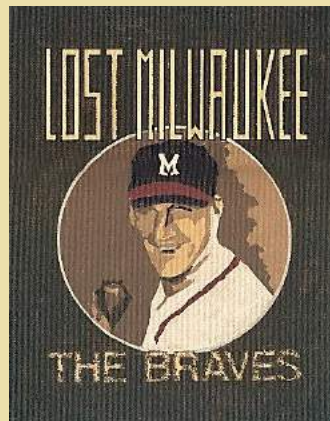
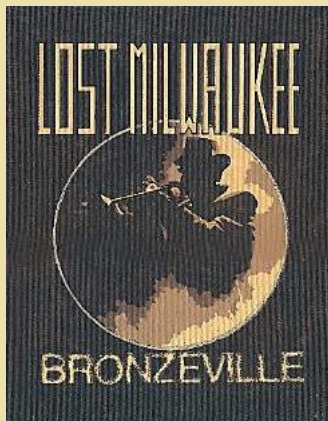
No highlight: No info found

Address on W. Walnut St.	Names of businesses and organizations from <u>Milwaukee City Directory</u>
320	Michael Dadamo Soft Drinks
333	Alvin L. Thompson Printer
324	Moy Sing Laundry
406	Julius Wilksmann Barber
427	Radio Chicken Shack

ADVERTISEMENT

## The Lost Milwaukee Series

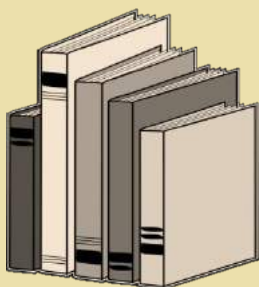
Canvas reproductions by local artist  
SLJ



10.5" x 13.5", unframed reproductions on poster board that evoke three loved institutions that once thrived in Milwaukee, but were tragically lost in the 1960s. Bring back the memory.

Each: \$25 (free shipping)  
All three: \$70 (free shipping)

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

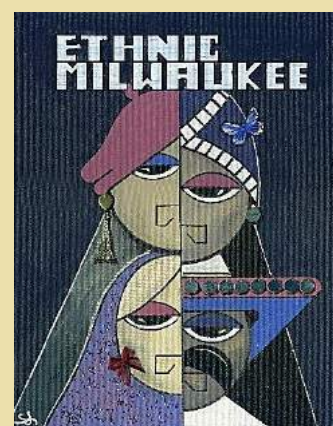
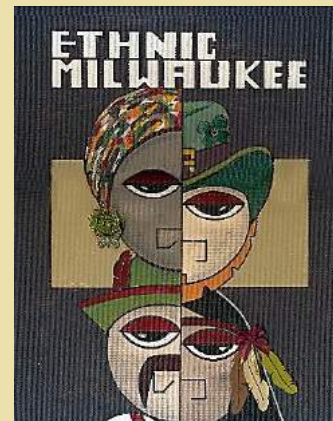


**MECAH Publishing**  
*Milwaukee Ethnic Collection  
of Arts and Humanities*

ADVERTISEMENT

## The Ethnic Milwaukee Series

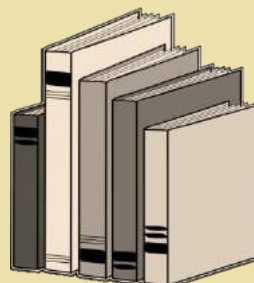
Canvas reproductions by local artist  
SLJ



10.5" x 13.5", unframed reproductions on poster board that celebrate Milwaukee's diversity (images representing Irish, African American, German, American Indian, Polish, French, Latino, Hmong).

Each: \$25 (free shipping)  
Both: \$40 (free shipping)

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



**MECAH Publishing**  
*Milwaukee Ethnic Collection  
of Arts and Humanities*

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
514-16	Western Wet & Family Laundry
“	Mrs. Lulu Jones Dry Goods
“	Charles Jones Shoe Shiner
519	St. Stephen's Catholic School (Sisters of Notre Dame)
527	Louis Medved Soft Drinks
531	Home Café Restaurant
602	Edwin E. Wiegand Drugs
“	Postal Substation #71
“	Modern Wire Works
603	Standard Oil Co. Filling Station
604	Jacob Kuvik Soft Drinks
605-09	St. Vincent de Paul Society
“	Catholic Big Brothers
608	Anton da Mato Grocer
610	George Pendleton Barber
611	Willie Jones Billiards
612	Fred Bobo Dentist
“	James Burke Confectionary
614	Nathan Skorchinsky Tailor
615	Harry Turner Restaurant
615 rear	Schaeffer & Lukuf Junk
616	Hubinger Laundry
617	Samuel Handmand Dry Goods
618-20	Eastern Motor Co.
619	Samuel Horwitz Grocer
621	Eastern Laundry Co.
625	De Reef & Dorsey Lawyers
“	Malcolm M. King Physician
626	Theodor Hirschfield & Sons Meats
627	Jacob Churchman Shoe Repair
628	Isadore Weiss Grocery

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
629	Morris Bleeck Women's Wear
630	Max Ancelovitz Restaurant
631	Clarence S. Schmidt Drugs
701	Abraham D. Saffro Men's Furnishings
"	George W. Hamilton Jr. Lawyer
"	Holly G. Rankford Chiropractor
"	Bertwood R. Downs Real Estate
702	Joseph Cohn Delicatessen
"	Nickols Virdumarus Dentist
703	Charles Waller Restaurant
705	Blumberg & Co. Radios
706-08	Walter Perkins Auto Industry
"	Wallace E. Liggins Shoe Repair
709	George L. Vinson Restaurant
710	Joseph Plotkin Delicatessen
711	Krasno Brothers Bakers
712	Guten & Cohen Delicatessen
"	Morris Levin Cigar Manufacturer
713	Hermin Tishler Meats
714	Benjamin Feder Delicatessen
715	Liberty Printing Co.
717	Rotter Brothers Bakery
718	H. Rudoy & Son Glass Dealers
720	Harry Horlick Fruits
721	Samuel Lerner Barber
722	John L. Slaughter Real Estate
"	Mattie Presley Beauty Shop
724	Abraham Becker Meats
725	Schmidt & Sons Roofers
726-28	Liberty Billiard Parlor

ADVERTISEMENT

# *Introducing* **The Milwaukee Series**

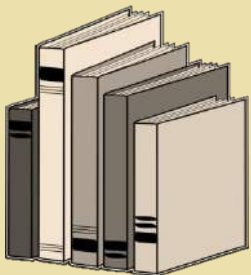
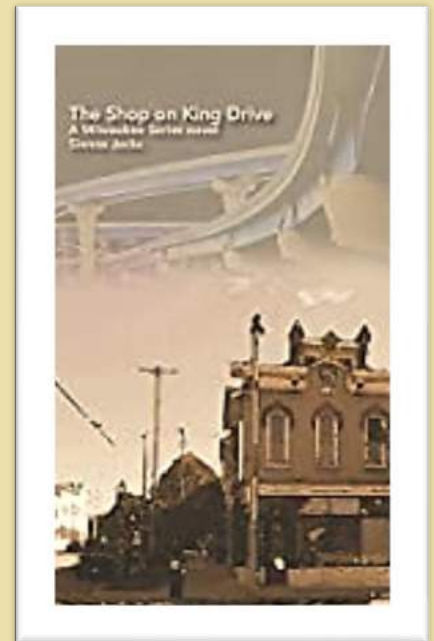
Novels that educate readers on Milwaukee neighborhoods

This series, written by mystery novelist Sienna Jacks takes place in historic neighborhoods in Milwaukee.

## *The Shop on King Drive*

Illuminating the history of the original Bronzeville

A mystery arises out of the ruins of urban renewal. Two young anthropologists, conducting research to develop a museum 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. The research demonstrated the racist assumptions and ill-advised urban planning of city leaders of the times. While interviewing community survivors, the anthropologists note that the name of a particular attorney kept entering the conversation. According to most, 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. The young anthropologists had to answer these questions before they could open the museum.



**MECAH Publishing**

*Milwaukee Ethnic Collection of Arts and Humanities*

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

*All of the author's royalties go to supporting neighborhood museums and exhibits in Milwaukee, when book is purchased through the publisher*

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
726-28	Liberty Hall
727-29	Philip Samosky Filling Station
800	Lapham Park
“	Theodore Roosevelt High School
801	Samuel Cohen Grocer
803	Sanitary Comforter Manufacturing Co.
808	Nathan Sands Insurance
808	Samuel Letwin Accountant
“	Labor Temple
810	Frank Clark Soft Drinks
811	Max Scheilkin Filling Station
812	Meyer Sinitzky Grocer
814	Joseph Habush Meats
817	Herman Zetley Furrier
818	Harry Bookstaff Dry Goods
822	Benjamin Weiss Plumber
823	Poro Beauty Shop
825	Morris Galperin Tailor
827	J. Swed Shoe Co. wholesalers
828	Merit Pink Shoe Shiner
“	Edward Collett Shoe Repair
829	White House Barber Shop
830	Herman Jaffe Drugs
831	Max Branovan Shoes
901	Morris Koven Jeweler
“	Certified Service Association
“	General Service Corporation Real Estate
“	Nathan A. Packefsky Lawyer
902	Louis Bevson Grocer
903-05	Abraham Borenstein General Mdse. [?]
904	Harry Cohen Meats

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
907	Morris Parchefsky Shoes
“	Benjamin Parchefsky Plumber
908	Morris Tenanbaum Confectionary
910	Jacob Ulevich Real Estate
912	J. H. Wenzel & Co. Printers
913	Reliable Printing Company
914	Walnut Street Market
914 ½	Morris Meltzec Shoe Repair
915	Louis Mantel Baker
916	Jacob Edlen Jewelers
924	Eugene J. Shewitzer Garage
“	Abraham Urkofsky Barber
925	Edward Jackson Physician
926	Rottman & Duckler Real Estate
927	Hy-Way Movers
929	Aaron Glusman Meats
930	Mercantile Brokerage Co.
“	D. Matres & Sons Inc. Radio
“	D.F. & W. Realty Co.
931	Phillip Smith Fruits
“	Louis Manta Tailor
1001	Maurice Germann Restaurant
1002	Jacob Goldberg Drugs
“	Charles Gratz Dentist
1004	Isaac Cohen Jewelers
“	Charles Holvey Dentist
“	Milton Spitz Physician
1005	Winnebago Auto Replacement (wholesaler)
1009	Urkofsky Brothers Barbers
1011	Samuel Horowitz Soft Drinks
1018	F. Perchonok & Sons Coal

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
1018	Badger Waste Paper Co.
1022	Mrs. Rose Blodel Dry Goods
1023	Columbia Theater
1024	Max Polya Restaurant
1026	Lapham Billiards Hall
1027	Philip Raskin Plumber
1028	Andrew Goldwyn Drugs
1029	Samuel Belfor Soft Drinks
1101	Emil Blaskovics Meats
1102	John Velles Soft Drinks
1102 ½	Jacob J. Hercher Photography
1104	Hymen Rittberg Barber
1112	Joseph Gair Shoe Repair
1113	Joseph Forman Barber
1115	Eagle Hand Laundry
1117	General Printing Co.
1119	Wisconsin Credit Bureau
1120	Union Drug Store
1122	Charles Hiken Lawyer
“	Abraham Hiken Accountant
“	Timothy W. O'Donovan Physician
“	Joseph Seidelman Dentist
“	Joseph Kratnik Dentist
“	Isadore Glicklitch Dentist
“	Paul Boehm Chiropractor
“	Robert Meger Photographer
“	Stumpf's Hall
1124	Hiken Brothers Leather
1126	Novelty Boot Store
1128	Herbert L. Polzer Jeweler
1130	Stumpf's Inc. Clothing

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
1202	Clared Pharmacy
1202 ½	Gust Pappas Shoe Shiner
1205	William F. Weingart Physician
“	Elmore E. Burritt Dentist
1206	Gustav Schmidt Physician
“	Philip Schmidt Physician
“	Lemke & Schneider Investments
“	Reukema & Lemke Lawyers
1207	Frank Preuss Co. House of Radios
1209	Samuel Lubotsky Leather
1210	Ray Colle Barber
“	Gust Pappas Shoe Shiner
1211	C. LaSigna Co.
1213	John Mueller & Sons Meats
1217	Badger Paint & Hardware Stores
1219	Retzlaff & Betts Barbers
1220	Grants Auto Supply Co.
1221	Royal L. Stoddart Soft Drinks
1221 ½	John W. Murdock Dentist
1225	Home Finders Exchange
“	Dodson & Kusick Lawyers
“	Eugene L. Knoblauch Real Estate
1227	Peter Bies Soft Drinks
1229-31	Fefer Printing Co.
1302	Timothy McCune Confectioner
1308	Karl H. Breitrick Restaurant
1313	Aug Pica Coal
1322	David Nissenbaum Painter
1325	Rockteschel & Ahnert Lawyers
“	Haltner & Rockteachel Insurance
1326	Brake & Speedometer Service Corp.

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
1330	Jacob Denkinger Soft Drinks
1402	John Leinmouse Soft Drinks
1404	Andros Rosenkranz Barber
1406	Jens P. Jenson Shoe Repair
1408	Charles Kirch Real Estate & Coal
1418	Elmer E. Trantow Upholstery
1422	Arthur Fry Barber
1423	Mathew Palm Grocer
1426	John Bauman Violin Manufacturer
1434	George Spang Shoe Repair
1436	Ernst Pretschold Co. Awnings
1501	Louis Tomasovic Soft Drinks
1500	Everpure Ice Co.
1508	John Rittner Undertaker
1518	Charles J. Jeracic Soft Drinks
1524-26	Prompt Auto Service
1531	George J. Reid Real Estate
“	Lakeside Corp. Clock Manufacturer
“	National Realty Co.
“	Prat-Lane Co.
“	City Collection Agency
1532	Standard Oil Co. Filling Station
1601	Gotthold Kindler Barber
1602	George Kessler Soft Drinks
1605	John Pechacek Cigars
1606	Robert B. Fenn Bakery
1614	Benjamin Hartzman Dry Goods
1620	Rudolph Weissman Soft Drinks

Address on W. Walnut St.	Names of businesses and organizations from <u>Milwaukee City Directory</u>
1625	B&H Market Co.
1626	National Slovak Western Union Hall
1628 ½	Harry B. Sadoff Physician
1629	Hartzhelm's Pharmacy
1630	John Sukun Soft Drinks

Summary of 1930s: The eastern stretch of the Bronzeville Walnut business district had businesses evenly divided among Jews (nearly all from Russia or Poland) and African Americans (from MS, GA, AL, LA, IA and the Caribbean). The central stretch was dominated by Jewish-owned businesses. The western stretch had businesses owned by a wide range of ethnics, usually first generation immigrants, including Germans, Hungarians, Slovaks, Greeks, Italians, Austrians, Czechs, and Bohemians.

#### 1941: The late years of the Great Depression

The African American community would have been larger in 1941. \*Note that national Prohibition was over, so one will see most of these "soft drink" businesses of the 1930s now officially listing as taverns.

Yellow: Business also listed in 1930

Address on W. Walnut St.	Names of businesses and organizations from <u>Milwaukee City Directory</u>
214-18	Joseph Schlitz Brewing Co.
326	Michael Dadamo Tavern
332	Silvercraft Studio Photographers
336	Frank Scheerenberg Tavern
424	William Steinmeyer Garage
525	St. Stephen's Catholic School
528	Dorothy Blagburn Hosiery
537	Our Chicken Shack
538	St. Matthew C.M.E. Church
600	Edwin Wergant Drugs
603	Michael Weiss Filling Station
604-06	Elmer Franklin Tavern

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
607-11	Society of St. Vincent de Paul, Second Hand Furniture
608	Novelty Beauty Shop
617	John Holly Billiards
619	Elvis Ridgway Restaurant
619A	Schaeffer & Lukuf Junk Shop
620	Atlas Laundry
623	Sam Handman Second Hand Clothing
624	Eastern Motor Co. Auto Repair
625	Ernest Burns Tavern
629-33	Eastern Laundry Co.
632	V & V Meat Market
634	Isadore Weiss Grocery
635	Jacob Churchman Shoe Repair
635a	Malcolm King Physician
635a	James W. Dorsey Lawyer
637	Morris Bleek Dry Goods
638	Max Ancelovitz Tavern
639	Saul Ladish Drugs
700	Louis Medved Tavern
701	Marcus Fliel Drugs
702	George w. Hamilton Lawyer
703	Jay P. Gilmar Physician
705	Regal Cleaners
706	Regal Theater
707	Blanche's Beauty Chest
709	Mrs. Vera Taylor Dry Goods
710	Samuel Plotkin Delicatessen
711	Clinton Harris Tavern
714	Isaac Cohen Delicatessen
715	Anton Krasno Baker
717	Anton Buxbaum Shoes

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
718	Joseph Thomas Tailor
721	Liberty Printing Co.
722	Harry Turner Restaurant
725	Rotter Brothers Bakers
726	Mae's Beauty Salon
728	Red Waite Restaurant
729	Sally Marshall Beauty Shop
732	W.A. Mason Tailors
733	Schmidt & Sons Hardware & Roofing Co., Inc.
734	Calvin Robeson Billiards
735	Tankar Service Station
736	Liberty Hall
738	Oriental Tavern
800	Theodor Roosevelt Junior High School
801	Cut Rate Meat Market
806	Hendricks Drug Store
808	Samuel Richardson Physician
810	Elite Tavern
812	Thomis Artis Clothes Presser
815	Schweitzer Garage
816	Chic Beauty Salon
819	Robert Campbell Shoe Shiner
820	Bessie Bookstaff Dry Goods
823	John Galloway Tavern
824	A & A Cartage & Fuel Co.
825	Iowa Hat Shop Cleaners
825A	Peter Schmitz Painter
827	Charlie Sing Laundry
828	Monroe Adams Barber
830	Robert Turnley Cigar Manufacturing
831	Mark William's Barber

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
834	Elsie's Lunch Room
835	Samuel Slate Confectioner
836	Musician's Mutual Protective Association, Local 587
837	Morris McLaine Gift Shop
839	Band Box Cleaners
900	Silverstein Meats & Groceries
901	Morris Koven Jeweler
902	Aaron Blusman Meats
903	Edward Corley Barber
905	William Townsend Hat Cleaner
907	Adam Dell Shoe Repair
908	Anton Newman Shoe Repair
912	Jacob Ulevich Inc. Insurance & Travel Bureau
912	Jewish Daily Forward
914	J.H. Wenzel & Co. Printers
916	J.H. Wenzel & Co. Printers
917	Reliable Printing Co.
918	Milton B. Gallas Fish
919	Walnut Bakery
919A	Walnut St. Market Meats
922	Lazar Letwin Grocery
923	Carl Bach Delicatessen
928	Mid West Motor Co., Repair
930	Jack Urkofsky Barber
931	Edward Jackson Physician
933	Harry Turnansky Fish
934	Joe Mitz Leather
935	Morris Goldstein Meats
936-38	D. Matos & Sons Inc. Wholesale General Merchandise
936	F & W Realty Co.
937	Alf Byrd Shoe Shiner

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
939	Lou's Bar-B-Q
1000	Jacob Goldberg Drugs
1001	Blommer Ice Cream Corp.
1004	Jacob Kleinman Apron Manufacturer
1006	Milton Spitz Physician
1017	Aaron Urkofsky Barber
1021	Joseph Gaer Shoe Repair
1024	F. Perchonok & Sons Coal
“	Badger Paper Excelsior Co.
1028	Mt. Nebo Baptist Church
1030	Meister Wood Turning Shop
1034	Lapham Billiard Hall
1035	Crystal Cleaners
1037	Congregation Anshe Brith Sholem
1038	Salvation Army Men's Social Service Department—Outlet Store
1039	Fred Geidl Tavern
1100	John Dasek Tavern
1101	Emil Blaskovic Meats
1108	Nathan Skortinsky Tailor
1110	Morris Popuch Tailor
1114	Walnut Fruit Market
1116	Jacob Lederman Dry Goods
1122	Union Drug Store
1123	Eagle Hand Laundry
1125	Isadore Gardner Barber
1126	Canak Realty
“	Nathan Hedes Dentist
“	Bakery & Confectionary
“	Workers Union Local #2
“	Paul Boekus Chiropractor

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
1126	Nathan Puchefsky Lawyer
1128	Standark Lamp Co.
1130	Modern Shade & Linoleum Co.
1132	Hubert Polzer Jeweler
1134-38	Twelfth Street Stove—Women's Furnishings
1204	Patzer & Bast Lawyers
"	Roy F. Bast Real Estate
"	Charles F. Schneider Real Estate
1206	Gust Pappas Hat Cleaner
1208	Luke Burke Dentist
1209	William Wemgart Physician
1210	Ishem E. Kaufman Coal
"	Lewis Cohen Physician
1211-13	La Signa Cigar Co
1212	Ray Colie Barber
1214	William Benz Tavern
1215	Lubotsky Leather
1219	Mueller Meat Market
1223	Manufacturers Retail Furniture Co.
1227	Steph Adler Barber
1228	Petroleum Equipment Co.
1229	Paul Gabor Tavern
1233	Harry Brown Restaurant
1235	Edward J. Hamata Real Estate
"	Joseph Blatecky Lawyer
1237-39	Hollywood Restaurant
1243	Fefer Printing Co.
1302	Max Nelson Grocery
1308-10	Everpure Ice & Coal Co.
"	Carleys Letter Service

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
1308-10	Wisconsin Spring & Wheel Co.
1331	Rockteschel & Anhart Lawyers
1336	Louis J. Obst Upholsterer
1340	Van's Tavern
1400	Lucy Driebel Tavern
1402	Gee Miller Barber
1406	Charles Jelacic Fuel Company
1430	Vi's Tavern
1431	Matthew Palm Grocer
1432	John Baumann Violin Maker
1440	George Spang Shoe Repair
1446	Ernst Pretschold Co. Awnings
1500	Everpur Ice & Coal Co.
1501	Ye Friendly Tavern (Tomasovic)
1504	Everpure Ice & Coal Co.
1510	Bistricky Funeral House
1513	Alex Untreff Grocer
1522	Andrew Hlavac Tavern
1526	Martin Cugan Shoes
1538	Oswald Brothers Filling Station
1541	Highway Eat Shop
1600	William Harbutin Tavern
1601	Julia Skalnicky Tavern
1605	Albert Krebbe Cigars
1606	Robert Lindell Baker
1610	Lovis Myler Heating Center
1616	Benjamin Hartzman Dry Goods
1622	Albert Stuck Tailor
1627	Gillich's Produce Co.

Address on W. Walnut St.	Names of businesses and organizations from <u>Milwaukee City Directory</u>
1628	National Slovak Western Union Hall
1629	Direct Credits Society
1634	Andrew Riber Tavern
1635	E.M. Hertzheim Pharmacy

Summary of 1941: About one-fourth of the businesses that were on Walnut in 1930 survived the worst of the Depression years and were still there in 1941. The ethnic patterns of the business locations were about the same as it was in 1930 except the African American businesses were increasing and expanding west.

1950: The early years of post-World War II prosperity

**Race and national/ancestral origins of owner names were checked on census data** (the 1950 census has not yet been released at the time of this compilation, so names were checked on the 1940 census to see if they lived on or near Walnut and if their occupations were similar to what they were in 1950). Some names of black-owned businesses were also collected during the Bronzeville oral history project.

Yellow: Jewish business

Green: German, Slavic, or other European business

Blue: African American business

Gray: Asian businesses

No highlight: No info found

Address on W. Walnut St.	Names of businesses and organizations from <u>Milwaukee City Directory</u>
214-18	Joseph Schlitz Brewing Co.
300-18	Milwaukee Super Gas Co.
322	Louisiana Fine Foods Restaurant
“	Reaship Garage & Body Shop
326	Louisiana Tap Tavern
416	Pitman & Company Poultry Supplies
424	Arrow Press Printers
426	Mueller Engraving Co.
537	Our Chicken Shack
538	St. Matthew C.M.E. Church

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
600	Edwin E. Wiegand Drugs
603	Lewis Service Center Gas Station
604	Elmer O. Franklin Tavern
606	Matthews (Lee?) Pool Room
607	St. Vincent de Paul Society Used Clothes
608	Knox Music Café
612	Richard A. Penbrok Coal & Wood
“	Howard W. Moore Phonograph Records
615-17	O'Bee Funeral Home
619	Asman & Bankier Waste Material
620	William Frozen Custard
623	Matherson (Willmer?) Haberdashery
624	Auto Acceptance Corp.
629	Steinhafel's Wholesaler
632	V & V Meat Market
634	Silver's Meat Market
635	Willie Gross Shoe Repair & Clothes Cleaner
“	James W. Dorsey Lawyer
“	The Little Beauty Salon
637	Eastern Laundry
638	Max Ancelovitz Tavern & Restaurant
639	Ladish Pharmacy
700	Seven Hundred Tap
701	Fliel's (Marcus) Pharmacy
702	Theodore W. Coggs Lawyer
703	P. Jay Gilmer Physician
“	Julius Nashban Lawyer
704	Regal Theater
705	Hampton Cleaners (Walter?)
707	Arthur's Hosiery Shop
“	Louis S. Wiener Lawyer

Address on W. Walnut St.	Names of businesses and organizations from <i>Milwaukee City Directory</i>
707	Alex R. Wiener Dentist
“	John W. Maxwell Physician (he was a janitor in 1940, lodging at 4th & Walnut)
709	Boatner's Bar-B-Q
710	Richard F. Lewis Tavern
714	Frederick Bosseau Restaurant
715	Krasno Brothers Bakery
717	Anton N. Buxbaum Shoes
718	Joe's Self Service Laundry
721	Liberty Printing
722	Clara's Restaurant
725	Harry R. Turner Billiards
726	Mrs. Blanche Godley Beauty Shop
728	Rose's Ice Cream Parlor
729	Anthony J. Josey Real Estate
“	Wisconsin Enterprise Blade Weekly Newspaper
732	William A. Mason Co. Tailors
733	Schmidt & Sons Hardware & Roofing Co.
735	Tankar Gas Inc. Gas Co.
800	Lapham Park
801-05	Zilber Brand Grocery & Meats
806	Lloyd's Drug Store
809	Kleckley's Pool Room
812	Robert Pitts Shoe Shiner
815	Eugene J. Schweitzer Auto Repair
816	Tompkins Ice Cream Co.
819	Elbert E. Harris Shoe Shiner
“	Apex Music Co. Phonograph Records
820	Mrs. Bessie Bookstaff Dry Goods
823	John & Lou's Lounge Tavern
824	Alleyne & Sons Fuel Co. (George?)

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
825	Tecumseh Winters Clothes Cleaners
827	Charley Sing Laundry
828	Felix Chaney Barber
830	Modernistic Toy & Hobby Shop
831	Mark R. Williams Barber
834	Silver Grill Restaurant
835	Ward's Café (Charley Ward?)
837	Sterling Williams Barber
838	Deluxe Beauty Clinic
839	Band Box Cleaners
900	Reich's Food Market
901	Ron-Troy's Gifts
902	Gallas Fish Co. (Milton)
903	Ward H. Corley Barber
905	Novelty Beauty Shop
906	C. Bach Realty Co.
907	Emcee Gray Shoe Repair
908	Singer's Grocery
912	The Plaza Café
918	Eagle Realty Co.
919	Charles E. Bruce Phonograph Records
920	Mrs. Ocre Rice Hand Laundry
921	The (Louise) Johnson Real Estate & Insurance Agency
922	Walnut St. Meat Market
923	Mae's Beauty Shoppe
928	Midwest Motor Co. Auto Repair
930	Joseph Mitz Leather
932	Edward Jackson Physician
933	Green Bay Fish Co.
934-38	Frabill Manufacturing Co. Fishing Tackle
935	Dewey D. Erbstein Grocery & Meats

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
937	Allan Waldo Florist
938-40	D. Matras & Sons Inc. Hardware
1000	Jacob Goldberg Drugs
1004	D-J Apron Shop
1006	Milton M. Spitz Physician
1011	Bardwin Coal Co. (Edward?)
1023-33	R. Laacke Awning Manufacturing
1024	Badger Paper Excelsior Co.
1034	Walnut St. Laundry & Dry Cleaning
1035	Weston Williams Billiards
1038	Milwaukee Consolidated Home Furnishings Co.
1039	Milton Brill Tavern
1101	Blaskovics Inc. Meats
1108	Joe's Radio Service
1116	Roxy's Dress Store
1123	Eagle Hand Laundry (Seto Chong Yee)
1125	Herman Rittberg Barber
1126	Stumpf's Building
"	Fred Kramoris Physician
"	Stone Construction Co.
"	Marshall J. Whaling Insurance
"	Marx Roller Service Inc.
"	Brown Equipment & Service Co. Contractors
"	Upholsterers & Mattress Makers Local #29
"	Glenn Williams Dentist
"	Bakery & Confectionary Workers Union Local 205
"	Edger J. Porter Chiropractor
"	Nathan Packefsky Lawyer
"	Maenate Co. Real Estate
"	Queensbury Co. Real Estate
"	General Service Corp Contractors

<i>Address on W. Walnut St.</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
“	Kingsbury Co. Real Estate
“	Albert Norin Real Estate
“	Stumpf's Hall
“	Modern Woodmen
“	Royal Neighbors of American Minnehaha Camp #3314
1128	Ruby's Leather Co.
1129	Sydney's Furniture Store
1130	Modern Shade & Linoleum
1132	Hubert L. Polzer Jewelers
1138	Maier's Appliance Co.
1200	Palay's Men's Furnishings Shop
1201	Harry Bronovan Shoes
“	H.O. Tierice Co. Temperature Apparatus
1201	Walter W. Eiler Real Estate
“	Lincoln Appraisal Co.
“	De Coriolis Realty Co.
“	Carson C. Remington Medical Equipment
1206	Gust Pappas Hat Cleaner
1208	Jewish Daily Forward Newspaper
“	Ingold's Sport Shop
1209	William F. Weingart Physician
1210	Your Photo Shop
“	Louis Cohen Physician
1211-13	LaSigna Cigar & Sporting Goods
1212	Ray Colle Barber
1214	John Loh Tavern
1215	Benjamin Radoff Second Hand Furniture
1216	Milton E. Zuleger Lawyer
“	Edward Blakelee Accountant
“	John Hussinger Real Estate
“	Leo M. Jerdee Real Estate

Address on W. Walnut St.	Names of businesses and organizations from <i>Milwaukee City Directory</i>
“	George Chamberlain & Co. Lbr.
“	John P. Musler Manufacturing Agent
1218	Wisconsin State Builders Log Cabin Manufacturing
1219	Albert Mueller Grocer
1223	Pioneer Improvements Co. Roofers
1227	Sunbeam Cleaners
1229	Porter's Tavern
1233	Porter's Lunch
1235	Edward J. Hamata Real Estate
1243	Fefer Printing Co.
1302	Max Nelson Grocer
1309	(Alois) Struhar's Tavern
1310	Wisconsin Furnace Co.
1330	Brake Service Co.
1330	Wisconsin Spring & Wheel Co.
1336	Mrs. Mary C. Bockelman Second Hand Furniture
1340	Larry Sims Tavern
1402	George R. Miller Barber
1500	Everpure Ice & Coal Co.
1501	Ludwig Tomasovic Tavern
1502-4	Everpure Ice & Coal Co.
1510	Stephen L. Bistricky Funeral Director
1522	Burgundy Bar
“	General Painters & Decorators Inc.
1526	John Hoffman Restaurant
1532	Badger Bearing Service
1541	Highway Lunch

Address on W. Walnut St.	Names of businesses and organizations from Milwaukee City Directory
1600	Highway Tap
1601	Josephine Patulski Tavern
1606	John Hansel & Son Meat
1609	William Leiner Barber
1627	Stainless Specialty Co. Tavern & Restaurant
1628	American Sokol Hall
1634	Wendell Klamik Tavern
1635	Alex S. Becker Drugs

Summary: The ethnic composition of Walnut Street remained essentially the same in 1950 as it did in 1930 with one exception. The African American-owned businesses were much more numerous and extended into 9th Street, rather than 7th Street. On North Avenue they extended much further west.

*Businesses on West North Avenue (3rd -17th) in 1930, 1940, 1950*

Notes: The blanks were rarely the result of a vacancy; there just was no business listed at that address (often there were non-commercial residents). At times the list suggests there were modifications in the building addresses over time or some buildings had been added or razed, and Milwaukee was changing its street addresses during the early 1930s (although this did not seem to affect many addresses on North Avenue). Note that the "soft drink" places in 1930 (during Prohibition) usually got listed as taverns by 1940 when Prohibition had been repealed. (Listings from Milwaukee City Directory.)

Address	1930 business name	1940 business name	1950 business name
301			Rosenburg's Advertising Department
303	Hess & Klessig Real Estate Bonded Adjustments Co. Collections		
304	Howard E. Heberlein Real Estate		Jerome Reichert, Dentist
305	Oscar M. Stampp Na. Prath [?]		
306	Charles L. Christiansen Dentist		
307	George Weldman, Dentist		
308	John R. Dippel, Dentist	Sidney Saichok, Lawyer Saichok Realty	
309	James A. Bucholtz Joseph B. Bucholtz, Dentists	Joseph A. Fleischmann, Physician Schmidt's Food Comfort Services, Orthopedic Appliances	
310	Theodore G. Kuechle, Dentist	Theodore G. Kuechle, Dentist	

Address	1930 business name	1940 business name	1950 business name
311	Fichaux & Fellenz Lauch, Lawyers	Fred Hecker, Osteopath	
315	James Jensen, Dentist	James Jensen, Dentist	
317	Cream City Lamp & Shade Co. Queen Dress & Skirt Co., Manufacturers		
319	Grigg-Horton Shoe Co.		
321	Chester A. Morris Restaurant	Adolph F. Haack Tavern	Emanuel Verona Tavern
324	Ernest G. Naroon, Barber		
325	Edward J. Fleck Co. Real Estate	Rexford H. Wegener Barber	Oberndorfer Building Herman L. Wiernick, Lawyer Max Hoffman, Dentist Frank E. Primakow, Dentist Irving Ansfield, Osteopath ABC Business Bookkeepers Upper Third Street Shopper Publisher
327	Barr Fur Co.	Bonnie Mac Beauty Shop	Bonnie Mac Beauty Shop
328	Standard Oil Filling Station		Kramko Food Store
329	Dryer-Meyer Corset Shop	Borris Fur Co.	Borris Fur Co.
330		George R. Carns Barber	
331	Porth Building Filbert W. Faust, Dentist Alex J. Rudolph, Physician Joseph G. Edwards, Physician Minneapolis-Honeywell Regulator Co.	Famous Beauty Shoppe	Famous Beauty Shoppe
333	Ed Porth & Sons Real Estate		
338		Hoehn's Standard Service Filling Station	Bischoff Service Gas Station
339		Ed Porth & Sons Real Estate	Ed Porth & Sons Real Estate & Insurance
401	Wadham's Oil Co. Filling Station		
403	Viel Dental Laboratory		
405		Elwood Beauty Shop	
406		Ernest C. Rusch Real Estate	
409		Edward J. Lunz, Dentist	

Address	1930 business name	1940 business name	1950 business name
411	Wadham's Filling Station	Homestead Savings & Loan Association Strassburger Agency Insurance	Hoehn's Service Gas Station
417-21	Badger Monument Co.		
418		Goodyear Service Auto Supplies	Black Eagle Service Gas Station
420	Herman Witt Pumps		
422			A & P Parking Lot
423	Peter Weber Shoe Repair		
425	Lurette Beauty Shop	Baker's Auto Laundry	
429	Buettner Motor Co.		H.A. Morton Wholesaler Liquor
430			A & P Food Stores
435			Black Eagle Oil Co.
437		Lovette Beauty Shop George W. Marnitz Dentist	Warren Manufacturing and Distributing Co. George W. Marnitz Dentist
441		Scott-Neimann Funeral Directors	Black Eagle Oil Co. Inc.
500		Westphal Service Station	Mike Mucci Gas Station
501	Joseph Schoegler Soft Drinks	Joseph Schoegler Tavern	Joseph Schoegler Tavern
503	Frank K. Hicks Soft Drinks		
507		Mrs. Myrtle Hicks Tavern	Frank Metko Tavern
510		Wil-Kil Exterminating Co. Inc.	
510-16			Roundy, Peckman & Dexter Co. wholesalers
512-16		Roundy, Peckman & Dexter Co. wholesalers	
516-18	Charles Luederitz Furrier Amanda Greiner, Nurse		
521	Ida Koch Confectioners		
522			Wil-Kil Exterminators
524	North Avenue Tire & Radio Supply		
528	Emil L. Zarling Meats		Gittiev Motor Sales Used Cars
529	George R. Frey, Physician		

Address	1930 business name	1940 business name	1950 business name
530		North Avenue Radio Supply Co.	North Avenue Radio & Service Co.
533		George R. Frey, Physician	YMCA
540		Joseph Horwath Tavern	Old Rail Tavern
601	Aloysius Dietz Drugs George Marnitz Dentist	Aloysius Dietz Drugs William Owen, Dentist	
604	Sinclair Refg Co. Filling Station		
605	Greta Schneider Dressmaker		
608		Edwin Chatfield Filling Station	Heil Service Station
609	Max Sattler Groceries		H.A. Morton Wholesaler Liquor
611			Max Sattler Delicatessen
612	Albert Grenier Plumber Werner Co. Artists		
615	Otto Tank Barber		
617	Andrus Cleaners & Dyers		
618	Arthur R. Johnson Soft Drinks	Joseph Friedl Tavern	John H. Smith Tavern
619			Ajax Window Cleaner
620	Service Printing Co.		
621	Mrs. R. Hartley Insurance		
622	Emkay Engineering Co. General Refrigeration Co.	The Irving Press Printing	The Irving Press Printing
623			John Moja Barber
626		Karl Reisman Locksmith	Charles Yep Laundry
628	Peter Kamenetcky Dry Goods Mrs. Rose Margoles Malt Products	Steam Fitters Union Local 601	Wisconsin Sound Equipment Co., Inc.
630	MFD Engine Co. No. 8		John C. Schmidt Insurance Reynolds & Reynolds Co. Office Supplies
634-36		Charles Graboert Tavern	Joseph Heiden Tavern
642		Milwaukee Fire Department Engine Co. No. 8	
700		Menz Co. Inc. Furniture	Nyholm Supply Co.

Address	1930 business name	1940 business name	1950 business name
701-05		Landry Auto Exchange Used Cars	
702-04	Mill Cycle & Auto Supply Co. Nathan Reich Barber		
704		Alex Golden Tailor	Fischer-Nelson Corp.
718			Comet Cleaners & Dyers
719	William Wende Tailor		
730	John Nevy Soft Drinks Jack Weiss, Dentist Maurice Perlson, Physician		John W. Ernst Used Cars
742		L & S Auto Sales	
744		Irvin H. Roebwerger, Dentist Charles Schneider, Physician	Irvin H. Rochwerger, Dentist
746		Frank J. Plouff Tavern	
747		Chester Stordeur Tavern	C & H Tap Tavern
800		Walter Raasch Drugs US Post Office No. 85	Sangor Drugs
801		Meyer Lisberg Fruits	R & R Food Market
801-05	Lisberg & Sons Grocery Herman Tolkan Meats		
802	Walter C. Raasch Drugs		
806	A & P Tea Co. Groceries	A & P Food Store	
807		Edward Lisberg Grocery	Child's Portrait Studio
817	Sure & Sweet Wholesale Cigars		
818	Standard Tailoring Co.	Standard Tailoring Co.	Samuel T. Emold Tailor
819	Louis Yaillen Barber	Gordon Lepgold Barber	Gordon's Barber Shop
820	Morris Tepper Shoe Repair		Herman Katz Shoe Repair
821		Paul Bookstaff Fish	Paul Bookstaff Meats
822	Hyman Fleder Delicatessen	David Ziegler Meats	Ko-Sure Products Grocery
823			Althea's Gift Shop
824	Joseph Geiger Furniture		
830		Model Apron Shop	

Address	1930 business name	1940 business name	1950 business name
833		North Avenue Bakery	Miller's Bakery
900		Benjamin Cohen Grocery	Dave's (Silverstein) Food Shop
901	North Avenue Baptist Church	North Avenue Baptist Church	Metropolitan Baptist Church
902	Morris Mayerson Grocery		
904		New York Shoe Repair Shop	Alyce Archie Women's Clothes
906	Clarence Bennett Soft Drinks Harry Z. Schwartz Real Estate		
910	Ostereicher Kranken Untersitzungs Verien Hall		Robert Motor Sales Used Cars
914	Weileder Brothers Galvanizing		
920		Weileder Brothers Platers	Weileder Brothers Platers
925		American Fuel & Supply Co.	American Fuel & Supply Co. American Ice & Coal Co.
930	Harry Teplinsky Grocery		
935		William Heinemann Window Cleaner	
938		Sol Hurwitz Grocery	Sol Hurwitz Super Market
1000			Star Kosher Meat
1000-02		Alex Kalman Tires	
1002	James Shulkin Drugs Jewish Social Service Association		
1003		American Linen Supply Co.	American Linen Supply Co.
1004	Carlo Jannetto Shoe Repair		
1008	Tugenberg Baking Co.		
1010		Mrs. Weston's Food Shop	20th Century Sign Co.
1012		Erwin Minger Egg Dealer	
1022	Frantz-Williams Trucking Co.		
1026			Moses Crumble Auto Workers Shelby Ashley Radio Repair
1031		Edward Wehe Motor Sales Used Cars	Tate Auto Sales Used Cars

Address	1930 business name	1940 business name	1950 business name
1036		Maye Keller Furniture	
1100		Jannetto's Tavern	George Dioneopulos Tavern
1102	Carlo Jannetto Grocery		
1104	Carlo Jannetto Shoe Repair		Frank's Camera Shop
1105		Andrew F. Anewenter Physical Therapist	Emil's Tub & Shower Bath Bridge Structural & Ornamental Iron Workers Local #471
1112	MM Schranz Roofing & Building Supply Co. Schranz Coal Co.	MM Schranz Roofing Supply Co.	MM Schranz Roofing & Building Supply Co. Schranz Coal Co.
1114	Bako Paint Co.	Regal Beauty Shop	
1115	Merkle Chevrolet Co. Auto		
1116	Steve Toth Barber	Steve Toth Barber	Steve Toth Barber
1118	Bahn Frei Mutual Building Loan Association John Stattner Real Estate	Fred Bahni Mutual Building Loan Association John Stattner Real Estate	State Musicians Inc.
1120	Bahn Frei Hall Edward Zrimsek Soft Drinks		
1122		Bahn Frei Hall	
1124	Club Cigar Store		
1125	Standard Oil Filling Station	Wisconsin Auto Sales	Nathan N. Borkin Used Cars
1126	Royal College of Music	Edward Zrimsek Tavern	Don-De-Voo Ballroom & Tavern
1130		Kozy Eat Shop Restaurant	Frank Enders Jeweler
1132		Mollie Scherer, Nurse	
1134		North Avenue Pharmacy	North Avenue Pharmacy
1200		Charles F. Piehler Tavern	Martin Ness Tavern
1201	DeLux Spanish Inn Confectionary	DeLux Spanish Inn	Peter Panos Confectionary
1214	Carl H. Schroeder Musical Instruments	Schroeder Musical Instruments	Dick Lorch Business Broker
1216	Odd Fellows Hall		
1218		OKUV Temple	Prince Hall Masonic Temple
1227	Sinclair Refining Co. Filling Station		

Address	1930 business name	1940 business name	1950 business name
1300	Mayer Motor Sales	Herb's Service Station	Fred Cassel Gas Station
1306½	Frank Novak Soft Drinks		
1313			Pepper Appliance Co. Lester Gerlach Radio Representative
1315-25	Gridley Dairy Co.		
1318		Melvin Pepper Electric	
1319		Necker's Super Service Gas Station	Necker's Super Service Gas Station
1322	Frona Garage	The Camera Shop	Sure & Sweet Cigars
1324	Abraham Wivior Real Estate		
1326	William Ostrowsky Meats American Store Fixture Co		
1328		Eric Hackbarth Restaurant	Mickie's Lunch
1330		Louis Gross Food Products	Oliver Zezblatt Real Estate Oliver Zezblatt Investment Co. Hyman Shurman Insurance Milton Chernin Lawyer
1340		Mike Borkin Used Cars	John S. O'Hanison Auto
1341	Charles Wustrack Barber		
1342	Samuel Zeichick Grocery		
1350		Hanisan Auto Sales Used Cars	ABC Printing Service
1351		Gridley Dairy Co.	Bordon Gridley Division Milk
1352		Raymond Roegner Restaurant	
1356		Morris Tabak Meats	
1366			Margaret Beauty Salon
1374		Acme Art Glass Co.	
1378		David Marks Grocery	Sam Schumacker Grocery & Meats
1379		Nathan Reich Barber	Hilda's Bakery
1400		Roosevelt Sweet Shop	Roosevelt Sweet Shop
1402	Iris Theater	Roosevelt Theater	Roosevelt Theater (Iris Amusement Inc.)
1404	George Cote Confectionary	Isadore Urkofsky Tailor	

Address	1930 business name	1940 business name	1950 business name
1406	Christian Holz Meats		
1408		Holz Market Meats	Jack Gross Meats
1411	Becker Motor Car Co.		
1418	Charles Mehiring Restaurant		Allied Improvement Co. Contractors
1419	Albert E. Haack Plumber		
1420	Morris Topper Shoe Repair		
1422	Israel Herman Tailor		
1424		Charles Mehringer Tavern	
1425	Ralph Rickum Baker	Albert Haack Plumber	Albert E. Haack Plumbing
1430	James Sterling Shoe Repair Aaron Nankin Tailor	Max Kaplan Barber	Nathan Trogun Meats
1431	Louis Namerofsky Grocer		
1433			Milwaukee Equipment Co.
1438		Joseph Sterling Shoe Repair	Joseph Sterling Shoe Repair
1439		Edward Winnig Grocery	David Goldberg Grocery
1500		International Liquor Corp.	Verifine Dairy Products Verifine Produce Meinerz Creamery Dairy Products
1500-18			Western Rawhide & Belting Co.
1501	Jacob Cizen Grocery	North Avenue Kosher Meat Market	Colorchrone Co.
1502	Wisconsin Creameries Inc.		
1509	Ida Primakow Beauty Parlor		
1510		Nicolas Tylicki Auto Repair	
1515		Samuel Trushinsky Grocery	Nathan Sandel Real Estate Son-Twin Co. Building Contractors
1517	Quality Kosher Meat Market	Morris Vesokie Meats	
1518	Harry Goldman Meats		
1521		Quality Kosher Meat	Quality Kosher Meat
1522			Storm Scenter Store Umbrellas
1523	Nicolas Brazy Real Estate Martin Marx Barber		

Address	1930 business name	1940 business name	1950 business name
1524	A & P Tea Co.		
1524½	George Caralis Barber Deickens Pharmacy Otto Turek Dentist		
1526	Edward Roeder Jeweler		
1528		Carl Guten Delicatessen	Meyer Guten Delicatessen
1529		Nick Brazy Real Estate	Nick Brazy Real Estate Wisconsin Federal Co. Building Contractors
1531		Martin Marx Barber	
1533		Otto Turek Dentist	Otto Turek Dentist
1534		Edward Roeder Jeweler	Jacob Urkofsky Barber
1535		Diecken's Pharmacy	Diecken's Pharmacy
1600		Joseph Lotter Meats	Joseph Lotter Meats
1602	Peter P. Buettner Meats		
1606	Harry N. Galst Grocery		
1607	North Avenue Natatorium		
1608		Harry N. Galst Grocery	
1609		North Avenue Natatorium	North Avenue Natatorium
1610	Benjamin Berkowitz Baker		
1611-19	Louis Jenz Soft Drinks		
1613		William Schwantes Tavern and Bowling	Albert J. Schill Tavern
1614		Ester Berkowitz Baker	Carl S. Berkowitz Baker
1617		George Caralis Barber	George Caralis Barber
1618		Isaac Fox Confectioner	Kay Sharon Hosiery Mills Inc.
1622	New Way Service Co. Garage	Trubuilt Auto Body Co.	Constant Hosiery Stores Inc.
1623		Alois Ansay Linen Supply	
1624	George A. Lurie Co. Real Estate		
1626	Edward Hartel Autos	Albert R. Kaddatz Glass and Paints	
1627		Baxter Laundries Corp.	Fowler Towels Supply Co.

Address	1930 business name	1940 business name	1950 business name
1627-29	New Way Service Co. Laundry		
1629	Joseph Scheibl Baker Ervin Wenzel Physician		
1630	National Tea Co.		
1634		Ruben Cohen Delicatessen	Ruben Cohen Delicatessen
1635		Samuel Sweet Bakery	
1637			Jack Baum Meats
	<b>TOTAL # OF BUSINESSES IN 1930: 152</b>	<b>TOTAL # OF BUSINESSES IN 1940: 142</b>	<b>TOTAL # OF BUSINESSES IN 1950: 143</b>

#### Points in summary (from census and other records):

- While the commercial properties often had revolving owners, the number of businesses over the three decades remained relatively stable.
- The strongest ethnic influence on North Avenue during this time was Jewish (mainly Russian and Polish).
- As in most Milwaukee neighborhoods during these decades, most of the shopkeepers had little education—few were even listed with high school educations in census records.
- North Avenue, between 3rd and 17th was a virtual international community of immigrants during these three decades, including Latvians, Germans, Greeks, Belgians, Norwegians, Austrians, Lithuanians, Slovaks, Bohemians, Chinese, French, English, Swedes, Finns, Hungarians, Italians, French Canadians, Poles, and Armenians (census records for 1930 and 1940).
- Carlo Jennetto was an interesting case study. The 1920 census had him heading a household with a wife, 11 minor children, a son-in-law (daughter deceased?), and three grandchildren. At age 48 in 1920, he was already operating his shoe repair business and by 1930 he also owned a grocery store and by 1950 (apparently) a tavern--all on the same block.
- By 1950 there was a small contingency of black-run businesses on North Ave., including Alyse Archie and Moses Crumble.

Types of businesses on North Ave. stretch over 30 years (unduplicated)

Types of businesses	Number
Health Services	38
Pharmacies	10
Restaurants/delis	11
Auto-related	28
Grocery and meats/fish/dairy	49
Bakeries & confectionaries	14
Taverns	23
Recreation/hobby (not bars)	10

Types of businesses	Number
Real estate	19
Insurance	5
Clothing/shoes/tailors	25
Jewelry	3
Barbers	19
Furniture	4
Building trades	3
Lawyers	4
Beauty shops	8
Laundries/dry cleaners	6
Religious organization	1

### *Developments in the Hillside neighborhood*

In 1944, the Housing Authority of the City of Milwaukee (HACM) was established. Its goals were to work on urban blight and overcrowding. The HACM received a grant from the federal government and cleared two square blocks from Galena to Vliet and 6th to 7th. On the clearance they built the first installment of the Hillside Terrace Housing Project that provided homes for 232 low income families of all ethnic backgrounds. In the mid-1950s 388 units were added. Both developments followed the same architectural style—simple multi-unit, multi-story buildings with brick siding and steep roofs.

The Hillside Housing Project was one of the few residential areas that would survive what was about to happen to Bronzeville overall.

### *The loss of Bronzeville*

During the 1950s and 1960s, two government programs displaced most in this community. One program was the Urban Renewal Administration, which had been designed to improve central city housing. Many blocks in Bronzeville were slated for revitalization, and residents on these blocks were forced to sell their homes or were offered alternative housing in other areas of the city. During the same time period, the Milwaukee County Expressway Commission was building two major free-way corridors in the heart of the City. One cut directly across Bronzeville, discarding Walnut Street as the center of the community.

Over 8,000 homes were lost as were nearly all of the scores of businesses, clubs, and organizations on or near Walnut Street. While some public housing was built nearby, the housing was designed for people with limited incomes. The black middle and working class were forced to look for housing in other areas of the city and suburbs—a quest often confronted by property owners who refused to rent or sell to African Americans. This long struggle led, in part, to the Fair Housing Marches in the late 1960s, which ultimately resulted in Milwaukee's Fair Housing Act (following the federal Fair Housing Act of 1968) which opened up neighborhoods to African Americans.

## Current populations (as of 2017)

Hillside became an island as it was increasingly surrounded by freeways. With new demands for *quality* public housing increasing by the decades, changes took place in the 1990s that affected Hillside. Through the federal Hope VI program, the Hillside Terrace Housing Project was given a new look. Green space was added, porches were enlarged, and interiors were remodeled. Other amenities included the addition of a daycare center, the Hillside Boys and Girls Club, and the Hillside Terrace Family Resource Center.

The population today is less ethnically diverse than it had been in the past. Approximately 8 in 10 residents are African American and approximately two thirds of the population is low income (with annual household incomes of \$25,000 or less). The largest proportions of occupations among Hillside residents are administrative, food service, and personal care. Just under one-third of the adult population is employed in the healthcare industry.

With the availability of public housing in the neighborhood, home ownership is very low compared to Milwaukee overall. Over 90 percent of the property units in Hillside are likely to be rented. But rents are a bargain, with the majority of rental units costing under \$500 a month.

## INTERESTING FEATURES

- **Hillside Boys & Girls Club** at 1558 N. 6th St., a multi-faceted itinerary of programs for young people and families
- **Hillside Terrace Apartments** at 1419 N. 8th St. (see photo)
- **Hillside Terrace Family Resource Center** at 1452 N. 7th St., a community center offering a wide variety of health, family, youth, and daycare programming

## RECURRING NEARBY OUTINGS

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.

### MARTIN LUTHER KING CELEBRATION

When?	Where?	Description and contact info	Admission
Martin Luther King Day, 2:30 pm	Dr. Martin Luther King Jr. Community-Center, 1531 W.Vliet St.	An afternoon in honor of Dr. King involving music, spoken work, and praise dance.	Free

### BRONZEVILLE WEEK

When?	Where?	Description and contact info	Admission
Aug., 2nd week	MLK Dr., between Garfield Ave. and Center St.	Cultural and arts festival, with a run/walk run, health screenings, trolley rides, arts night, poetry readings.	Free

### BRONZEVILLE JAZZ IN THE HOOD

When?	Where?	Description and contact info	Admission
Early Jul., Fri. 4-9pm	4th St. between North and Garfield	Celebration of African-American culture that focuses on local creative entrepreneurial talent with art performances.	Free

## WALK THROUGH OLD BRONZEVILLE

When?	Where?	Description and contact info	Admission
Daily, by appt., 1:30-4	Lapham Park Apartments and Senior Center 1901 N. 6th St.	Visit to replica of the once thriving Walnut Street, the heart of Bronzeville, in lower level of Lapham Center. To reserve time, call (414) 286-8859	Free

These outings are provided courtesy of MECAH Publishing. To access the book that provides nearly 600 outings—all priced under \$10—for the entire Greater Milwaukee area, go to <http://mecahmilwaukee.com/NonFiction.html>

## QUOTES FROM RESIDENTS

### Quotes from Bronzeville oral history project conducted by Urban Anthropology Inc. between 2001 and 2009<sup>1</sup>—THEN

“People dealt with hardship, they helped one another and they did whatever they had to do in order to survive. People would work in Inland Steel Wisconsin, Greyhound Foundry, and so forth. A lot of tanneries. What's it called? Albatross Pfister Vogel. There's a couple of more and I can't remember the names of them. But a lot of tanneries. So a lot of places where people could work.”

“Oh, they didn't know too much about what was going to happen and then they found out. And what that did was--they removed 8,000 homes. They wanted to just get rid of them. And they didn't care about the people who lived there, just wanted to make it look better, you know. That didn't change the conditions, you know. . . And after that [urban renewal] they decided to further tear down the so called slum area with the North-South Expressway that removed 8,000 homes and that killed 3rd Street. Third Street was the second largest shopping area in the city at the time. We had downtown, which is the central business district. And we had 3rd Street and upper 3rd Street with Gimbel's Schuster's, Home Bank, First Wisconsin Bank, all kinds of businesses—auto-mobile dealers. And all that went with the building of the expressway. It was callous.”

“Since the community is gone—it used to be a very happy place. And now drugs get dealt in the area, strangers—there is nothing here to get the sense of community. And years ago the person that used to hold about the only thing together was Clarence Johnson. C. L. Johnson was a realtor, but he was also the executive director of the Y—the Booker T. Washington YMCA which was at 8th and Walnut. And that's where supposedly folks used to have their weddings and the businessmen association would meet there and it was a place where you could go and just be yourself and enjoy yourself with others. And they used to take the kids to the summer camp and so forth. So that's—that was the place, that along with the churches, that kind of held the community together as a community. And now we have strangers, we have chaos. And they destroyed our shopping area, had us going all over the county to try to find whatever-- food or things like that.”

### Quotes from Bronzeville oral history conducted by Urban Anthropology Inc. between 2001 and 2009—About NOW

“Things are coming back. A lot is happening to try and recapture old Bronzeville in the new Bronzeville—the entertainment district, the arts, new business investment.”

“I am so glad they are trying to restore old Bronzeville. But will a manufactured community work the way the real one did back in the day?”

1 Urban Anthropology Inc. complies with human subjects requirements of formal research and asks informants to sign informed consent forms that stipulate anonymity, hence names are not provided with the quotes.

## PHOTOS



Today's neighborhood-  
James W. Beckum Park



Today's neighborhood-View of 7th & Galena looking south



Today's neighborhood-  
Industrial building at 9th & Somers

Today's neighborhood-Hillside Terrace



Today's neighborhood-Carver Park



For more information on Milwaukee neighborhoods, refer to John Gurda's *Milwaukee, City of Neighborhoods*.

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 Dr. Jill Florence Lackey at: [jflanthropologist@currently.com](mailto:jflanthropologist@currently.com)

i Photo attribution: [https://upload.wikimedia.org/wikipedia/commons/8/88/Golda\\_Meir-Y.jpg](https://upload.wikimedia.org/wikipedia/commons/8/88/Golda_Meir-Y.jpg)

ii Photo attribution: [https://pixabay.com/p-401277/?no\\_redirect](https://pixabay.com/p-401277/?no_redirect)

iii Photo attribution: [https://upload.wikimedia.org/wikipedia/commons/a/a6/Vel\\_Phillips\\_at\\_March\\_on\\_Milwaukee\\_-\\_2007.jpg](https://upload.wikimedia.org/wikipedia/commons/a/a6/Vel_Phillips_at_March_on_Milwaukee_-_2007.jpg)

## OLDER PHOTOS FROM RESIDENTS

Local community gardening. Shoots 'n Roots program of the late 1970s, early 1980s and other programs. (Photos courtesy of Dennis Lukeszewski of the University Extension.)



