

Approximate boundaries:
N-W. Kilbourn St; S-W. Clybourn St;
E-I-43; W-N. 21st St

DOWNTOWN *Marquette*

NEIGHBORHOOD DESCRIPTION

The campus of Marquette University permeates a very large portion of the Marquette neighborhood. Other structures include two-story wood frame houses dating from the early 20th century and older apartment buildings. A notable feature in the neighborhood is the Pabst Mansion, built in 1890 for Milwaukee's famed beer baron Captain Frederick Pabst. See photos below.

HISTORY

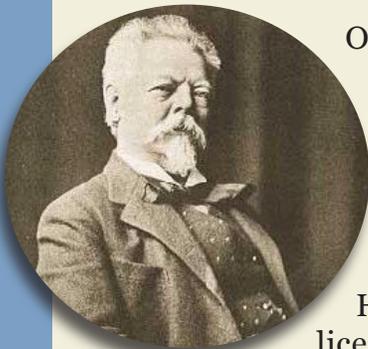
In its earliest days, the Marquette neighborhood was a study in opposites.

Early populations

In the late 1800s, the area that is today's Marquette neighborhood, was settled by both tycoons and working class 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 Rudolph Nunnemacher, Patrick Cudahy, and Frederick Pabst (see below). The street became so known for its grandeur that in 1876 Spring Street was *renamed Grand Avenue*.

Marquette resident profile (1800s) *(Information from U.S. Census and other public sources)*

Frederick Pabst



One of the residents on Grand Avenue was Johann Gottlieb Friedrich "Frederick" Pabst (see photo¹), tycoon of the Pabst Brewing Company. Pabst was born in 1836 in the Kingdom of Prussia. In 1848, he immigrated with his parents to the United States, settling in both Milwaukee and Chicago. The family was very poor. In Chicago, Frederick and his father worked as waiters and busboys. Frederick managed to get a job as a cabin-boy on a Lake Michigan steamer.

He worked hard as a seaman until age 21, when he earned a pilot's license and became captain of one of the vessels. In this capacity, he met Phillip Best, the owner of a small brewery in Milwaukee. Pabst soon married Best's daughter, Maria.

Following a ship accident in 1863, Pabst changed careers and purchased half of Best's brewing company. By 1870, Frederick, Maria, and four children were settled in Milwaukee's 2nd Ward. Under Pabst's direction, the brewing company increased beer output dramatically. He became president of the corporation in 1873 and eventually the brewery's name was changed to the Pabst Brewing Company. By 1900, the growing Pabst family was living at an elaborate mansion at 2000 Grand Avenue—a house that is still open to the public today.

Tory Hill

Just south of Grand Avenue was a neighborhood called Tory Hill of mainly working-class Irish. The neighborhood was bounded by St. Paul Avenue to the south, Grand Avenue to the north, 10th Street to the east, and 15th Street to the west. Most of the residents were being supported by jobs in the stockyards, factories, and railroads in the Menomonee Valley. Others were likely employed as servants in the mansions on Grand Avenue.

During their tenure in the neighborhood, most of the Irish attended St. Gall's Church at 2nd Street and Michigan or Holy Name Parish at 11th and State. Both of these churches were administered by the Society of Jesus Religious Order. The Jesuits had come to the area some years earlier in the hopes of opening a college. This mission was fulfilled when they opened a lone building on 10th and State Streets in 1881 and called it Marquette College after explorer and Jesuit missionary Father Jacques Marquette. When they saw that St. Gall's and Holy Name churches were insufficient in serving all the arriving immigrants and workers migrating into the neighborhood, they built Jesu Parish near 12th Street and Grand Avenue in 1894. They also built a school behind the church that served the children of Tory Hill.

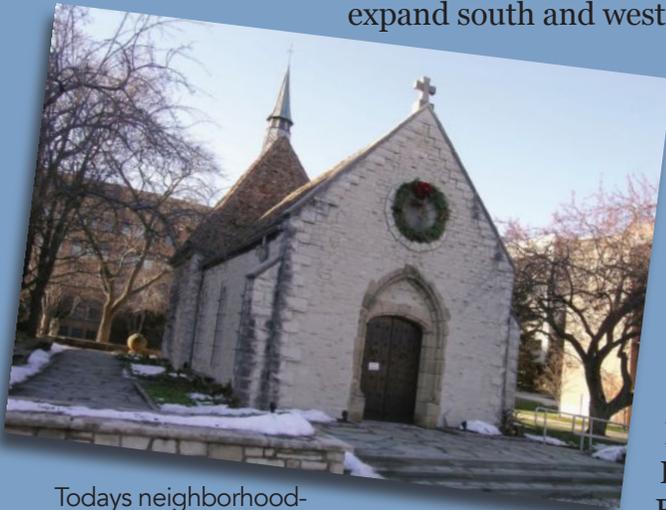
One resident of this neighborhood went on to attract considerable attention across the country in the world of entertainment. See his profile on the following page.



Today's neighborhood-
Statue of Father Marquette (scarf probably
not sculpted)

Significant changes

Just after the turn of the 20th century, Marquette College became Marquette University with several new schools added and a presence on Wisconsin Avenue. The institution continued to expand south and west, bringing with it a growing student body.



Today's neighborhood-
St. Joan of Arc Chapel on the campus of
Marquette University

Tory Hill was also changing. Many of the Irish were leaving the neighborhood for newer homes in the nearby Merrill Park neighborhood. Easy access to jobs in and near the Menomonee Valley soon attracted new residents, including Hungarian, Czech, and Croatian immigrants. The plethora of immigrants and industrial workers in the downtown area brought social service agencies to the Marquette neighborhood and its boundaries. Along Grand Avenue, Deaconess Hospital was built in 1917 on 18th, Children's Hospital opened in 1923 on 17th, and County Emergency was built in 1930 on 24th. Nearby, Mount Sinai relocated to 12th and Kilbourn. As the neighborhood image was changing from elite to

utilitarian, Grand Avenue was renamed Wisconsin Avenue in 1926.

With the growth of new populations and college students, developers were replacing many of the Grand Avenue mansions with apartment buildings. Some of the old mansions were turned into rooming houses.

Marquette resident profile

Photos and additional information from public records at Ancestry.com.

Pat O'Brien (early 20th century)

William Joseph Patrick O'Brien (see photoⁱⁱ) was raised in the now extinct Tory Hill neighborhood near North 13th and Clybourn Streets. The son of Irish Catholic parents, William J. and Margaret (nee McGovern) O'Brien, Pat was born in Milwaukee in 1899. As a youth, O'Brien served as an altar boy at the neighborhood's parish, Jesu. He later attended Marquette Academy (high school). As he was growing up, many of his neighbors were upgrading and moving into nearby Merrill Park. One of the Merrill Parkers who had befriended him at the Academy was Spencer Tracy. The two became good friends and shared an interest in performing arts.



During World War I, O'Brien and Tracy joined the U.S. Navy, but were never called to active duty. When O'Brien returned from service, he attended Marquette University and committed to pursue a career on stage. He moved to New York and lived for a time with Spencer Tracy, who was already working as an actor.

After some success on Broadway, O'Brien turned his attention to the movies and Hollywood. After several small roles in the 1930s he earned a part in *Knute Rockne, All American*, with Ronald Reagan, playing Notre Dame football coach Rockne. O'Brien became a star, ending up with over one-hundred movie credits that included other classics such as *The Front Page*, *The Fighting 69th*, and *Some Like It Hot*.

O'Brien's parents remained behind in Tory Hill until the mid-1930s, when they joined their son in California. His father died in California in 1939 and his mother in 1956. Pat O'Brien died in 1983.

Depression era in the Marquette neighborhood

By the time of the Great Depression, growth had slowed in the Marquette neighborhood, but Wisconsin Avenue looked very different from its elite beginnings. Below is a list of businesses, offices, apartment complexes, and organizations on the street between 12th and 21st Streets in 1933. See summary and notes that follow.

| <i>Addresses on W. Wisconsin Ave. in 1933</i> | <i>Names of businesses and organizations from Milwaukee City Directory</i> |
|---|---|
| 1200 | Weigle-Schewe Drug Company University Pharmacy |
| 1204 | University Building Elinor Hairdressing Shop Dudley Stockwell Dentist Anthony Coffey Physician William L. MacKedon Physician Thomas E. MacKedon Physician Duncan Major Dentist Harold J. McGuine Physician |

| Addresses on W. Wisconsin Ave. in 1933 | Names of businesses and organizations from Milwaukee City Directory |
|--|--|
| 1205 | Marquette University Book Store |
| 1206 | Geraldine Tea Room |
| 1208 | John N. O'Boyle & Company Undertakers |
| 1217 | Marquette University |
| 1222 | John A. Meyers Barber |
| 1224 | Abbot-Crest Delicatessen |
| 1226 | Hotel Abbot-Crest Werner Flora Beauty Shop Abbot-Crest Billiard Room Raymond W. Dwyer Architect R.W. Dwyer Building Contractor |
| 1228 | Joseph Frudenberg Tailor |
| 1230 | John Baumann Shoe Repair |
| 1232 | Mom's Pantry Restaurant |
| 1234 | Viola Hooks Dressmaker Charles Anderson Furniture Rooms |
| 1236 | Maude Hagen Furniture Rooms |
| | |
| 1303-09 | Grandmora Apartments |
| 1331-33 | Mrs. Jennie Lyons Furniture Rooms |
| 1336 | Cities Service Oil Filling Station |
| 1341-45 | Biltmore Apartment Hotel |
| 1357 | Granada Apartments |
| | |
| 1404 | Stratford Arms Hotel Stratford Realty Company |
| 1414 | Avenue Club Café and Tavern |
| 1416 | Louis Andrew Shoe Repair |
| 1418 | Avenue Food Market Grocery and Meats |
| 1420 | Brown Apartments |
| 1422 | Monterey Apartments |
| 1424 | Real Chu Restaurant |
| 1428 | Wood's Laundry Inc. World Cleaners & Dyers |
| 1432 | Knights of Columbus Institute of Milwaukee The Compass |

| <i>Addresses on W. Wisconsin Ave. in 1933</i> | <i>Names of businesses and organizations from Milwaukee City Directory</i> |
|---|--|
| 1437 | The Fireside Restaurant (John H. Gault) |
| | |
| 1500 | White Tower Restaurant Inc. |
| 1508 | Carolyn Carsky Furniture Rooms |
| 1511 | Marquette University School of Speech |
| 1522 | Margaret Isleb Furniture Rooms |
| 1530 | O'Rene Beauty Shop |
| 1533 | Marquette University Eye, Ear & Nose Hospital |
| 1536 | Louisiana Apartments |
| | |
| 1600 | Walgreens Company |
| 1603 | Standard Oil Filling Station |
| 1606 | Suzanne Shop Women's Furnishings |
| 1608 | Ardmore Hot Shop |
| 1618 | Arden Hall Apartments |
| 1621-23 | Kalt's Apartments |
| 1622 | Ardmore Barber Shop The Higgins System Cleaners |
| 1626 | Marquette Beauty Shoppe |
| 1628 | Marquette Apartment Hotel Inga Boles Nurse Mary Walsh Nurse John H. Reynolds Physician Harry J. Watson Dentist |
| 1630 | Mary J. Skinner Florist |
| 1631 | Charles Bauch Furniture Rooms |
| 1634 | Marquette Pharmacy |
| | |
| 1705 | Jermain Clinic |
| 1717 | Studio Apartments |
| 1728 | Students' Club Theresa Arnolds Nurse |
| | |
| 1803 | Warwick Apartments |

| Addresses on W. Wisconsin Ave. in 1933 | Names of businesses and organizations from Milwaukee City Directory |
|--|--|
| 1810 | Sovereign Apartments |
| 1821 | Evangelical Deaconess Hospital |
| 1831 | Evangelical Deaconess Nurses' Home |
| | |
| 1905 | Lutheran Church of the Redeemer |
| 1925 | The Avalon Furniture Rooms Mrs. Harriet Hackett Nurse Olson E. Cummins Physician |
| | |
| 2000 | Archdiocese of Milwaukee |
| 2001 | Arthur J. Brett Undertaker |
| 2009-11 | Emma Helse Furniture Rooms |
| 2023 | Lee Engineering & Manufacturing Company (electrical equipment) Vitamin Products Company Medicines |
| 2029-41 | Maryland Court Apartments |
| 2051 | Phi Chi Medical Fraternity |

Notes from census and other records:

- In 1933 Marquette University occupied a handful of buildings along this stretch of Wisconsin Avenue.
- The street was clearly a renters' province. While there were a few single-family homes along Wisconsin Avenue, apartment buildings and apartment hotels dominated.
- As in most Milwaukee neighborhoods prior to 1970, most shopkeepers were immigrants (or children of immigrants) and few had high school diplomas.
- The large number of furniture stores on the street (many owned by women) reflects the plethora of rental units in this densely populated area.
- John O'Boyle, the undertaker, and his wife Sarah Donovan O'Boyle, were also renters, despite owning their own funeral business. In 1930 they were renting an apartment in the St. James Court Apartments. O'Boyle had come to Milwaukee from Cook Co., IL. His parents were born in Ireland.
- Joseph Frudenberg, the tailor, was a German-speaking Bohemian from Czechoslovakia. He was also a renter. His divorced daughter, Clara Razall, and her daughter, lived with Joseph and his wife Anna. He had managed a dry cleaner before putting up his shingle as a self-employed tailor.
- Carolyn Carsky (nee Suchanek), with the furniture store was also an immigrant from Czechoslovakia. A widow, she had been a stitcher in a shoe factory before opening her own shop.
- Margaret Isleb (nee Kramer), with the furniture store, had been widowed twice (husbands Isleb and Pritzlaff). She had worked as a seamstress in a clothing factory before opening her own shop. Her parents were German immigrants.

- Arthur J. Brett, the undertaker, was the son of English immigrants. He and wife Nelly owned their own home. His immigrant father had worked as a cooper. Unlike most of the other shopkeepers, had attended high school

Post-Depression years

While Marquette University's growth had slowed during the Great Depression and World War II, expansion soared after the war. From wartime years to 1948, enrollment more than doubled, due in part to veteran's benefits through the GI Bill. A second growth spurt occurred in the 1960s when Marquette purchased a number of apartment buildings in the neighborhood. While they converted some, most were torn down and replaced with classroom buildings and dormitories. Marquette University, with a student body that would grow to about 11,000, was becoming a self-contained community.

It was also during the 1960s that Tory Hill and its 300-plus working class dwellings fell prey to freeway development. Two freeways were slated to meet in the heart of that neighborhood. By the close of the decade, much of Tory Hill had become the Marquette Interchange.

Other developments followed. By the late 20th 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. All these changes would leave their mark on the current populations.

Current populations (as of 2021)

Today's Marquette neighborhood, like its name, is all about Marquette University. The population on these blocks is just over 2,500, and the residents are nearly all students. Over 9 in 10 are under 24 years of age. Nearly 9 in 10 are European American—most with ancestry in Germany, Ireland, and Poland (no doubt reflecting the Catholic demographic of Marquette's student body). The remaining population is fairly evenly divided among Latinos, African Americans, and Asians. Most of the Asians have ancestry in China and India, and the largest number of Latinos have ancestry in Puerto Rico. Nearly all are single.

Neighborhood income and educational levels also reflect a student population. Over 9 in 10 of the households are low income (with annual incomes under \$25,000), but over half of the residents hold bachelor's or graduate degrees. The largest number of jobs held in the neighborhood are in the fields of administration, education, personal care, and food service.

All residents are renters. As of 2021, there are no owner-occupied property units in the Marquette neighborhood. Rents are reasonable with about three-quarters of the monthly rents going for \$500 to \$1,000.

INTERESTING NEARBY FEATURES

- **The Pabst Mansion** at 2200 W. Wisconsin Avenue, the home of the brewery tycoon, and then the residence of the Catholic Archbishop in 1908. (Later in the century the building was sold to developers whose plans for the mansion outraged local preservationists, and the building and its period rooms were saved). (See photo).
- **Haggerty Museum of Art** at 13th Street and Clybourn, with permanent collections, and rotating exhibits.
- **Chudnow Museum of Yesteryear** at 839 N. 11th Street, with period rooms of artifacts collected between World War I and World War II (see photo).
- **Alumni Memorial Union** at Wells near 15th Street, a site for student and public gatherings, food, and enrichment activities.
- **St. Joan of Arc Chapel** behind the Memorial Library on Wisconsin near 14th an inspiration for many artists (see photo).

- **Jesu Parish**, at 12th and Wisconsin, first built to serve the working-class Tory Hill neighborhood and now serving as many students as permanent nearby residents.

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.

SELF-GUIDED TOUR OF PABST MANSION DURING HOLIDAY SEASON

| When? | Where? | Description and contact info | Admission |
|--|------------------------|---|-----------|
| Mid Nov.-early Jan., Mon. thru Sat. 10:30am-3:15pm, Sun. 12-3:15pm | 2000 W. Wisconsin Ave. | Opportunity to explore lavish mansion of Pabst Brewery tycoon decked out in holiday décor. Check website for other times. | unk |

HAGGERTY MUSEUM OF ART

| When? | Where? | Description and contact info | Admission |
|--|--|--|-----------|
| Mon., Tue., Wed., Fri. 10am-4:30pm, Thu. 10am-8pm; Sun, 12-5pm | Marquette campus at corner of 13th & Clybourn Sts. | Permanent collections include Old Masters' prints, Ralph Steiner photos, Marc Chagall Bible series, Barbara Morgan photos, and Finnegan, Fishman, Tatalovich, and Rojzman collections. | Free |

CHUDNOW MUSEUM OF YESTERYEAR

| When? | Where? | Description and contact info | Admission |
|---------------------------------------|-----------------|--|-----------|
| Wed.-Sat. 10am-4pm, Sun. 12-4pm | 839 N. 11th St. | Museum that features rooms, history, and artifacts collected between WWI and WWII. | unk |

MARQUETTE WOMEN'S BASKETBALL

| When? | Where? | Description and contact info | Admission |
|--------------------------------------|------------------------------------|--|-----------|
| Nov. thru late Feb. (regular season) | Al McGuire Center, 770 N. 12th St. | Marquette University women's basketball games. | unk |

HAPPY BIRTHDAY DR. SEUSS

| When? | Where? | Description and contact info | Admission |
|----------------------------|--|--|-----------|
| Early Mar., Sat., 10am-1pm | MPL Central Library, 814 W. Wisconsin Ave. | Opportunity to celebrate all things Seuss with games, stories, a fish pond, cookie decorating, live entertainment, crafts, and live animals. | Free |

KALVELAGE MANSION TOUR

| When? | Where? | Description and contact info | Admission |
|-----------------|-----------------------|---|-----------|
| Consult website | 2432 W. Kilbourn Ave. | Tour of a German Baroque masterpiece designed by Otto Strack. | unk |

Most of 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://mecamilwaukee.com/NonFiction.html>

QUOTES FROM RESIDENTS

If you are a resident of the Marquette neighborhood and would like to make an interesting observation about the area, please send your quote to JFLanthropologist@currently.com

PHOTOS



Today's neighborhood-Wisconsin Avenue looking east to downtown



Today's neighborhood-The Pabst Mansion

Today's neighborhood-The Chudnow Museum



Today's neighborhood-Buildings on the Marquette University campus

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 Dr. Jill Florence Lackey at: jflanthropologist@currently.com

ⁱ Photo attribution: https://upload.wikimedia.org/wikipedia/commons/5/5a/Frederick_pabst.jpg

ⁱⁱ Photo attribution: https://upload.wikimedia.org/wikipedia/commons/c/c6/James_Cagney_and_Pat_O'Brien_in_Angels_With_Dirty_Faces_trailer.jpg