

Approximate boundaries:

N-W. State St; **S**-I-94 (partial) Hank Aaron State trail;

E-Miller Pkwy (partial) Menomonee River; **W**-N. Hawley Rd

WEST SIDE *Story Hill*

NEIGHBORHOOD DESCRIPTION

Story Hill has low population density. The neighborhood includes a bluff that overlooks today's American Family Field baseball stadium and the lowland stadium grounds. American Family Field and Calvary Cemetery comprise a large part of the neighborhood. The main residential area is just south of Wisconsin Avenue. This part of the neighborhood has large Tudor-style houses and winding streets that give Story Hill a suburban aura. Along Bluemound Road, west of the I-94 freeway, are more modest homes, sports bars, and other storefronts.

Besides the cemetery, there is additional green space in the neighborhood. Doyne Park features a 9-hole golf course that is known as an ideal short course for beginners. The park is on the northern border of the neighborhood along the Menomonee River. See neighborhood photos below.

HISTORY

While Story Hill, *as a neighborhood*, didn't really begin to develop until after 1910, the area itself had some unique beginnings.

Early populations

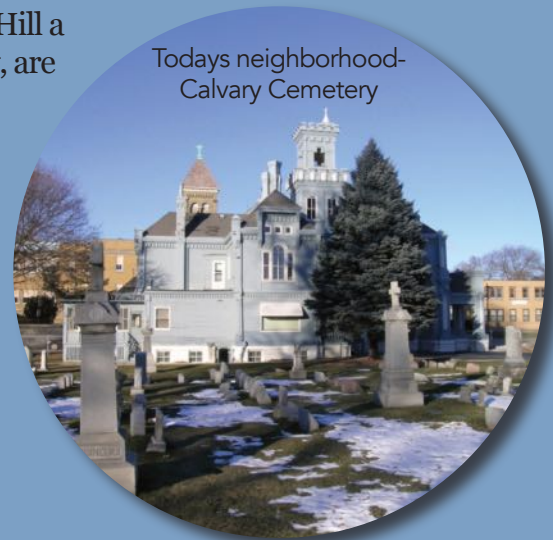
Story Hill owes its moniker to a Vermont native named Hiram Story. A pioneer, he arrived in Milwaukee in 1843 and purchased 100 acres of land west of the city boundaries. The area was bounded by today's Wisconsin Avenue, Canal Street, 43rd Street, and 51st Street. He built a small farm on his property. John Gurda in *Milwaukee: City of Neighborhoods* discusses one of Story's interesting experiences (p.96)

According to a local legend, a storm uprooted a log tree on the farm in the 1850s, revealing a deposit of high grade dolomite, a form of limestone known regionally as Lannon stone.

The farmer became a quarryman, supplying the needs of builders throughout the Milwaukee area.

Story's brother soon joined Hiram in the quarry business, and the two built homes on the high ground above the quarry. The business prospered. While few permanent settlers joined them until after 1910, the Milwaukee Catholic Diocese opened Calvary Cemetery on the western portion of the grounds in 1857.

In 1911, the second generation of the Story family began building subdivisions. New settlers arrived who apparently did not object to the dynamite blastings at the nearby quarry. In fact, in some areas, the neighborhood was becoming a haven for upper middle-class families. Just east of Story Hill, on Wisconsin Avenue (then Grand Avenue), some of Milwaukee's most affluent families (such as Pabst and Cudahy) had built mansions. While the residents that settled in Story Hill were not quite this prosperous, the area did attract families of prestige, such as the Nordbergs. A great number of newcomers were socially mobile Irish from the nearby Merrill Park neighborhood, who sought housing upgrades. As in Merrill Park, many of these new Story Hill residents became involved in politics.



Despite the prevalence of Irish in Story Hill during the early 20th century, the Irish had no church in the neighborhood. Many continued to worship at St. Rose in Merrill Park. Two churches did open in Story Hill, but neither were ethnically Irish. In the late 1800s, Holy Cross (now the eastern site of the St. Vincent Pallotti Parish) was opened at 54th and Bluemound by Germans. In 1949, Sacred Heart Catholic Church, a Croatian parish, moved its former church to 49th Street near Wells.

The Story family property ultimately did become the Story Hill neighborhood, and the quarry operated for nearly 80 years. When it finally closed, a debate began about use of that land. The City of Milwaukee had long wanted an ample baseball stadium to house its minor league team, the Milwaukee Brewers. Debates over this topic continued throughout the years of the Great Depression. Politicians believed that stadium attendance could benefit local residents, and also its businesses.

In 1935, these were the businesses and offices that operated in the neighborhood along Wisconsin Avenue and Bluemound Road between 44th Street and Hawley Road. See summary notes that follow each chart.

Wisconsin Avenue commercial enterprises in 1935

<i>Addresses on W. Wisconsin Ave.</i>	<i>Businesses, offices, apartments, organizations from the Milwaukee City Directory</i>
4422	Standard Oil Company Filling Station
4423-39	Mack International Motor Truck Company
4444	Cities Service Oil Filling Station Al Volz Service Station
4507	Iron Fireman of Milwaukee Inc. Stoker Manufacturers
4539	Smart's Service Station
4538	Outer Displays Inc.
4581	Eleanor Kuesel Music Teacher
5104	Buena Vista Apartments
5230	Upper Grande Apartments
5322	Belle Apartments
5411	Macella Apartments
5610	Hawley Avenue District School

Notes from census and other records:

- While many of the surnames of residents living on the street appear to be Irish, there is no evidence that any of the shopkeepers were.
- Alphonse Volz with the gas station was a German American born in Wisconsin. His father, George Volz, was a millrite and the son of a German (Baden) immigrant. He and his family owned a house in the Sherman Park neighborhood.
- Eleanor Kuesel and her sister Irma were middle-aged single women living with their mother and stepfather while Eleanor had her music storefront in Story Hill. The family appeared to be living at the same address as the shop. Her stepfather, Rudolph Fischer, was a foreman at the Gas Company and a German immigrant. Eleanor was the granddaughter of German immigrants.

Bluemound Road commercial corridor in 1935

Taverns on the street

Spiritually-based organizations on the street

<i>Addresses on W. Bluemound Rd.</i>	<i>Businesses, offices, apartments, organizations from the Milwaukee City Directory</i>
4205	Nicholas Bartl Tavern
5033	Wichtel's Florists
5036	Frank A. Czaplewski Mason Contractor
5100	Raymond W. Radke Drugs
5102	George Gilles Grocery
5106	Francis Meuer Baker
5108	Carl A. Kaiser Grocery
5110	William Glens Tavern
5114	Joseph J. Hausch Restaurant
5118	Joseph J. Hausch Tavern
5120	Gt A&P Tea Company Grocery
5123	Soldier's Home
5124	La Rae Cleaners & Dyers
5128	Beaver Gas & Oil Company Filling Station
5200	Story Hill Food Shop (Arthur A. Dietrich)

Addresses on W. Bluemound Rd.	Businesses, offices, apartments, organizations from the <i>Milwaukee City Directory</i>
5208	Henry L. Gerboth Drugs Bluemound Beauty Studio
5218	Frank M. Stanton Tavern
5220	John VanLith Barber
5228	Matt Schlehlein Tavern
5230	Matt Schlehlein Restaurant
5300	Bluemound Food Market
5304	Paul R. Hahn Meats
5306	John Weber Tavern
5310	Matt A. Holzhauer Dentist
5314	Zimmermann Memorial Company Monuments
5318	Koktavy Auto Sales
5328	Harry G. Widman Tavern
5402	Arnold Service Station
5424	Holy Cross Monastery Pallottine Fathers Pious Society of Missions Pallottine College
5502	Holy Cross Catholic Church
5503	Calvary Cemetery
5510-12	Holy Cross Catholic School
5522	Sisters of Notre Dame
5630	Milwaukee Journal Station
5700	Kalt's Café Restaurant
5712	Clark's Service Station

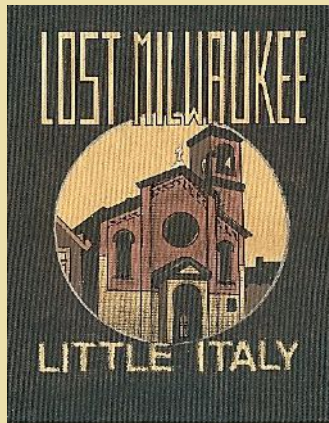
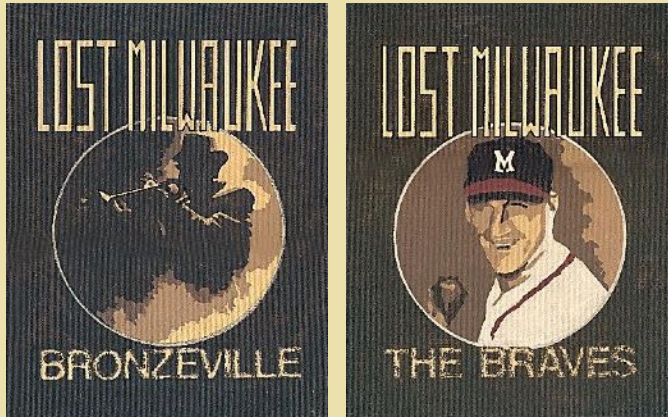
Notes from census and other records:

- In 1935, like today, the street attracted a lot of taverns (see highlighting). It also had a high number of religious organizations.
- Many of the surnames of residents living on the street appeared to be Irish, few, if any, of the shopkeepers were.
- As in most Milwaukee neighborhoods prior to 1970, most shopkeepers did not have high school educations. Most were also immigrants or children of immigrants.
- Nicholas Bartl, with the tavern, was born in Wisconsin, but his wife Veronica was born in Austria-Hungary. She had an adult daughter and grandchild living with them. Neither Nick nor Veronica had gone further than 5th grade in school
- Frank A. Czaplewski, the mason contractor, was the son of Polish immigrants. He and his family lived at the shop on Bluemound. He had completed 6th grade.
- George Gilles, with the grocery store, was the son of German immigrants. He and his wife rented an apartment in Wauwatosa in 1930.
- Carl A. Kaiser, with the grocery store, was the son of German immigrants Carl Kaiser and Maria Steiner. He had completed 8th grade and lived on 59th and Bluemound.
- Joseph J. Hausch with the tavern and restaurant, lived at his establishment. He had completed 8th grade and was the son of a German immigrant.
- In 1935, the only resident at this Soldier's Home on Bluemound appears to be Pennsylvania-born Samuel Kennick, who had worked as a steam fitter and had some college. He was no doubt a vet.
- Henry L. Gerboth, the drugstore owner, was divorced by the time he was in his mid-30s. He was the son of German immigrants.
- Frank M. Stanton and his wife Agnes lived at the same address as his tavern. His ethnicity is unknown.
- Matt Schlehlein and his wife lived at a rented property next door to his restaurant. The couple had a sister-in-law living with them. He had completed 8th grade.
- John J. Koltavy, with the auto sales shop, was the son of Bohemian immigrants. He'd completed 8th grade. John had been an auto salesman for another company before opening his shop. His parents were John Koltavy and Stazie Bisovsky.
- Harry G. Widman had been born in Minnesota. His parents were Iowans and his grandparents were German immigrants. He'd been a foreman in a cab company before opening his tavern.

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The Lost Milwaukee Series

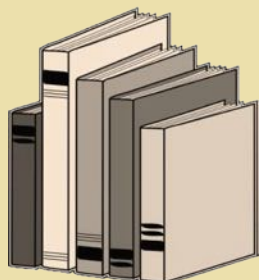
Canvas reproductions by local artist
SLJ



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)

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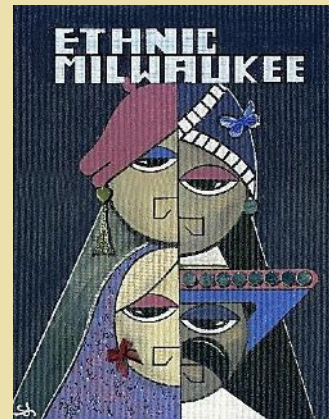
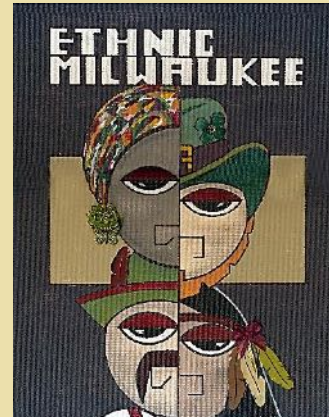


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The Ethnic Milwaukee Series

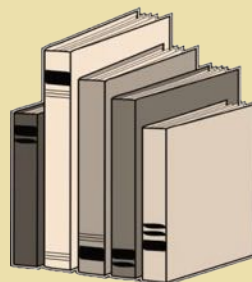
Canvas reproductions by local artist
SLJ



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*

Baseball comes to Story Hill

The debates about use of the quarry land ceased shortly after the Great Depression and World War II came to an end. When rumors began that Milwaukee might attract a major league team, ground was broken for what would become County Stadium. In 1953 the Boston Braves arrived and were renamed the Milwaukee Braves. During the years between 1953 and 1965 the Braves broke major league attendance records, won two pennants, and one World Series. But all this fell apart in 1965 when new owners made the decision to move the team to Atlanta. Milwaukee County's first County Executive and resident of Story Hill, John Doyne, urged the County to take legal action to force the team to stay, citing major league conspiracy to deprive Milwaukee of a major league team, punishable under the Wisconsin Antitrust Act. Doyne and the County eventually lost the suit via a Wisconsin Supreme Court ruling.

However, in 1969 an executive in a local family car leasing business, Bud Selig, purchased the bankrupt Seattle Pilots franchise and brought the team to Milwaukee. The team was named after the former minor league team, the Milwaukee Brewers. County Stadium was once again alive with activity, and Story Hill would benefit. Sports bars replaced the ubiquitous neighborhood taverns along Bluemound and attracted customers from all over the state. County Stadium would eventually be rebuilt as Miller Park (now American Family Field). Parking lots in the neighborhood would be named after Milwaukee Braves' and Brewers' stars Warren Spahn and Paul Molitor. Story Hill streets were renamed after Brewers' Robin Yount and Bud Selig (who later became the MLB Commissioner). The neighborhood's Doyne Park was named after the County Executive who fought to keep the Milwaukee Braves in Milwaukee.

The neighborhood remained one of the most prestigious in Milwaukee.

Current populations (as of 2021)

Story Hill, with its 1,757 residents, continues to be a prosperous neighborhood. While the Irish today are in relatively short number, over one-quarter of the households have incomes between \$75,000 and \$150,000. Approximately 6 in 10 residents over 25 hold bachelor's or graduate degrees, an extremely high number for Milwaukee and the metro area. The most numerous occupations of residents are in the fields of administration, management, business, and education.

Over 8 in 10 residents are European American, with about half of these with ancestry in Germany and 16 percent each with ancestry in Ireland or Poland. Approximately 1 in 15 residents are African Americans, and approximately 1 in 20 are Latinos. The remainder are American Indians, Asians, and mixed ethnics.

Well over half the properties in Story Hill are owner occupied. About 6 in 10 home owners pay between \$1,000 and \$2,000 a month for select monthly costs, which can include mortgages, deeds of trusts, contracts to purchase, insurance, and more. While these costs are not low, rental costs are, with 8 in 10 rental property units going for \$500 to \$1,000 a month.

INTERESTING FEATURES

- **American Family Field**, at 1 Brewers Way, a state-of-the-art stadium with a retractable roof.
- **Doyne Park**, at 5300 W. Wells, with a 9-hole golf course for beginners or others wanting to improve a short game.
- **Calvary Cemetery**, at 5503 W. Bluemound Road, the oldest existing Catholic cemetery in Milwaukee.

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.

MILWAUKEE BREWERS GAMES			
When?	Where?	Description and contact info	Admission
Early Apr. to late Sep., see website for times	American Family Field. 1 Brewers Way	Major league baseball games.	Prices vary

ECO ART WEDNESDAYS			
When?	Where?	Description and contact info	Admission
Weds., 4-5:30pm	Menomonee Valley 3700 W. Pierce	Children work on nature-inspired recycled arts and crafts. Take home own creation every week! Register at Urban Ecology website.	unk

EARLY MORNING BIRDWALK			
When?	Where?	Description and contact info	Admission
Most Tue.'s. 8-10am	Menomonee Valley, 3700 W. Pierce St.	A walk for bird watchers of all ability levels to explore Three Bridges Park for birds. Register at Urban Ecology website.	Free, need to register

SLEDDING THE SLOPES OF MENOMONEE VALLEY			
When?	Where?	Description and contact info	Admission
Late Jan. Tue. 4-6pm	Menomonee Valley, 3700 W. Pierce St.	An evening of snow and sledding in Three Bridges Park with hot chocolate (if there is no snow, will hike Three Bridges Park). Register at Urban Ecology website.	Free

FAMILY HIKE			
When?	Where?	Description and contact info	Admission
Mar. & Apr, Nov, Tue.'s 4-6pm	Menomonee Valley, 3700 W. Pierce St.	Guided hike to see changes in seasons through Three Bridges Park. Register at Urban Ecology website.	Free

SHAKESPEARE IN THREE BRIDGES PARK

When?	Where?	Description and contact info	Admission
Late Jul., Fri. 7pm	Menomonee Valley behind Palermo Villa next to 33rd Ct.	Play performed by Summit Players along river in the park.	Free, but donations welcome

FRIENDS OF HANK AARON STATE TRAIL 5K RUN/WALK

When?	Where?	Description and contact info	Admission
Early Aug., Sat. 7- 8:15am	Start and finish near Klement's Sausage Haus (on the east end of American Family Field)	Opportunity to walk or run in race on Hank Aaron trail, or be a spectator—entertainment and food available. (Requires registration to participate)	Free (to watch)

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

POST ST. PATRICK'S DAY PARADE PARTY

When?	Where?	Description and contact info	Admission
Mid Mar., Sat. 1:30-5pm	Irish Cultural Heritage Center, 2133 W. Wisconsin Ave.	Live entertainment, children's activities, leprechaun stories, and more	Free

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://mecahmilwaukee.com/NonFiction.html>

QUOTES FROM RESIDENTS

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

PHOTOS

Today's neighborhood-Woodlands School



Today's neighborhood-Yount Drive and the entrance to American Family Field lot



Today's neighborhood-Sports bars on Bluemound Rd.



Today's neighborhood-Looking south on Pinecrest Ave. with American Family Field in the background

Today's neighborhood-Doyne Park



Today's neighborhood-Houses 49th & Sunnyside Drive

Today's neighborhood-Calvary Cemetery



Today's neighborhood-Houses on Pinecrest Ave.

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@currently.com