

Approximate boundaries:

N-E. Morgan Ave; **S**-E. Norwich Ave;

E-Lake Pkwy-794, **W**-S. Howell Ave (partial)

SOUTHEAST SIDE *Tippecanoe*

NEIGHBORHOOD DESCRIPTION

Tippecanoe is a densely populated neighborhood with a mix of early 20th century bungalows and homes built after the 1940s. A postwar development with tract homes was built on a block bordered by East Saveland and East Howard Avenues, Clement and South Brust Streets. Each home is a slight variation on the basic Cape Cod--some with gabled roofs and others with two dormers or raised roofs.

Tippecanoe Park, adjacent to Clement Avenue School, is a 17-acre commons with play-ground equipment and a wading pool. It also has practice fields for a variety of sports. There is also an Emigh Playfield on East Wilber and South Quincy.

HISTORY

The Tippecanoe neighborhood was once part of the Town of Lake, which existed as an independent, unincorporated township beginning in 1838. Town of Lake boundaries were Lake Michigan to South 27th Street and Greenfield to College Avenues. By the mid-1950s, the City of Milwaukee had annexed the area. The town hall of the Town of Lake was at the corner of Howell and Howard Avenues, a major intersection today in the Tippecanoe neighborhood.

Early populations

By the middle of the 19th century, German farmers—mostly Catholic—had settled on today's far southeast side of Milwaukee. A German Catholic hamlet called New Koln thrived near today's Howell and College Avenues, about a mile south of the Tippecanoe area.

Some of the streets that are today part of Tippecanoe were named after the local farmers. For example, Howard Avenue was named after farmer James Corydon Howard who was given a 160-acre farm at no charge from his father-in-law, Israel Porter. (This was no issue for Porter as he had acquired the wooded land in a trade for an old rifle.)

Much of the later development of the far south side neighborhoods resulted from the dreams of a local Norwegian named John Saveland.

Saveland owned a booming business on Water Street that provided provisions for fishing boats, steamships, and schooners that sailed from Milwaukee. He also had an interest in real estate. In 1887, Saveland organized a group of investors that purchased 30 acres of land bordered by today's Bradley, Howard, Whitnall, and Howell. The group hoped to attract upper middle class home buyers to their project—people who would work in the city and retire to their county estates at the end of the work day.

But despite a convenient Milwaukee streetcar with stops along Howell Avenue, few lots were sold in the early days. Saveland ultimately turned some of the land into a recreational venture, with an amusement hall and grounds. It wasn't until the time of Saveland's death in 1909 that the area was finally beginning to attract settlers. These were not the upper middle class professionals that Saveland had expected, but south side working class people—mostly Poles.

Still, the Tippecanoe area remained very rural unto the 1940s. Truck farming thrived and residents still hunted rabbits and pheasants in the surrounding fields.



Today's neighborhood-
Tulipomania European Flower Market

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Businesses in 1940

While hardly a bustling commercial area, a look at the businesses along South Howell Avenue between Morgan Avenue and Howard Avenue in 1940 will provide a snapshot of life in Tippecanoe during the Great Depression.

<i>Addresses on S. Howell</i>	<i>Businesses/institutions from the <u>Milwaukee City Directory</u></i>
3522	Industrial Exchange Association
3650	Lake Shore Super Service Station
3662	Esther's Beauty Shoppe
3778	Tamm's Floral Shoppe
3835	Milwaukee Public Library—Tippecanoe Branch
3837	Ignatz Heidt Tavern
3851	National Tea Company
3863	Tippecanoe Hardware Store
3867	A & P Food Store
3869	Hi-Way Pharmacy (Anthony Rozeski)
3871	Florian Delmolino Barber Shop

Notes on above from census and other records:

- The small neighborhood had at least one supermarket.
- Ignatz Heidt, with the tavern at 3877 S. Howell, was a Polish immigrant. He had been in the liquor business for at least 20 years when he ran the tavern in Tippecanoe in 1940. He, his wife Palagia, and children lived at 3131 S. Chase, just up the street from the tavern.
- Florian John Del Molino, the barber at 3871 S. Howell, served in World War Two. While he was born in Wisconsin, he moved to San Bernardino, California sometime after the war—the place where he died in 1980. He had spent his early years in Iron, Wisconsin. Both his parents were Italian immigrants.

Post World War Two Tippecanoe

Housing was reaching the far south side in the early 20th century, but it wasn't until the end of World War Two that the housing market really started to boom. Newly arriving settlers (many veterans) were migrating from nearby neighborhoods—mostly Poles, some Germans, and later in the century, Latinos. Even though Tippecanoe remained part of the Town of Lake until 1954, it had its own identity. Between 1949 and 1954 the neighborhood had a weekly newspaper, aptly named *Tippecanoe News*. When the Town of Lake consolidated with Milwaukee, Tippecanoe became a full-fledged neighborhood within Milwaukee. The housing boom continued, and by

the mid-1960s there were thousands of small ranch houses and cape cods extending to and beyond the Tippecanoe neighborhood.

Current populations (as of 2017)

Today, Germans and Poles still dominate the Tippecanoe population. Over 4 in 10 residents of the neighborhood claim German ancestry and approximately one-quarter claim Polish ancestry. Latinos make up slightly over 12 percent of the Tippecanoe population and African Americans, Asians, and mixed race people comprise about 1 percent each.

Tippecanoe is a well-educated neighborhood with over 3 in 10 residents holding bachelor's degrees. Over half of the households in the neighborhood fall into the upper middle or middle income strata (with annual incomes between \$50,001 and \$150,000). The leading occupations in Tippecanoe are in the fields of administration, management, and education.

Despite the relatively high household income in Tippecanoe, housing and rent prices are reasonable. Approximately three-quarters of the property units are owned, and of these just under half carry select monthly costs (e.g., mortgages, deeds of trust, taxes, insurance, contracts to purchase) between \$1,001 and \$1,500 a month. In addition, over two-thirds of the rental units go for \$501 to \$1,000 a month.

INTERESTING NEIGHBORHOOD FEATURES

- **Tippecanoe Library**, bordering the Tippecanoe neighborhood at 3912 S. Howell, with its "secret garden" (see below).
- **Woodlawn Cemetery** at 614 E. Howard Ave., known for the quality of its art and stonework monuments (see photo).
- **Tulipomania European Flower Market** at 319 E. Howard (see photo).

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.

SECRET GARDEN			
When?	Where?	Description and contact info	Admission
Warm weather months, Mon.-Wed. 12-8pm, Thu., Fri. 10am-6pm, Sat. 10am-5pm	Tippecanoe Library, 3912 S. Howell Ave.	An outdoor space for children and the telling of stories inspired by the Frances Hodgson Burnett's 1911 book, <i>The Secret Garden</i> .	Free

GARDEN DISTRICT FARMERS MARKET			
When?	Where?	Description and contact info	Admission
Early Jun. through mid Oct., Sat.'s 1-5pm	Just south of Howard on 6th St.	Market of fresh vegetables and other vendors.	Free

MONTHLY FAMILY MAGIC SHOW

When?	Where?	Description and contact info	Admission
1 ST Sat. every month, 11-11:30 am	Best Western, 5105 S. Howell Ave.	An interactive show that combines comedy, mental magic, and audience participation.	\$5

GARDEN DISTRICT CRAFT FAIR

When?	Where?	Description and contact info	Admission
Late Apr., Sat. 9am-3pm	3333 S. Howell	Fair of over 25 vendors, concessions, prizes, bake sale, and more.	\$1

BASKETBALL

When?	Where?	Description and contact info	Admission
Wed. 1-3pm	Beulah Brinton Community Center, 2555 S. Bay St.	Basketball in community center. (414) 481-2494	Families, free

GARDEN DISTRICT ART MARKET

When?	Where?	Description and contact info	Admission
Late Aug., Sun. 12-4pm	1 block south of 6th & Howard	Market of artists, food vendors, merchandise vendors, and nonprofit organizations.	Free

SOUTH SHORE FARMERS MARKET

When?	Where?	Description and contact info	Admission
Mid Jun.-late Oct., Sat. 8am-12pm	South Shore Park, 2900 South Shore Dr.	Fresh produce from Wisconsin farmers, baked goods, art, crafts, music, demonstrations.	Free

BILLIARDS

When?	Where?	Description and contact info	Admission
Mon.-Fri. 8:30am-3pm	Beulah Brinton Community Center, 2555 S. Bay St.	Billiards in community center. (414) 481-2494	Families, free

BAY VIEW BASH

When?	Where?	Description and contact info	Admission
Mid Sep., Sat. 11am-10pm	Between Potter and Clement on Kinnick-innic Ave.	A Community Festival of Food, Art, Music, Crafts, Books, and Community Organizations.	Free

CARD PLAYING CLUB

When?	Where?	Description and contact info	Admission
Mon.-Fri. 8:30am-3pm	Beulah Brinton Community Center, 2555 S. Bay St.	Organized card playing in community center. (414) 481-2494	Families, singles, seniors, free

WALKING TOUR—BAY VIEW

When?	Where?	Description and contact info	Admission
Late May-mid Oct, Sun.'s 1pm	Meets by the Bublr bike station at Zillman Park, 2180 S Kinnickinnic Ave.	Opportunity to learn the story of how Bay View began with a patchwork of industry and diverse group of immigrants and grew to the charming neighborhood you see today.	\$10 adults, \$2 kids 7-17, free kids 6 and under

SOUTH SHORE FROLICS

When?	Where?	Description and contact info	Admission
Mid Jul., Fri. 4-10:30pm, Sat. 11am-10:30pm, Sun. 9am-10pm	2900 S. South Shore Dr.	A weekend long fest hosted by Bay View Lions Club.	Free

OUTDOOR ICE SKATING—BAY VIEW

When?	Where?	Description and contact info	Admission
Winter, only when ice is 6 inches thick	Humboldt Park, 3000 S Howell Ave.	Ice skating for adults and children (heed "thin ice" signs).	Free

JULY 4TH CELEBRATION

When?	Where?	Description and contact info	Admission
July 4, 9am-10pm	Humboldt Park, 3000 S. Howell Ave.	Parade, music, talent show, children's entertainment, fames, fireworks.	Free

INDIAFEST

When?	Where?	Description and contact info	Admission
Mid Aug., Sat., 11am-9pm	Humboldt Park, 3000 S. Howell Ave.	Celebration of Indian culture. Along with music and dance performances, there is also a fashion show, singing competition, authentic Indian cuisine and marketplace.	Free

BEUHAH BRINTON HOUSE

When?	Where?	Description and contact info	Admission
Every third Sat. of the month, 1-4pm	2590 S. Superior St.	Tour the home of a woman most responsible for acclimating new immigrants to the town of Bay View in the late 19th century.	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

If you live in the Tippecanoe neighborhood and would like to provide an interesting observation on the neighborhood, send a quote to JFLanthropologist@currently.com

PHOTOS



Today's neighborhood-Tippecanoe Park



Today's neighborhood-Houses on Saveland Ave.



Today's neighborhood-Woodlawn Cemetery

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