

Approximate boundaries:

N-E. Kenwood Blvd; **S**-E. Locust St;

E-N. Lake Dr, **W**-N. Oakland Ave

UPPER EAST SIDE

Upper East Side

NEIGHBORHOOD DESCRIPTION

The Upper East Side is a mainly flat, high-density neighborhood with a variety of housing styles. The homes near the western border of Oakland Avenue tend to be simple wood frame duplexes, bungalows, multi-unit apartment buildings, interspersed with a number of late 19th century Queen Anne style, two-story houses. Toward the east side of the neighborhood and along Lake Drive, the housing stock tends to be more upscale colonial and Tudor style.

The main commercial corridor of the Upper East Side is along Oakland Avenue just north of Locust Street. There is no public green space in the neighborhood. See neighborhood photos below.

HISTORY

The City of Milwaukee neighborhood designated as the Upper East Side was rather slow to develop.

Early populations

While it might seem incongruous to most Milwaukeeans, relatively unschooled settlers did reside in the Upper East Side area long before the influx of the nearby academic institutions. In the late 1800s industrial workers began to migrate northeast from Milwaukee's center in search of work. They were attracted in part by the prospective employers of Worsted Mills, a yarn factory, and a cluster of ice-houses near the Milwaukee River. Most of the workers were Germans, and they settled on and near the southwestern border of today's Upper East Side.

At the same time, developers sought to attract a more affluent population to the area. Impressed by the migration of professionals, beer barons, and industrial moguls to the Northpoint neighborhood just south of the Upper East Side, two men platted subdivisions. In 1891, Clarence Shepard (with today's Milwaukee street named after him) platted 72 acres, that he named Kenwood Park, between Kenwood Boulevard and Hartford Avenue—just north of today's Upper East Side neighborhood. Shortly after, Edward Hackett (also with today's Milwaukee street named after him) platted a subdivision just south of Kenwood Park and west of Lake Park—within the boundaries of today's Upper East Side. The subdivisions didn't get much attention until after 1900, as the Northpoint neighborhood was still filling in.

Open land was still available well into the 20th century. A section of today's Upper East Side neighborhood would actually become incorporated into a golf course. John Gurda describes it in *Milwaukee, City of Neighborhoods* (p. 331).

In one of the most unusual developments in the history of Milwaukee neighborhoods, the central blocks became, of all things, a golf course. In November 1894, three upper income Milwaukeeans who had been bitten by the golf bug during a visit to Chicago laid out the city's first primitive links in a cow pasture bordered roughly by Downer and Oakland Avenues between Locust Street and Hartford Avenue. (Their sport was known as "pasture pool" in some circles).



Today's neighborhood House on Maryland Ave.

But eventually affluent settlers did begin to purchase property in the blocks east of Downer, especially on Lake Drive. Some of the largest and most beautiful mansions still stand on these streets. Much more modest homes and apartment buildings were occupied by working and middle class residents between Downer and Oakland Avenues. On this western edge developed the neighborhood's main business corridor.

Businesses in the Upper East Side

Oakland Avenue was the main commercial corridor of the Upper East Side. Below is a list of Oakland Avenue businesses between Locust Street and Menlo in 1921. (Note that Milwaukee changed its addressing system in the early 1930s.) See notes following the list.

<i>Addresses on N. Oakland in 1921 in the Upper East Side area</i>	<i>Businesses and organizations in the <u>Milwaukee City Directory</u></i>
	North Park Front (approximately Locust)
NW corner	Standard Oil Filling Station
636	Karl K. Smith Confectioner
638	Miramar Theater
690	Grossland & Reinke Barbers
692	Winkie's Hardware Store
695	Irwin Gilbert Grocery
696	Letcher Shoe Company
698	Hyman Sack Dry Goods
699	Barker System Bakeries Hugo Froebel Novelties
702	Anthony G. Gahn Meats
704	William C. Fritz Barber Samuel Kaiser Grocery Charles H. Kendall Physician
705	Tony Festedt Soft Drinks
	Folson Place
706	William A. Runge Drugs Arnold A. Block Dentist Edwin M. Tillson Physician
710	Arthur B. Cook Confectioner
727	Charles A. Haselow Painter
741	Louis Schmidt Plumber

<i>Addresses on N. Oakland in 1921 in the Upper East Side area</i>	<i>Businesses and organizations in the <u>Milwaukee City Directory</u></i>
753	William H. Eiring Meats
757	Waukegan Tea Company Herbert Hill Dentist
758	Mrs Emma Grimm Milliner
	Linwood Place
795	Riverside Studio Photographers
	Kenwood Boulevard

Notes from census and other records:

- Approximately one-fourth (26 percent) of all businesses and offices on this strip of Oakland in 1921 were food stores (grocers, confectioners, delis, butchers, and bakeries).
- Nearly all the shopkeepers were German or Jewish, and most of these were immigrants. Few had high school educations.
- Irwin Gilbert, the grocer, was born in Michigan to Russian immigrant parents (probably Jewish). He lived most of his life close to Upper East Side, living on Franklin Place and Bellevue.
- Hyman Sack was a Russian immigrant who lived on Harmon Street in 1920. His family spoke Yiddish at home.
- Hugo Froebel with the novelty store was the son of German immigrants. He lived on 8th Street in 1920.
- Anthony Gahn and his wife Rose, with the meat market, lived in Shorewood. Albeit not an immigrant, he never went to high school, a pattern very typical of Milwaukee shopkeepers before 1970.
- Samuel Kaiser, the grocer, was born in Austria. He and his family spoke Yiddish at their home on 8th Avenue.
- Tony Festedt, with the "soft drink" place, had been a pressman before opening his tavern. National Prohibition had begun in 1920 and it would have been illegal to sell liquor, but the place may have been a speak-easy. He was the son of German immigrants.
- Charles Haselow, the painter, lived at his shop on Oakland. A German immigrant, he had a day job as the manager of an employment bureau.
- William H. Eiring, the butcher, lived at the same address as his shop. His daughter and son-in-law lived with him. He was the son of parents born in Saxony.
- Emma Grimm, the milliner, was a young divorcee with two children. They lived at the same address as the shop. See her profile on the following page.

Spotlight on Cambridge Heights business family (1940s)

(Information from census and other public records)

The Grimms

Emma Grimm ran a millinery shop on Oakland Avenue in the 1920s (*photoⁱ shows typical hat shop if the times*). Born Emma Beckmann in 1880, the daughter of German immigrants, she married Adolph Edwin Grimm, a welder, when she was 34. She quickly gave birth to two sons, Robert Adolph and Chester. However, the couple divorced when the children were very young. Emma's ex-husband later married a British immigrant named Amie Bridgeman, who was 22 years his junior.

Unfortunately, Emma did not remain in the hat shop long. She died in 1925, cause unknown, at the young age of 45. It is not completely clear where the children ended up. According to the U.S. census, Robert Adolph was in the home of his father, his father's second wife, and their three children in 1930. At age 14, he was working as a paper boy. Chester's whereabouts in 1930 is a mystery.

The boys then showed up in the census record in Neenah, Wisconsin in 1940. At the time, both Robert and Chester were unmarried and living in a rooming house. Robert was working in a paper mill and Chester had a job as an office worker. The good news was that Robert Adolph has just completed four years of college and Chester has completed high school.

The boys next appeared in military records. Both served during World War Two. Unfortunately, Chester lost his life in 1944 in the South Pacific. Robert Adolph survived, married a woman named Mary Lou, moved to Seattle and remained there until his death in 1997. Nothing more is known of that branch of the Grimm family.



Of the *residents* tied to the Upper East Side neighborhood, one of the most famous was actor Jack Carson. See his profile on the following page.

Yankee Hill Profile (early 20th century)

(Information from census and other public records)

Jack Carson

Born in Carman, Manitoba, Canada in 1910, John Elmer ("Jack") Carson moved to Milwaukee with his family before he reached the age of 9. While his father, Elmer L. Carson, was a Canadian citizen, his mother, Eleanor ("Elsie") Carson (nee Brunke-Jungnik) was a native of Appleton, Wisconsin. Jack had a brother Robert who was two years older. Father Elmer Carson developed a successful career as an agency manager, possibly for an insurance company. In 1940, Elmer reported his annual income as "\$5,000+," which was more than four times the annual median for the times.

The Carson family lived on Prospect Avenue during Jack's childhood. While the exact location of their Prospect home is unknown, Jack attended Hartford School (today's Hartford University School) in the Downer Woods neighborhood. Jack later enrolled at the exclusive St. John's Military Academy in Delafield, Wisconsin. Following graduation from St. John's, Jack attended Carleton College in Northfield, Minnesota. It was at Carleton that Jack first envisioned a career in the performing arts. Playing a role in the production of *Hercules*, Jack tripped on stage and took half the set with him. A college friend, Dave Willock, thought it was so funny that he talked Jack into teaming up with him for a vaudeville act.

While Jack was beginning his career, the Carsons moved the family home to 1030 North Marshall in the Yankee Hill neighborhood. At the time, father Elmer had an office at the Wisconsin National Bank Building on Water Street.

Jack Carson began his career with Dave Willock in a vaudeville act. By the mid-1930s the public was losing interest in vaudeville and Jack and Dave looked for work in radio and the movies. In 1938, the team made an appearance on the *Kraft Music Hall* when Bing Crosby hosted the radio show. The opportunity was a breakthrough for Jack and he began to get bit parts in films. Gradually the parts grew and he landed the role of scheming Wally Fay opposite Joan Crawford in *Mildred Pierce*. While he made scores of movies, some of his most acclaimed roles included the part of Harold Pierson opposite Rosalind Russell in *Toughly Speaking*, publicist Matt Libby opposite Judy Garland in *A Star is Born*, and "Gooper" with Paul Newman and Elizabeth Taylor in *Cat on a Hot Tin Roof* (see photoⁱⁱ).



Jack brought his family to Hollywood by the mid-1940s and may have helped brother Robert get some of his film roles. During his California days, Jack married four times and was also linked romantically with Doris Day. At the early age 51 he was diagnosed with stomach cancer and died at 52.

The advent of academia

By the turn of the twentieth century, a conglomerate of academic institutions began to grace the area just north of the Upper East Side neighborhood. In 1895 two women's colleges consolidated—Milwaukee Female Seminary (later Milwaukee College) and Wisconsin Female College (later Downer College) in Fox Lake. The consolidation was renamed Milwaukee Downer College and the institution was moved to the northwestern corner of Hartford and Downer Avenues. Quickly expanding, the college built rows of red brick buildings and gradually took over the already existing forested area called Downer Woods.

Another academic institution soon moved to the area. Since the late 1880s, Wisconsin State Normal School (later Wisconsin State Teachers College and then Wisconsin State College of Milwaukee) had been operating on 18th and Wells Streets. In 1909 it moved to the corner of Kenwood Boulevard and Downer Avenue (today's Mitchell Hall).

In 1919 an acclaimed teaching college also moved from downtown to the Downer Woods area. This was the non-sectarian Columbia Hospital that educated both physicians and nurses. Columbia moved to Hartford and Maryland Avenues.

By mid-century, the need had grown for a full university in the area. In 1956 Wisconsin State College on Downer merged with the downtown University of Wisconsin Extension to become the University of Wisconsin-Milwaukee. The new institution began with just over 4,000 students. Most of the students took classes in Mitchell Hall (called the Main Building then), a few walked blocks to make-shift annexes, and some had to bus between classes to schoolrooms at the downtown location. For the next half-century the institution grew at a record pace—both in students and buildings and facilities.

Oakland Avenue would gradually change, especially after the 1956 merger that resulted in the University of Wisconsin-Milwaukee. Below is a list of the businesses and offices that occupied storefronts on Oakland the year after the merger, in 1957. Already there are very early signs of a street that would eventually share its resident focus with a growing population of students in temporary housing.

<i>Addresses on N. Oakland in 1957 in the Upper East Side neighborhood</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
2901	Plotkin Delicatessen
2904	Fred W. Schmidt Collection Agency
2905	Oakland Bakery
2907	East Side Foods Grocery Store
2908	Oakland Laundromat
2914	National Food Stores
2915	Economy Drug Company
2917	Luke W. Burke Dentist
2919	Spic & Span Dry Cleaners Inc.
2920	Badger Paint Stores
2921	Schieble's Market & Meats
2928	Wisconsin Liquor Store
2929	William J. Houghton Physician Dennis J. DeMunck Dentist John H. DeMunck Dentist
2929	James P. Krueger Florist

<i>Addresses on N. Oakland in 1957 in the Upper East Side neighborhood</i>	<i>Names of businesses and organizations from Milwaukee City Directory</i>
2931	Leo H. Bassman Dentist
2949	O'Donell's Barber Shop
2955	Louis Schmit Plumbing Company
2974	Hunner's Standard Service Station
2975	Patrick H. Fass Lawyer
2977	Paul L. Hill Dentist
2979	Marge's Beauty Shop
3041	Welch Upholsterer

Notes from census and other records:

- The food stores in this stretch of Oakland comprised a mere 17 percent of the entries, compared to 26 percent in 1921. This was likely due to two developments. One was the emergence of the supermarkets which outcompeted the smaller specialty shops. Another was the growing number of students housed in the area, who would in most cases not be cooking as much food as the other residents.
- There is now a liquor store and a laundromat on this stretch of Oakland.
- There are four chains on this corridor in 1957, including Spic & Span, Standard Oil, National Food Stores, and Badger Paint. There appears to have been only two in 1921 (Standard Oil and Waukegan Tea).
- Because the 1950 census was not yet available at the time of this compilation, not many shopkeepers were identified. Of those who were, the educational level had risen slightly and some did have high school educations.
- Walter Schieble, with the meat market, had a father Adam who was a butcher. Walter and his family also lived on Oakland directly next door to his market. He had graduated from high school.
- James P. Krueger, the florist, was raised in his grandfather's home in Shorewood.

Current populations (as of 2017)

Today's Upper East Side is a very highly educated neighborhood, with over twice the proportion of residents holding bachelor's or higher degrees than the proportions in other Milwaukee neighborhoods. This is likely due to the number of students and academic staff that live in the neighborhood.

The median household income of residents is just over \$60,000, placing the neighborhood in the middle income stratum. However, household incomes on the Upper East Side diverge widely, with approximately 10 percent living on over \$200,000 and an equal amount living on under \$10,000 annually.. The largest number of occupations in the area are in the fields of food service, administration, sales, management, and education--probably also reflecting the preponderance of student and professional populations living side-by-side.

The Upper East Side is not as diverse along color lines as most other Milwaukee neighborhoods. Over 9 in 10 residents are European Americans, with leading ancestries in Germany, Ireland, Poland, and England. Approximately 5 percent are Latinos (mostly of Mexican descent), and the rest are Asians (mostly Chinese), African Americans, American Indians, and people of multiple backgrounds.

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.

ARCHAEOLOGY LECTURES			
When?	Where?	Description and contact info	Admission
Various times, fall and spring semesters, Sat. or Sun., see website	Sabin Hall, 3415 N. Downer Ave.	Lectures by renowned archaeologists for an educated lay audience, sponsored by the Archaeological Institute of America—Milwaukee Society	Free

UWM SCIENCE BAG			
When?	Where?	Description and contact info	Admission
Fall and spring semesters, Fri. 8pm (occasional Sun. matinee)	Physics Building, at E. Kenwood Blvd. and N. Cramer St., rm. 137	One-hour shows designed to educate and entertain all age groups on various aspects of science, supported by College of Letters & Science.	Free

FRENCH FILM FESTIVAL			
When?	Where?	Description and contact info	Admission
Mid Feb., 10 days, see website	UW-Milwaukee Union Theatre 2200 East Kenwood Boulevard	(Subtitled) films in the French language—award winning, little known, classical, popular, and concessions available.	Free

GUEST LECTURE SERIES ON THE ARTS			
When?	Where?	Description and contact info	Admission
Most Wed.'s 7:30-9pm	Art Center Lecture Hall, 2400 E. Kenwood Blvd.	Lectures on a variety of art-related topics including visual art, film, mythology, performance, story-telling, photography, and more.	Free

GLORIOUS GALAXIES			
When?	Where?	Description and contact info	Admission
Mid Jan. thru late Feb., Fri.'s 7-7:55 pm	Manfred Olson Planetarium, UW-M Physics building, 1900 E. Kenwood Blvd.	Chance to explore other galaxies (over 170 million in existence). Explore shapes, collisions, and black holes.	\$3

CUPID'S CONSTELLATIONS

When?	Where?	Description and contact info	Admission
Mid Feb., Wed. 7-8pm	Manfred Olson Planetarium, UW-M Physics building, 1900 E. Kenwood Blvd.	One-night special showing of Cupid's Constellations, constellations in familiar patterns such as hearts, and tales of love including that of Princess Andromeda and Perseus.	\$5

STUDENT FILM AND VIDEO FESTIVAL

When?	Where?	Description and contact info	Admission
Mid May, Fri. 7-10pm	UWM Union Cinema, 2400 E. Kenwood Blvd.	A juried showcase of the best short films and videos from the pioneering UWM Department of Film, Video, Animation, and New Genres.	Free

UWM'S LATIN AMERICAN FILM SERIES

When?	Where?	Description and contact info	Admission
Early Apr., one week, see website for times	UWM Union Cinema, 2400 E. Kenwood Blvd.	Films including international award winners from countries throughout Latin America, in Spanish, Portuguese, English, and Kaqchikel Maya, with subtitles where needed.	Free

STARS & S'MORES

When?	Where?	Description and contact info	Admission
Late Aug., Wed. 7-8:30pm	Manfred Olson Planetarium, UW-M Physics building, 1900 E. Kenwood Blvd.	Opportunity to make delicious s'mores with friends and family while looking through telescopes and enjoying a special Planetarium program as well!	\$3

TIE-DYING SHIRTS

When?	Where?	Description and contact info	Admission
Late Aug., Wed. 5-7pm	Manfred Olson Planetarium, UW-M Physics building, 1900 E. Kenwood Blvd.	Chance to make a tie-dyed T-shirt and get a free s'mores kit with each shirt.	\$10

SUMMER EVENINGS OF MUSIC

When?	Where?	Description and contact info	Admission
Beginning mid Jun., approx. weekly for summer (see website), 7:30-9pm	Helene Zelazo Cen- ter for the Perform- ing Arts, 2419 E. Kenwood Blvd.	Fine arts quartet and others; RSVP	\$10

MILWAUKEE LGBT FILM FESTIVAL

When?	Where?	Description and contact info	Admission
Mid Oct., see website for times	Union Cinema, 2200 E. Kenwood Blvd.	Wide variety of films and documentaries with LGBT themes.	\$10 (Union Cinema screenings only)

OUTDOOR ICE SKATING—LAKE PARK

When?	Where?	Description and contact info	Admission
Winter, only when ice is 6 inches thick	Lake Park, 2975 N Lake Park Rd.	Ice skating for adults and children (heed "thin ice" signs).	Free

WARBLER WALKS IN LAKE PARK

When?	Where?	Description and contact info	Admission
Late May, Sat.'s, 8am-10am	2975 N Lake Park Rd. (meet at the Warming House)	Informal walks that are open to the general public of all ages, led by recreational birders familiar with Lake Park.	Free

JULY 4TH CELEBRATION—LAKE PARK

When?	Where?	Description and contact info	Admission
July 4th, all day	Lake Park, 3233 E. Kenwood Blvd.	Parade, Doll Buggy, Bike & Trike, and Coaster judging, music, fireworks.	Free

MUSICAL MONDAYS

When?	Where?	Description and contact info	Admission
Mid Jul.-late Aug., Mon.'s 6:30-8pm	2975 N. Lake Park Rd.	Varied roster of musicians perform.	Free

WONDERFUL WEDNESDAYS

When?	Where?	Description and contact info	Admission
Early Jul.-mid Aug., Wed.'s, 6:30-7:30pm	Lake Park, 2975 N Lake Park Rd.	Concerts for kids and families.	Free

LIVE AT THE LAKE

When?	Where?	Description and contact info	Admission
Jul., Mon.'s 6:30-8pm	Lake Park, 3233 E. Kenwood Blvd.	The East Side's offering to free outdoor music, set in one of Milwaukee's most treasured parks.	Free

NORTHPOINT LIGHTHOUSE MUSEUM

When?	Where?	Description and contact info	Admission
Sat. & Sun. 1-4pm	Northpoint Lighthouse, 2650 N. Wahl Ave.	A historic, maritime experience, with artifacts related to the history of the Great Lakes.	\$8 adults, \$5 seniors, \$5 children 5-11, free children under 4

EASTER BUNNY AT NORTHPOINT LIGHTHOUSE

When?	Where?	Description and contact info	Admission
Mid Mar., Sat. 1-4pm	Northpoint Lighthouse, 2650 N. Wahl Ave.	Easter bunny appearance at museum with historic and maritime significance.	\$8 adults, \$5 seniors, \$5 children 5-11, free children under 4

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>

QUOTE FROM RESIDENT

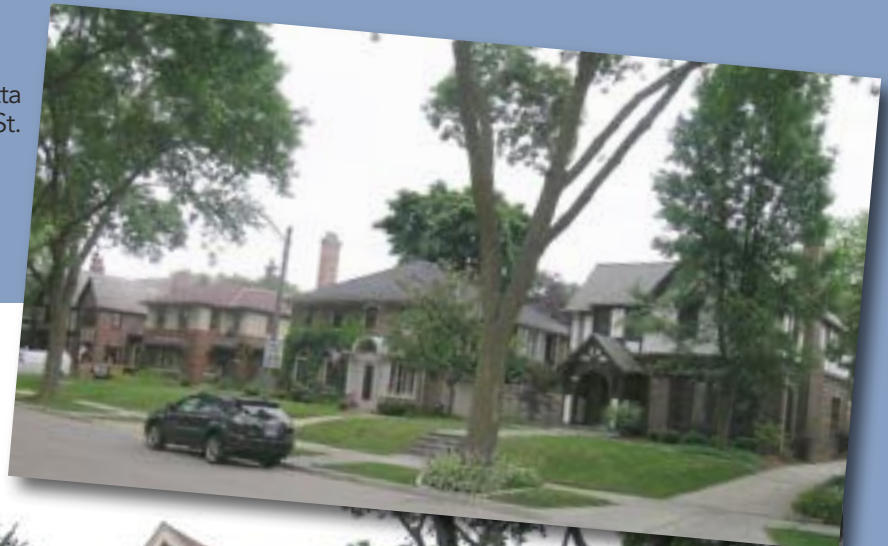
“The Upper East Side has been a very stable neighborhood. Quite a few of Upper East Side residents grew up in the neighborhood, perhaps went away to college, but moved back when ready to start a family. Many residents enjoy strolling along the residential streets shaded by trees, with flowers in the yards and Lake Park and the lakefront on our border.”

--Dr. Alice Kehoe

If you are a resident of Cambridge Heights and have interesting comments about this neighborhood, please send an email to JFLanthropologist@currently.com

PHOTOS

Today's neighborhood-Houses on Marietta
near Locust St.



Today's neighborhood-Houses on Linwood & Murray

Today's neighborhood-Houses on Marietta near Locust St.(2)



Today's neighborhood-Houses on Linwood
& Maryland

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

¹ Photo attribution: https://upload.wikimedia.org/wikipedia/commons/0/05/Millinery_department%2C_Toronto%2C_1908.jpg

¹¹ Photo attribution: https://upload.wikimedia.org/wikipedia/commons/7/70/Cat_on_a_Hot_Tin_Roof16.jpg